

Regional Automotive Market



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Regional Market
by the end of December 2024

Distributed for



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Asociación de Entidades
Autorizadas del Ecuador

Regional automotive market - Summary

In 2024 in comparison with 2023: increase in **7,7%** in sales. While, in December 2024 in comparison with December 2023: increase in **4,7%** in sales.

In 2024:

Total Vehicles Sales

- Highest y-o-y decrease: Venezuela (**140.1%**) and Costa Rica (**33.8%**)
- Highest y-o-y growth: Bolivia (**41.9%**) and Ecuador (**18.2%**)

In December 2024:

Total Vehicles Sales

- Highest y-o-y decrease: Venezuela (**165.9%**) and Colombia (**27.6%**)
- Highest y-o-y growth: Bolivia (**28.5%**) and Ecuador (**3.9%**)

In 2024:

Light Vehicles Sales:



- Highest y-o-y decrease: Venezuela (**115.6%**), Costa Rica (**34.0%**) and Brazil (**14.1%**)
- Highest y-o-y growth: Bolivia (**41.8%**) Ecuador (**19.5%**) and Argentina (**9.0%**)



Heavy Vehicles Sales:

- Highest y-o-y growth: Venezuela (**206.4%**), Paraguay (**33.1%**) and Costa Rica (**31.4%**)
- Highest y-o-y decrease: : Bolivia (**44.2%**), Colombia (**16.1%**) and Argentina (**4.5%**)

Countries	December 2023	December 2024	Jan - December 2023	Jan - December 2024	% VAR Dec 2024 -2023	% VAR Jan - Dec 2024 -2023
Brazil	248.498	257.444	2.308.628	2.634.917	3,6%	14,1%
Mexico	148.709	151.800	1.416.429	1.555.115	2,1%	9,8%
Argentina	18.573	21.602	449.492	409.959	16,3%	-8,8%
Chile	28.630	29.780	332.620	318.612	4,0%	-4,2%
Colombia	19.872	25.358	186.826	201.219	27,6%	7,7%
Peru	12.960	13.783	181.812	169.309	6,4%	-6,9%
Ecuador	9.053	8.701	132.388	108.266	-3,9%	-18,2%
*Costa Rica	4.909	5.977	57.446	76.880	21,8%	33,8%
Uruguay	6.745	6.787	61.789	66.664	0,6%	7,9%
Paraguay	2.453	2.834	30.685	32.560	15,5%	6,1%
Bolivia	3.348	2.394	51.136	29.692	-28,5%	-41,9%
Venezuela	744	1.978	7.313	17.558	165,9%	140,1%

*Imports

America sales

2019	25.389.729
2020	20.817.485
2021	22.014.634
2022	20.876.860
2023	23.247.296

Europe sales

2019	20.930.134
2020	16.714.115
2021	16.882.466
2022	15.071.434
2023	17.890.200

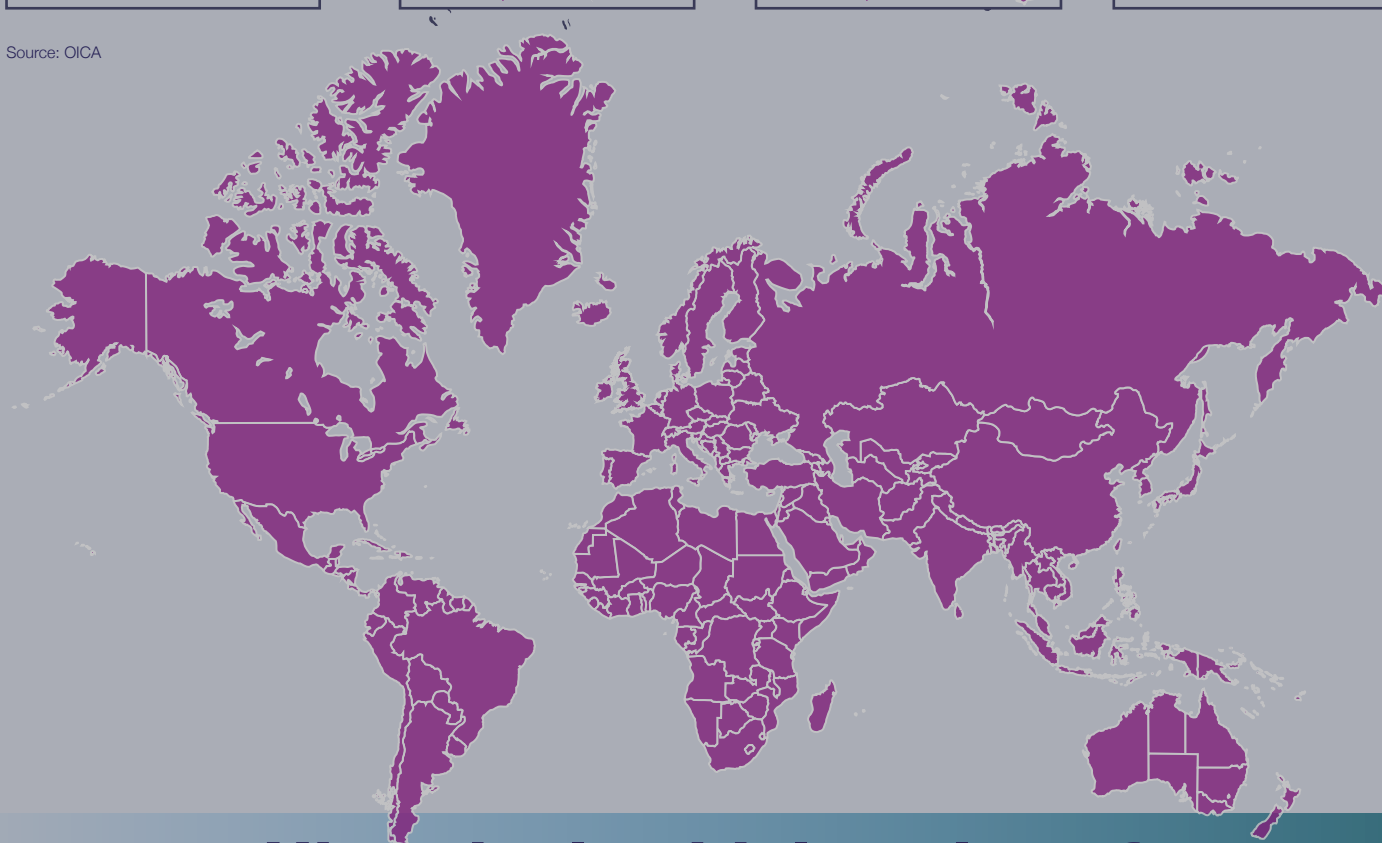
Asia & Oceania sales

2019	43.724.043
2020	40.330.258
2021	42.724.577
2022	45.838.945
2023	50.528.563

Africa sales

2019	1.200.291
2020	925.708
2021	1.133.520
2022	1.075.388
2023	1.049.842

Source: OICA



Historical vehicle sales of



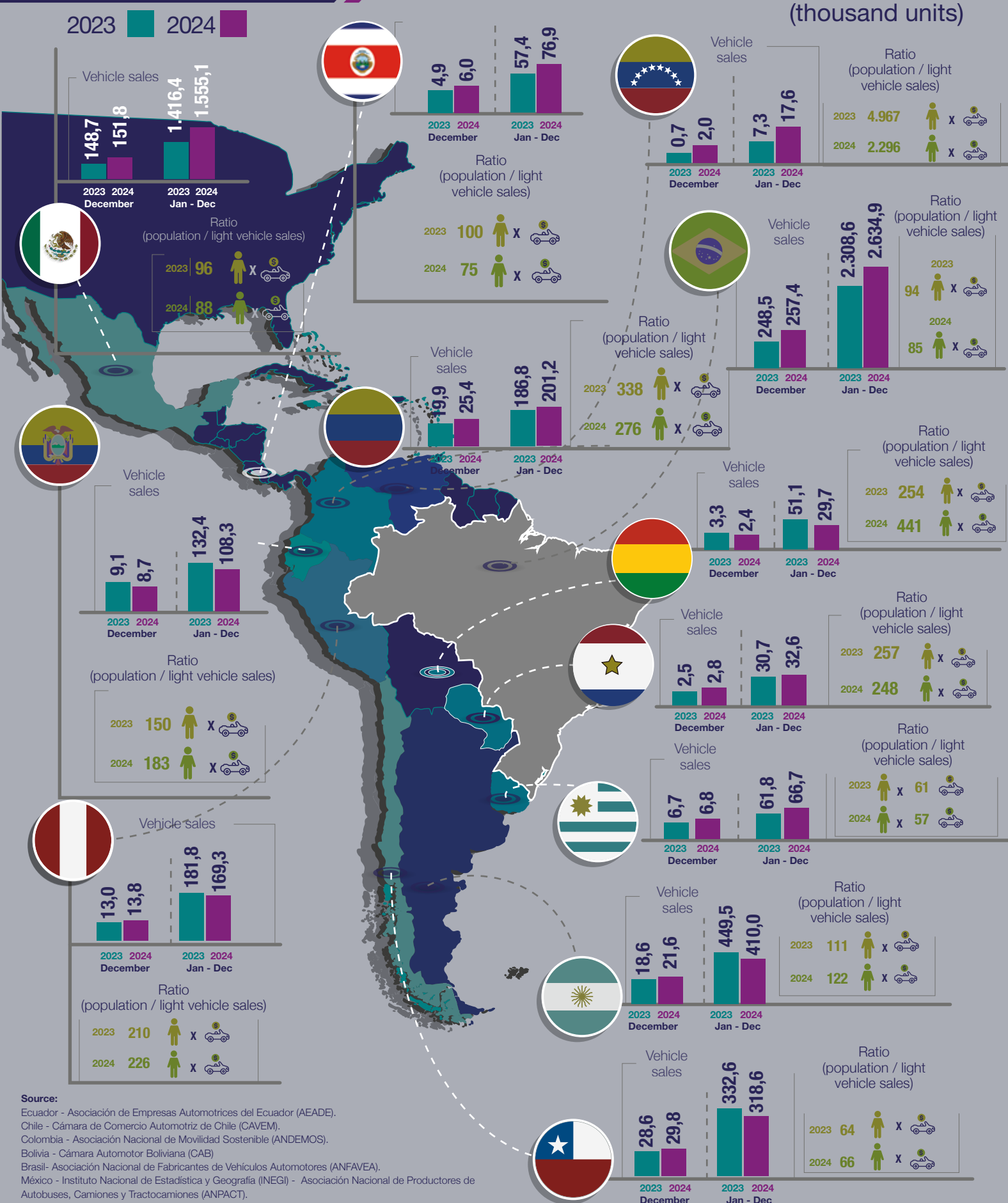
member countries

Countries	2021	2022	2023	2024
Argentina	383.663	406.792	445.009	409.959
Bolivia	42.693	45.724	51.012	29.692
Brazil	2.119.851	2.104.461	2.308.689	2.634.917
Chile	434.347	448.261	329.588	318.612
Colombia	250.497	262.595	186.826	201.219
*Costa Rica	32.181	40.159	57.446	76.880
Ecuador	115.371	134.170	132.388	108.266
Mexico	1.046.732	1.134.443	1.413.921	1.555.115
Paraguay	31.798	32.677	30.685	32.560
Peru	174.751	177.543	181.812	169.309
Uruguay	52.329	56.112	61.789	66.664
Venezuela	1.794	3.998	7.313	17.558
Total	4.653.826	4.846.935	5.206.478	5.620.751

*Imports

Regional Automotive Market

Total Vehicle sales (thousand units)



Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (AEADE).
 Chile - Cámara de Comercio Automotriz de Chile (CAVEM).
 Colombia - Asociación Nacional de Movilidad Sostenible (ANDEMOS).
 Bolivia - Cámara Automotor Boliviana (CAB).
 Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (ANFAVEA).
 México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (ANPACT).
 Argentina - Asociación de Concesionarios de Automotores de la República Argentina (ACARA).
 Venezuela - Cámara Automotriz de Venezuela (CAVENEZ).
 Perú - Asociación Automotriz del Perú (AAP).
 Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).
 Uruguay - Asociación de Concesionarios de Marcas de Automotores (ASCOMA).
 Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

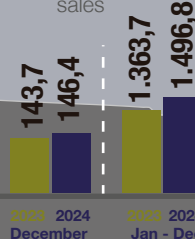
Regional Automotive Market

Vehicle sales Light* and heavy**

(thousand units)

2023 2024

*Light vehicle sales



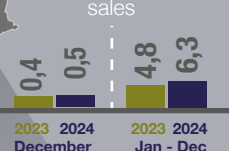
**Heavy vehicle sales



*Light vehicle sales



**Heavy vehicle sales



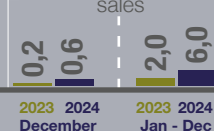
*Light vehicles: automobiles, pickups, SUV, VAN

** Heavy vehicles: trucks and buses

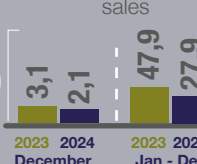
Passenger vehicle sales



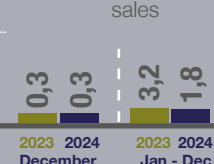
Commercial vehicle sales



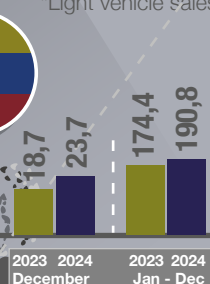
*Light vehicle sales



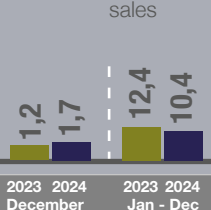
**Heavy vehicle sales



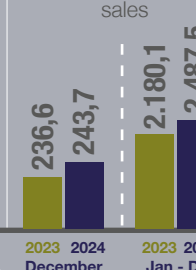
*Light vehicle sales



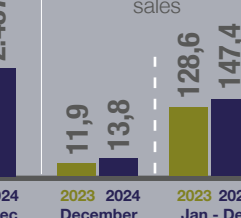
**Heavy vehicle sales



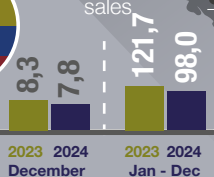
*Light vehicle sales



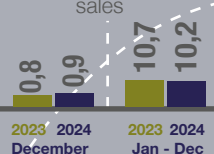
**Heavy vehicle sales



*Light vehicle sales



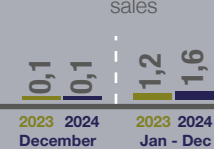
**Heavy vehicle sales



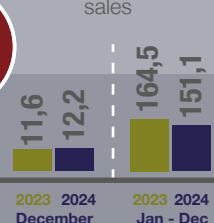
*Light vehicle sales



**Heavy vehicle sales



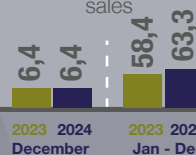
*Light vehicle sales



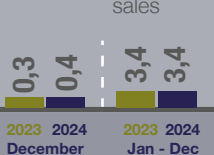
**Heavy vehicle sales



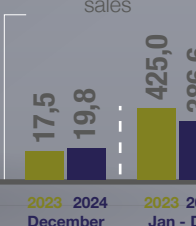
*Light vehicle sales



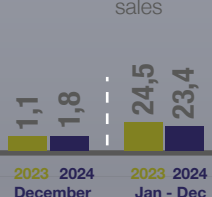
**Heavy vehicle sales



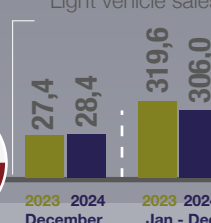
*Light vehicle sales



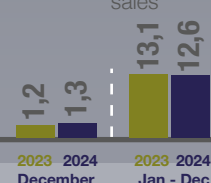
**Heavy vehicle sales



*Light vehicle sales



**Heavy vehicle sales



Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (Aeade).
Chile - Cámara de Comercio Automotriz de Chile (CAVEM).
Colombia - Asociación Nacional de Movilidad Sostenible (Andemos).
Bolivia - Cámara Automotriz Boliviana (CAB).
Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (Anfavea).
México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (Anpact).
Argentina - Asociación de Concesionarios de Automotores de la República Argentina (Acara).
Venezuela - Cámara Automotriz de Venezuela (Cavenez).
Perú - Asociación Automotriz del Perú (AAP).
Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).
Uruguay - Asociación de Concesionarios de Marcas de Automotores (Ascoma).
Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

Regional Automotive Market

Vehicle sales hybrid and electric

Mexico (Jan - Dec)			
	2023	2024	VAR%
BEV	14.320	24.455	70,8%
PHEV	5.778	7.994	38,4%
HEV	54.929	92.939	69,2%
TOTAL	75.027	125.388	67,1%

Costa Rica (Jan - Dec)			
	2023	2024	VAR%
BEV	6.718	11.657	73,5%
PHEV	-	-	-
HEV	1.026	2.347	128,8%
TOTAL	7.800	14.004	79,5%

Bolivia (Jan - Dec)			
	2023	2024	VAR%
BEV	129	203	57,4%
PHEV	-	-	-
HEV	827	1.540	86,2%
TOTAL	956	1.743	82,3%

Colombia (Jan - Dec)			
	2023	2024	VAR%
BEV	3.718	9.193	147,3%
PHEV	1.799	2.067	14,9%
HEV	25.983	40.631	56,4%
TOTAL	31.500	51.891	64,7%

Brazil (Jan - Dec)			
	2023	2024	VAR%
BEV	19.749	62.379	215,9%
PHEV	-	-	-
HEV	74.633	115.777	55,1%
TOTAL	94.382	178.156	88,8%

Ecuador (Jan - Dec)			
	2023	2024	VAR%
BEV	768	1.424	85,4%
PHEV	362	460	27,1%
HEV	11.145	12.620	13,2%
TOTAL	12.275	14.504	18,2%

Peru (Jan - Dec)			
	2023	2024	VAR%
BEV	246	435	76,8%
PHEV	302	259	-14,2%
HEV	3.937	5.908	50,1%
TOTAL	4.485	6.602	47,2%

Chile* (Jan - Nov)			
	2023	2024	VAR%
BEV	1.382	3.696	167,4%
PHEV	436	988	126,6%
HEV	6.437	11.529	79,1%
TOTAL	8.255	16.213	96,4%

Paraguay (Jan - Dec)			
	2023	2024	VAR%
BEV	230	583	153,5%
PHEV	210	384	82,9%
HEV	1.120	1.476	31,8%
TOTAL	1.560	2.443	56,6%

Argentina** (Jan - Jun)			
	2023	2024	VAR%
BEV	138	317	129,7%
PHEV	137	94	-31,4%
HEV	4.317	5.758	33,4%
TOTAL	4.648	6.169	32,7%

*Information available period Jan - Nov 2024

**Information available period Jan - Jun 2024

Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (Aeade).
Chile - Asociación Nacional Automotriz de Chile A.G. (ANAC).
Colombia - Asociación Nacional de Movilidad Sostenible (Andemos).
Bolivia - Cámara Automotor Boliviana (CAB)
Brasil- Asociación Nacional de Fabricantes de Vehículos Automotores (Anfavea).
México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (Anpact).
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Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM)
Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

Nomenclature:

BEV (Battery Electric Vehicle)
EREV (Extended Range Electric Vehicle)
PHEV (Plug-In Hybrid Electric Vehicle)
HEV (Hybrid Electric Vehicle)



ARGENTINA

Regional Automotive Market

2020

2021

2022

2023

2024

Motorization index*

7,5 8.572

8,4 10.632

8,8 13.620

9,5 13.823

8,7 12.814

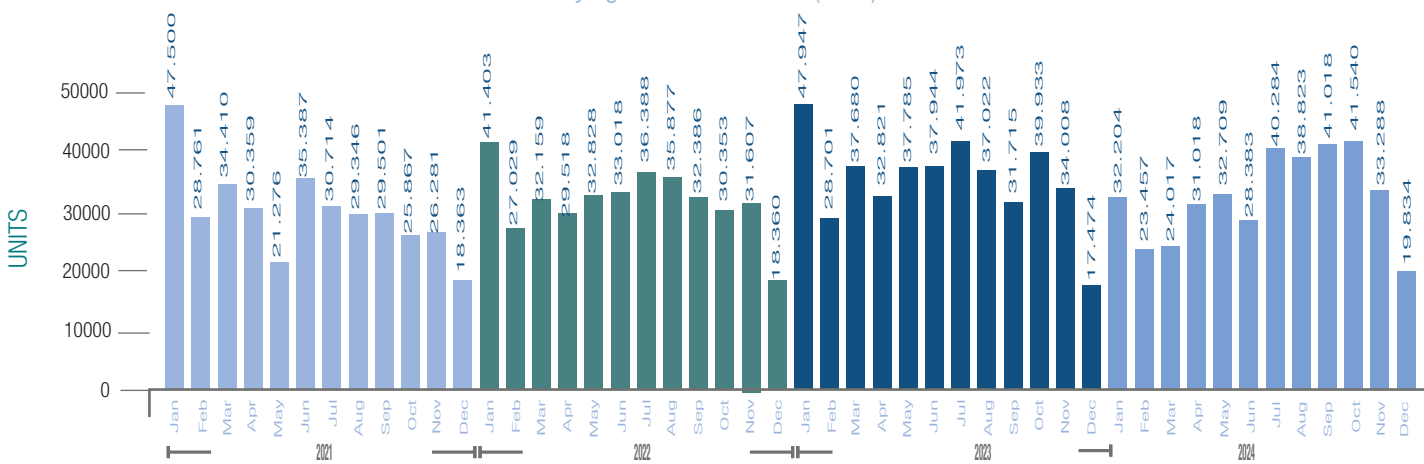
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars and light commercial vehicles
Heavy: Heavy commercial vehicles

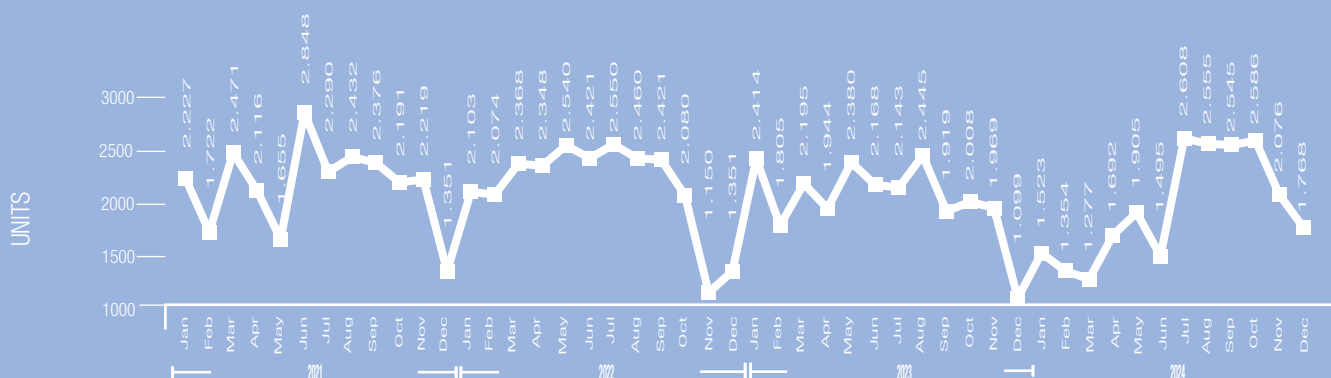
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	4.165	22,4%	4.536	21,0%	93.591	20,8%	84.206	20,5%
VOLKSWAGEN	3.198	17,2%	3.338	15,5%	57.115	12,7%	65.070	15,9%
FIAT	1.224	6,6%	1.611	7,5%	55.553	12,4%	46.746	11,4%
PEUGEOT	1.112	6,0%	1.492	6,9%	41.891	9,3%	36.641	8,9%
FORD	1.616	8,7%	1.811	8,4%	37.547	8,4%	35.168	8,6%
RENAULT	2.773	14,9%	2.462	11,4%	51.769	11,5%	35.111	8,6%
CHEVROLET	961	5,2%	1.536	7,1%	30.618	6,8%	23.452	5,7%
CITROEN	400	2,2%	455	2,1%	12.251	2,7%	14.124	3,4%
JEEP	257	1,4%	429	2,0%	8.965	2,0%	12.809	3,1%
NISSAN	890	4,8%	769	3,6%	19.482	4,3%	12.674	3,1%
OTHERS	1.977	10,6%	3.163	14,6%	40.710	9,1%	43.958	10,7%
TOTAL	18.573	100%	21.602	100%	449.492	100%	409.959	100%
LIGHT	17.474	94,1%	19.834	91,8%	425.003	94,6%	386.575	94,3%
HEAVY	1.099	5,9%	1.768	8,2%	24.489	5,4%	23.384	5,7%
TOTAL	18.573	100%	21.602	100%	449.492	100%	409.959	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

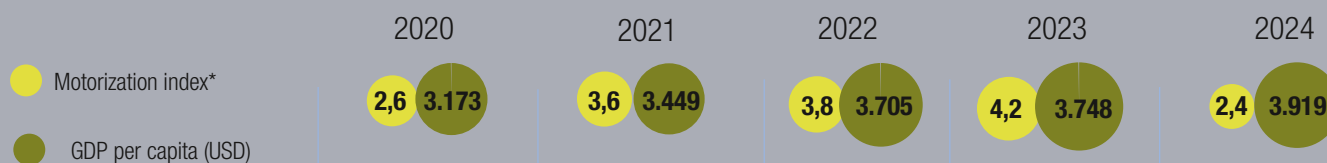
Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ACARA - FMI



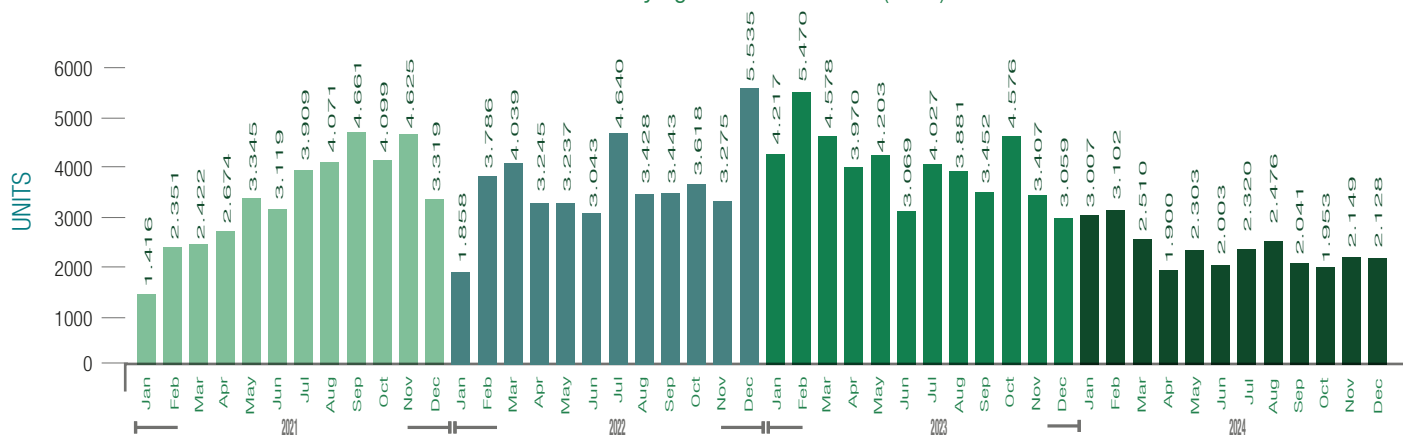


*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, pick up, mini trucks and utility cars
Heavy: Trucks, tractor trucks, dump trucks and buses

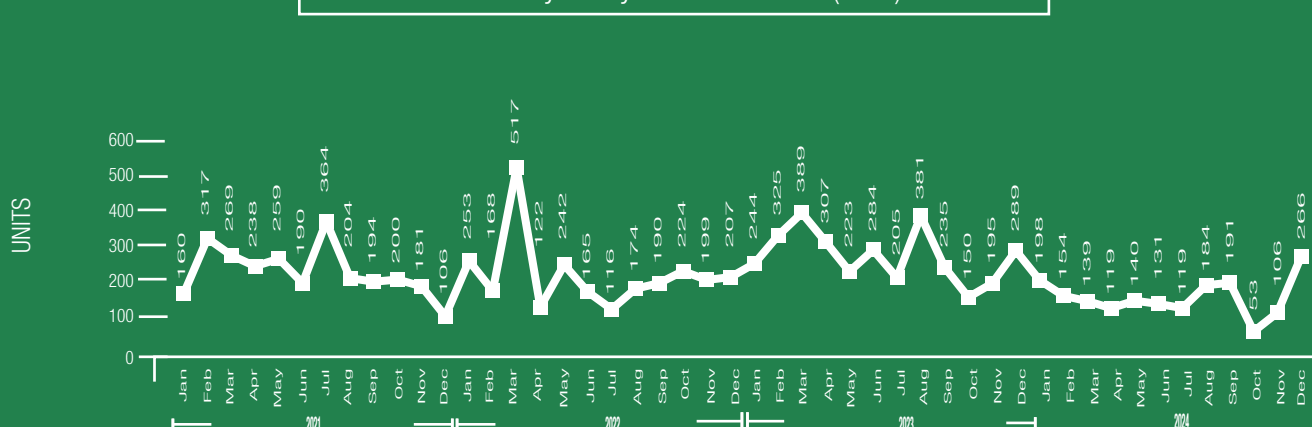
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
SUZUKI	426	12,7%	680	28,4%	9.164	17,9%	6.037	20,3%
TOYOTA	614	18,3%	255	10,7%	6.987	13,7%	4.655	15,7%
KIA	194	5,8%	99	4,1%	2.147	4,2%	2.093	7,0%
NISSAN	133	4,0%	145	6,1%	2.833	5,5%	1.983	6,7%
FOTON	258	7,7%	24	1,0%	3.752	7,3%	1.515	5,1%
CHANGAN	186	5,6%	66	2,8%	2.140	4,2%	1.456	4,9%
GAC	151	4,5%	33	1,4%	1.132	2,2%	1.054	3,5%
HYUNDAI	106	3,2%	51	2,1%	2.044	4,0%	981	3,3%
MITSUBISHI	73	2,2%	44	1,8%	1.834	3,6%	927	3,1%
CHERY	111	3,3%	71	3,0%	939	1,8%	695	2,3%
OTHERS	1.096	32,7%	926	38,7%	18.164	35,5%	8.296	27,9%
TOTAL	3.348	100%	2.394	100%	51.136	100%	29.692	100%
LIGHT	3.059	91,4%	2.128	88,9%	47.909	93,7%	27.892	93,9%
HEAVY	289	8,6%	266	11,1%	3.227	6,3%	1.800	6,1%
TOTAL	3.348	100%	2.394	100%	51.136	100%	29.692	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



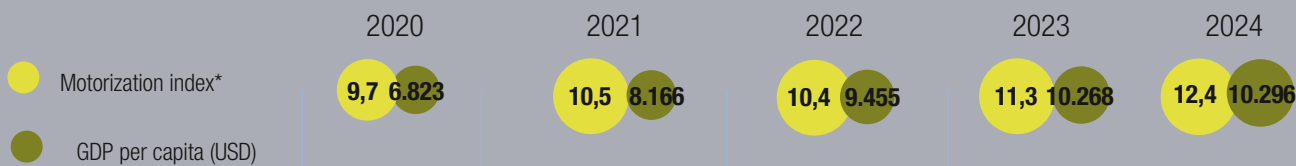
*** Heavy vehicles: trucks and buses

Source: CAB - FMI



BRAZIL

Regional Automotive Market

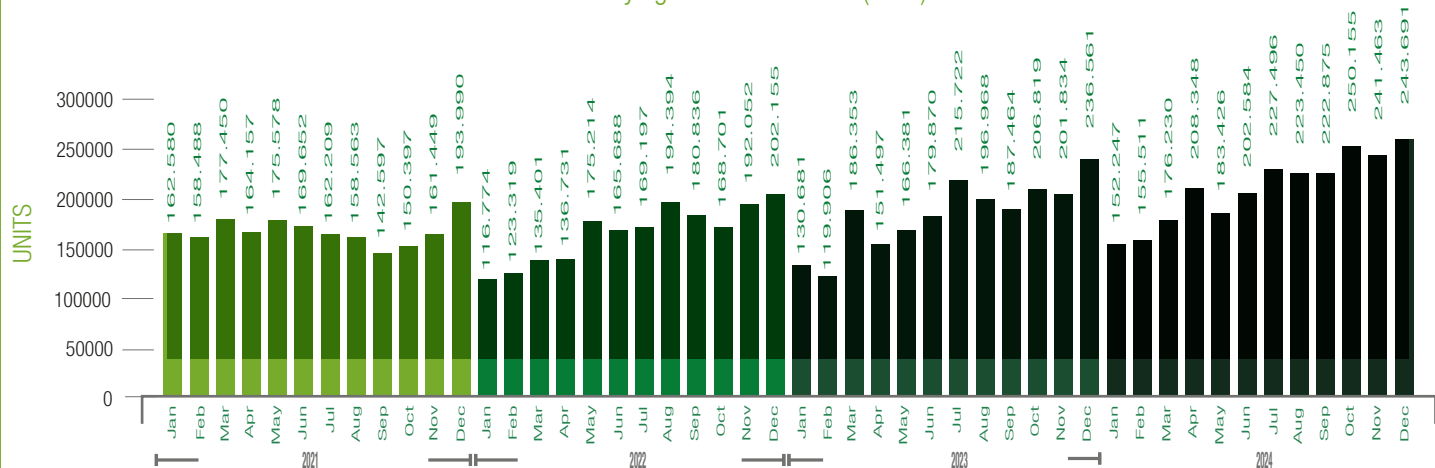


*Motorization index: vehicle sales per thousand people

Light: Passenger cars and light commercial vehicles
Heavy: Trucks and omnibus

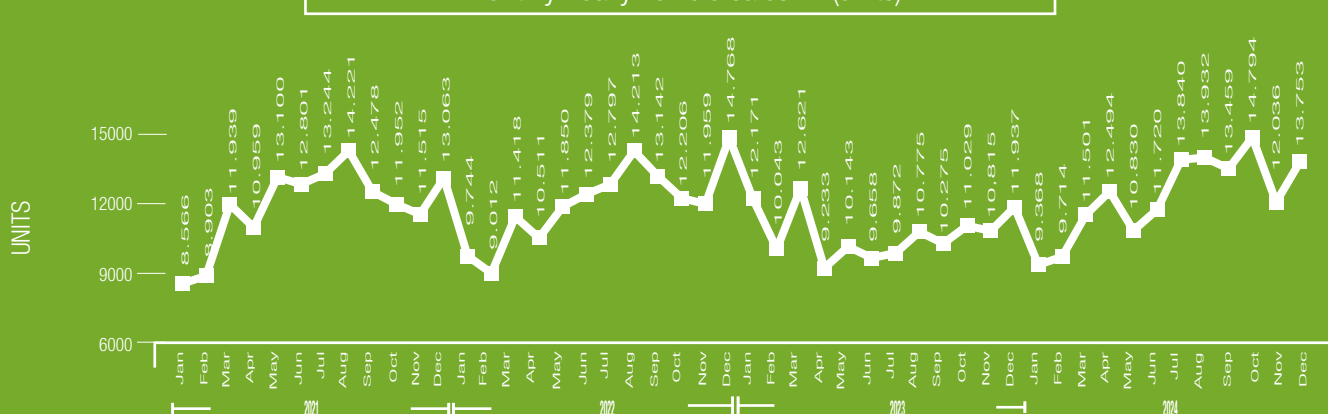
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	46.811	18,8%	50.165	19,5%	475.517	20,6%	521.282	19,8%
VOLKSWAGEN	43.573	17,5%	40.367	15,7%	344.995	14,9%	400.414	15,2%
GENERAL MOTORS	32.414	13,0%	32.518	12,6%	328.023	14,2%	314.957	12,0%
HYUNDAI	21.324	8,6%	20.099	7,8%	186.552	8,1%	206.183	7,8%
TOYOTA	20.305	8,2%	15.987	6,2%	192.276	8,3%	203.793	7,7%
RENAULT	15.132	6,1%	18.037	7,0%	126.269	5,5%	139.288	5,3%
JEEP	8.531	3,4%	10.273	4,0%	126.957	5,5%	121.287	4,6%
HONDA	6.586	2,7%	9.036	3,5%	72.041	3,1%	91.450	3,5%
NISSAN	7.403	3,0%	6.790	2,6%	72.548	3,1%	87.434	3,3%
BYD	5.500	2,2%	10.113	3,9%	17.938	0,8%	76.859	2,9%
OTHERS	40.919	16,5%	44.059	17,1%	365.512	15,8%	471.970	17,9%
TOTAL	248.498	100%	257.444	100%	2.308.628	100%	2.634.917	100%
LIGHT	236.561	95,2%	243.691	94,7%	2.180.056	94,4%	2.487.476	94,4%
HEAVY	11.937	4,8%	13.753	5,3%	128.572	5,6%	147.441	5,6%
TOTAL	248.498	100%	257.444	100%	2.308.628	100%	2.634.917	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



2020

2021

2022

2023

2024

● Motorization index*

● GDP per capita (USD)

14,0 12.993

22,1 16.092

22,5 15.166

16,5 16.815

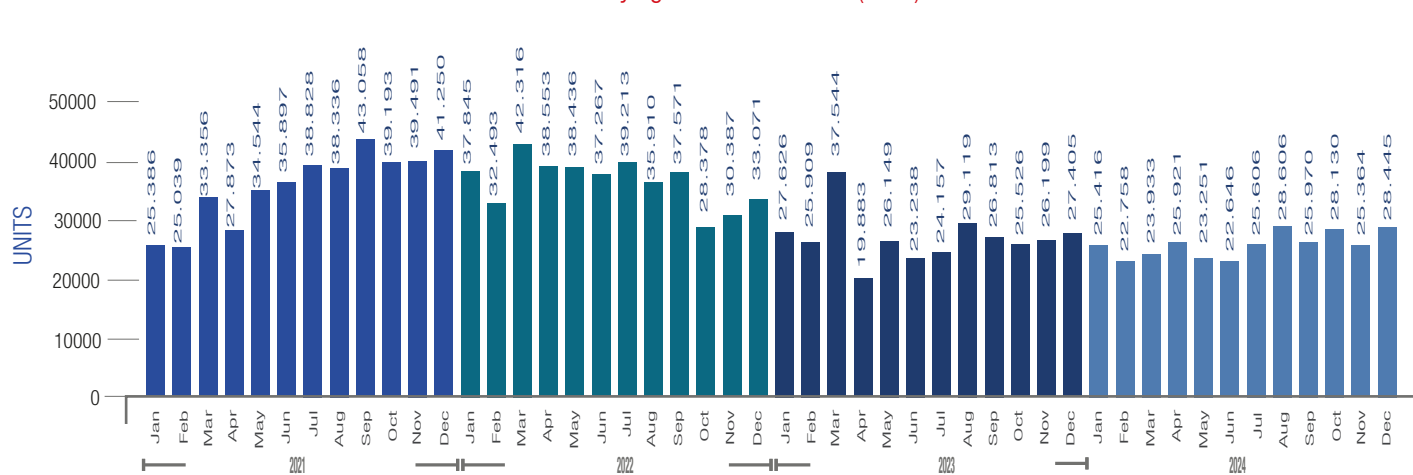
15,9 16.365

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, commercial cars and SUV
Heavy: Trucks and buses

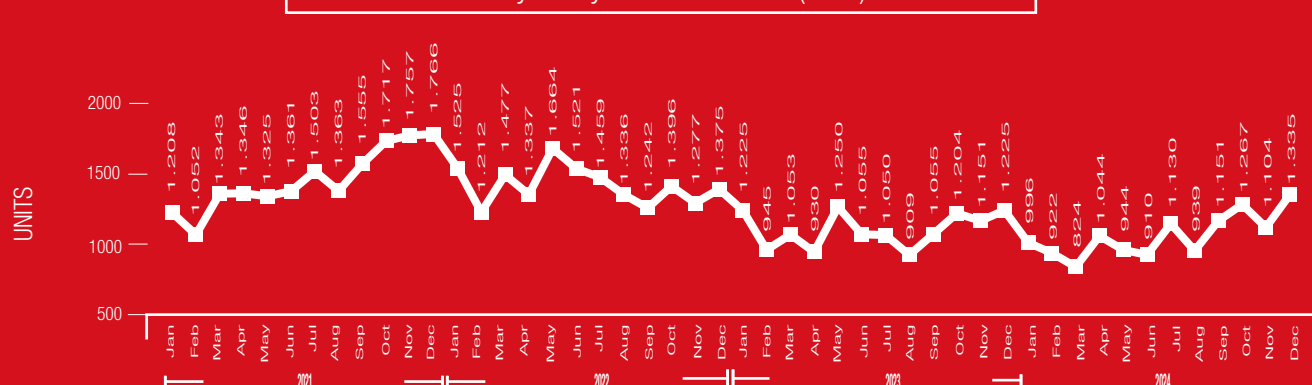
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.014	7,0%	2.391	8,0%	26.383	7,9%	23.916	7,5%
CHEVROLET	1.985	6,9%	2.119	7,1%	23.098	6,9%	22.206	7,0%
HYUNDAI	2.024	7,1%	2.106	7,1%	21.305	6,4%	21.493	6,7%
SUZUKI	1.169	4,1%	2.137	7,2%	17.336	5,2%	20.133	6,3%
KIA	1.710	6,0%	1.522	5,1%	17.821	5,4%	18.850	5,9%
PEUGEOT	912	3,2%	1.137	3,8%	17.360	5,2%	16.589	5,2%
FORD	1.348	4,7%	1.678	5,6%	13.212	4,0%	15.396	4,8%
GREAT WALL	637	2,2%	1.359	4,6%	8.142	2,4%	14.246	4,5%
MITSUBISHI	984	3,4%	1.307	4,4%	13.236	4,0%	12.164	3,8%
MG	1.004	3,5%	908	3,0%	11.896	3,6%	11.868	3,7%
OTHERS	14.843	51,8%	13.116	44,0%	162.831	49,0%	141.751	44,5%
TOTAL	28.630	100%	29.780	100%	332.620	100%	318.612	100%
LIGHT	27.405	95,7%	28.445	95,5%	319.568	96,1%	306.046	96,1%
HEAVY	1.225	4,3%	1.335	4,5%	13.052	3,9%	12.566	3,9%
TOTAL	28.630	100%	29.780	100%	332.620	100%	318.612	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: CAVEM - FMI

2020

2021

2022

2023

2024

● Motorization index*

● GDP per capita (USD)

3,7 5.391

4,9 6.239

5,1 6.658

3,6 6.963

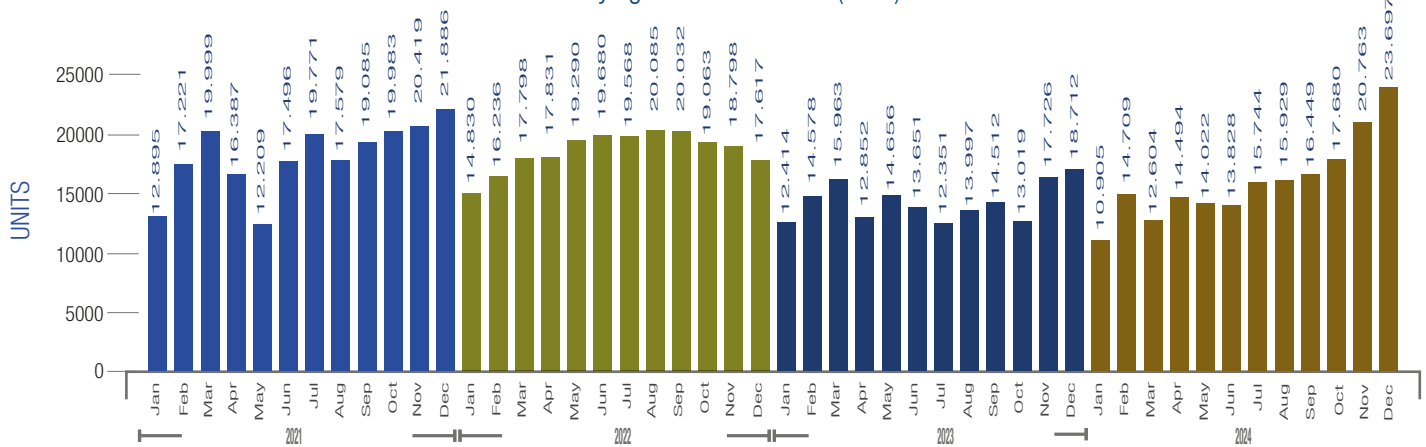
3,8 7.917

*Motorization index: vehicle sales per thousand people

Light: SUV, passenger cars, pick up, taxi, minibus and quadricycle
Heavy: trucks <10.5 t, trucks >10.5 t, tractor trucks, dump trucks and buses

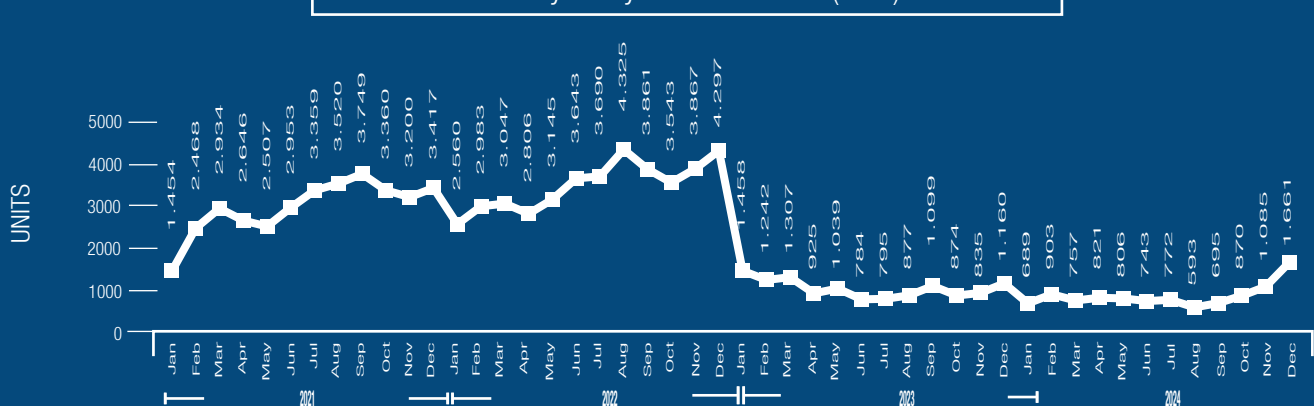
	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	3.120	15,7%	2.731	10,8%	25.940	13,9%	27.023	13,4%
RENAULT	2.120	10,7%	3.020	11,9%	26.417	14,1%	25.339	12,6%
KIA	1.701	8,6%	3.039	12,0%	15.746	8,4%	24.251	12,1%
CHEVROLET	2.553	12,8%	2.128	8,4%	23.838	12,8%	19.605	9,7%
MAZDA	1.561	7,9%	2.112	8,3%	17.583	9,4%	17.968	8,9%
NISSAN	1.382	7,0%	1.653	6,5%	9.741	5,2%	12.211	6,1%
SUZUKI	1.199	6,0%	1.282	5,1%	10.389	5,6%	10.814	5,4%
VOLKSWAGEN	707	3,6%	1.024	4,0%	6.735	3,6%	8.220	4,1%
HYUNDAI	630	3,2%	1.228	4,8%	5.185	2,8%	7.206	3,6%
FORD	759	3,8%	602	2,4%	6.476	3,5%	7.128	3,5%
OTHERS	4.140	20,8%	6.539	25,8%	38.776	20,8%	41.454	20,6%
TOTAL	19.872	100%	25.358	100%	186.826	100%	201.219	100%
LIGHT	18.712	94,2%	23.697	93,4%	174.431	93,4%	190.824	94,8%
HEAVY	1.160	5,8%	1.661	6,6%	12.395	6,6%	10.395	5,2%
TOTAL	19.872	100%	25.358	100%	186.826	100%	201.219	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANDAMOS - FMI



COSTA RICA

Regional Automotive Market

● Motorization index*

● GDP per capita (USD)

2020

2021

2022

2023

2024

4,7 12.164

6,2 12.539

7,7 13.239

10,9 16.390

14,4 17.860

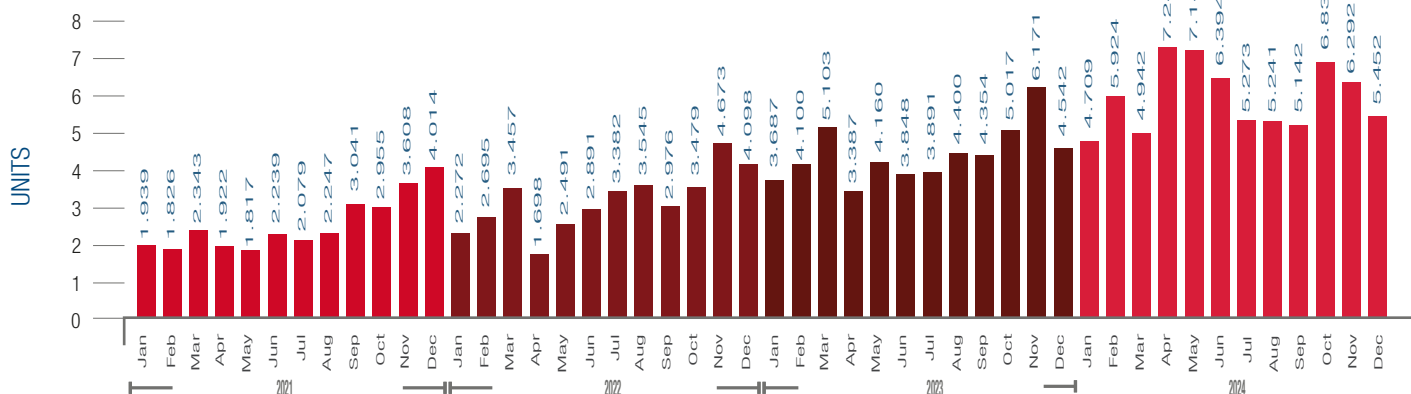
*Motorization index: vehicle sales per thousand people

The motorization index was calculated based on the number of vehicles imported in 2022.

Imports data

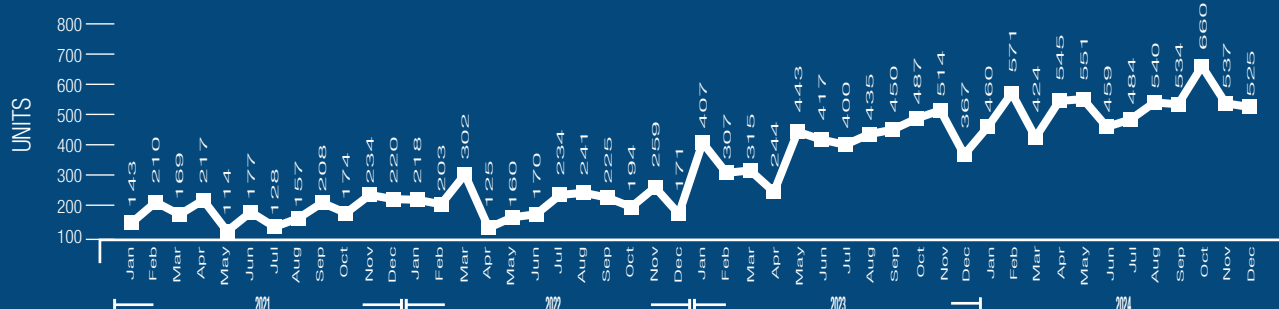
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.207	24,6%	1.650	27,6%	11.069	19,3%	15.674	20,4%
NISSAN	526	10,7%	499	8,3%	4.866	8,5%	6.813	8,9%
SUZUKI	396	8,1%	221	3,7%	4.988	8,7%	6.342	8,2%
HYUNDAI	356	7,3%	265	4,4%	4.665	8,1%	4.976	6,5%
GEELY	170	3,5%	502	8,4%	3.583	6,2%	4.368	5,7%
CHERY	205	4,2%	110	1,8%	2.605	4,5%	3.410	4,4%
MITSUBISHI	511	10,4%	319	5,3%	2.306	4,0%	3.385	4,4%
BYD	16	0,3%	242	4,0%	1.243	2,2%	3.080	4,0%
CHEVROLET	159	3,2%	146	2,4%	2.166	3,8%	2.571	3,3%
ISUZU	85	1,7%	160	2,7%	1.759	3,1%	2.457	3,2%
OTHERS	1.278	26,0%	1.863	31,2%	18.196	31,7%	23.804	31,0%
TOTAL	4.909	100%	5.977	100%	57.446	100%	76.880	100%
LIGHT	4.542	92,5%	5.452	91,2%	52.660	91,7%	70.590	91,8%
HEAVY	367	7,5%	525	8,8%	4.786	8,3%	6.290	8,2%
TOTAL	4.909	100%	5.977	100%	57.446	100%	76.880	100%

Monthly light vehicle imports** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle imports*** (units)



*** Heavy vehicles: trucks and buses



ECUADOR

Regional Automotive Market

2020

2021

2022

2023

2024

Motorization index*

4,9 5.643

6,5 5.979

7,5 6.389

7,3 6.663

6,0 6.758

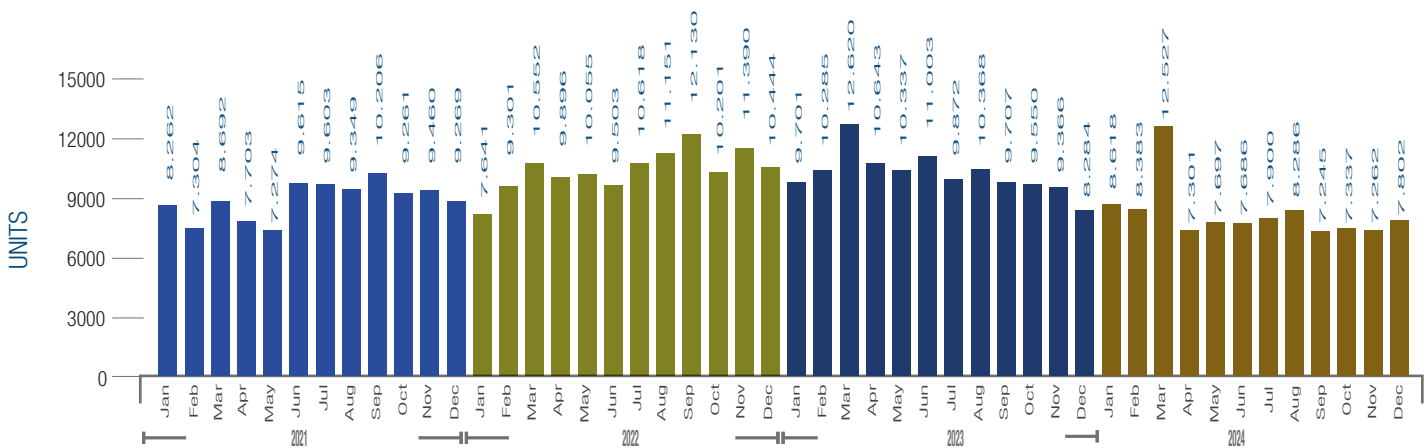
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, pick up and vans
Heavy: Trucks and buses

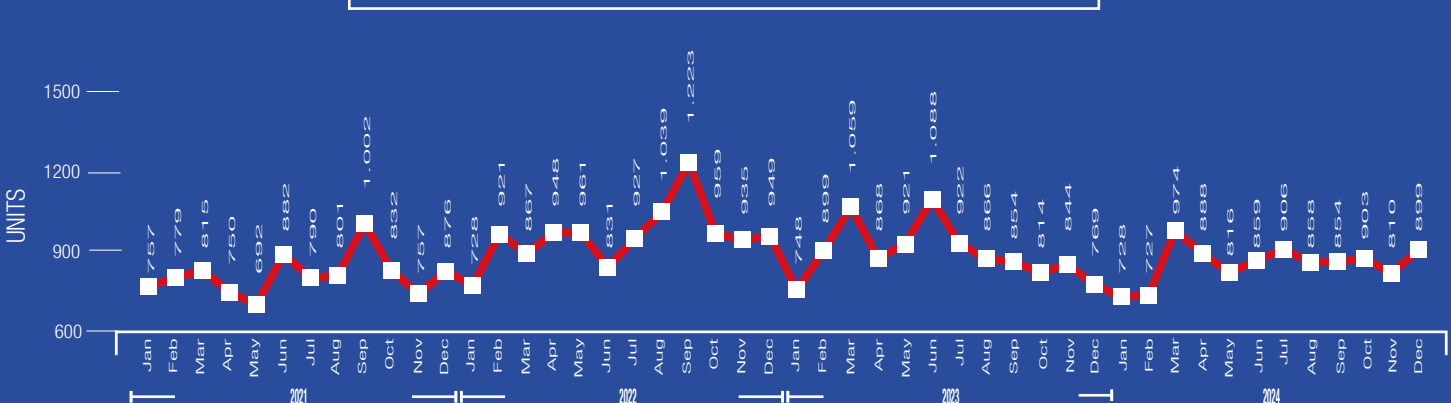
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
CHEVROLET	1.424	15,7%	1.431	16,4%	23.048	17,4%	19.969	18,4%
KIA	1.230	13,6%	1.254	14,4%	21.887	16,5%	16.727	15,4%
TOYOTA	656	7,2%	499	5,7%	9.548	7,2%	6.654	6,1%
HYUNDAI	491	5,4%	301	3,5%	7.140	5,4%	5.158	4,8%
CHERY	402	4,4%	323	3,7%	6.688	5,1%	4.718	4,4%
SUZUKI	405	4,5%	337	3,9%	3.993	3,0%	4.198	3,9%
RENAULT	249	2,8%	266	3,1%	4.857	3,7%	3.671	3,4%
GWM	404	4,5%	659	7,6%	3.494	2,6%	3.608	3,3%
JAC	303	3,3%	278	3,2%	4.520	3,4%	2.969	2,7%
DFSK	209	2,3%	201	2,3%	3.284	2,5%	2.626	2,4%
OTHERS	3.280	36,2%	3.152	36,2%	43.929	33,2%	37.968	35,1%
TOTAL	9.053	100%	8.701	100%	132.388	100%	108.266	100%
LIGHT	8.284	91,5%	7.802	89,7%	121.736	92,0%	98.044	90,6%
HEAVY	769	8,5%	899	10,3%	10.652	8,0%	10.222	9,4%
TOTAL	9.053	100%	8.701	100%	132.388	100%	108.266	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



MEXICO

Regional Automotive Market

2020

2021

2022

2023

2024

Motorization index*

7,6 8.404

8,1 10.177

8,7 11.266

10,8 13.641

11,8 13.971

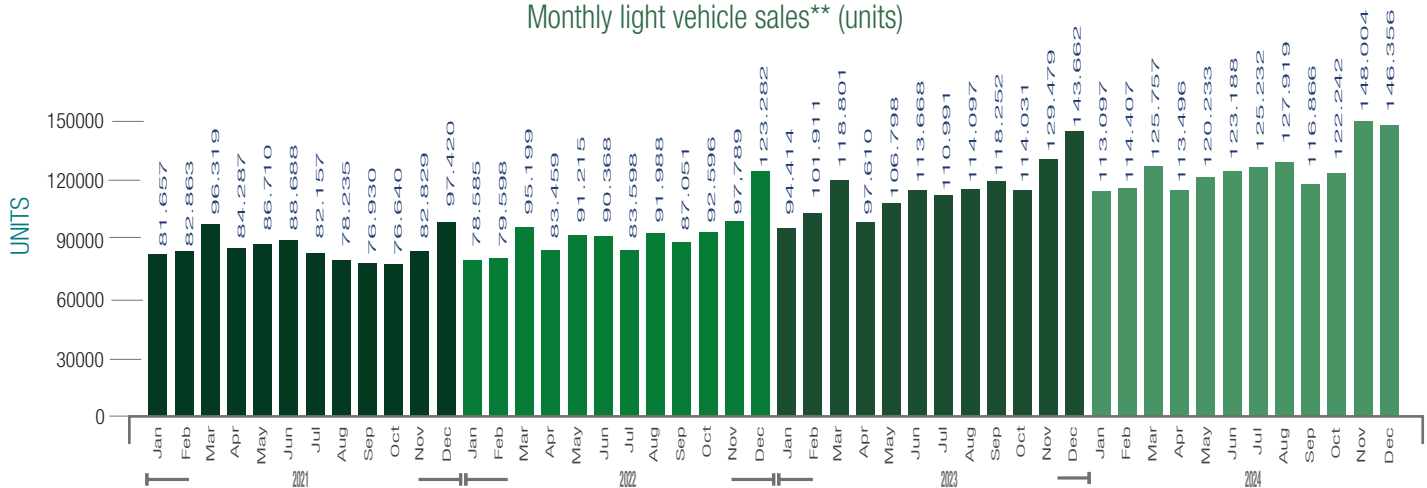
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, minivans and pick up
Heavy: Cargo and passenger vehicles

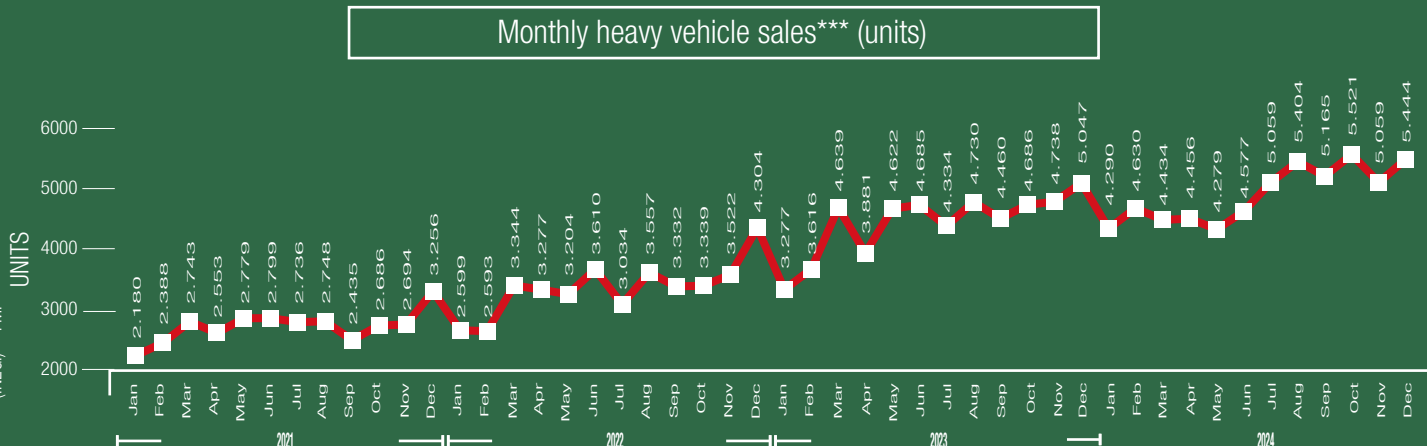
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	24.514	16,5%	25.233	16,6%	241.056	17,0%	255.116	16,4%
GENERAL MOTORS	19.674	13,2%	19.334	12,7%	184.051	13,0%	205.043	13,2%
VOLKSWAGEN	11.637	7,8%	14.463	9,5%	116.633	8,2%	141.032	9,1%
TOYOTA	10.839	7,3%	10.606	7,0%	104.113	7,4%	121.968	7,8%
KIA	7.907	5,3%	9.501	6,3%	93.490	6,6%	104.384	6,7%
MAZDA	7.304	4,9%	8.677	5,7%	76.017	5,4%	99.797	6,4%
FCA	10.800	7,3%	8.810	5,8%	83.562	5,9%	74.954	4,8%
MG MOTOR	8.320	5,6%	8.924	5,9%	60.128	4,2%	60.168	3,9%
HYUNDAI	5.211	3,5%	5.378	3,5%	49.757	3,5%	53.305	3,4%
FORD MOTOR	5.696	3,8%	5.421	3,6%	47.968	3,4%	52.359	3,4%
OTHERS	36.807	24,8%	35.453	23,4%	359.654	25,4%	386.989	24,9%
TOTAL	148.709	100%	151.800	100%	1.416.429	100%	1.555.115	100%
LIGHT	143.662	96,6%	146.356	96,4%	1.363.714	96,3%	1.496.797	96,2%
HEAVY	5.047	3,4%	5.444	3,6%	52.715	3,7%	58.318	3,8%
TOTAL	148.709	100%	151.800	100%	1.416.429	100%	1.555.115	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

2020

2021

2022

2023

2024

Motorization index*

3,5 4.918

4,3 5.433

4,4 5.598

4,1 5.685

4,3 5.869

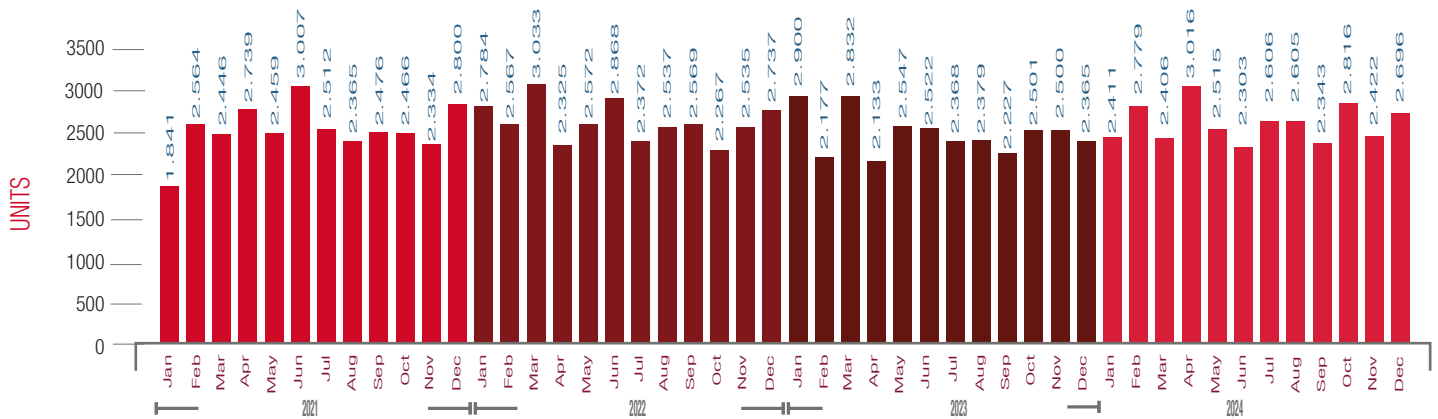
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, vans, minibus and SUV
Heavy: Trucks and omnibus

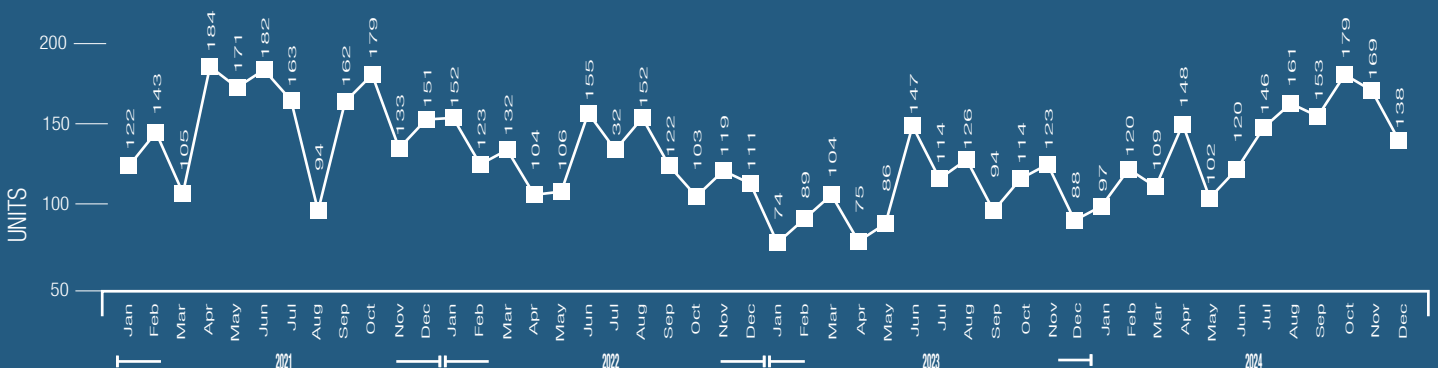
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	354	14,4%	389	13,7%	4.601	15,0%	5.114	15,7%
TOYOTA	385	15,7%	394	13,9%	4.955	16,1%	4.750	14,6%
CHEVROLET	341	13,9%	347	12,2%	4.445	14,5%	3.985	12,2%
HYUNDAI	302	12,3%	341	12,0%	3.308	10,8%	3.730	11,5%
VOLKSWAGEN	129	5,3%	148	5,2%	2.136	7,0%	1.888	5,8%
NISSAN	161	6,6%	136	4,8%	1.558	5,1%	1.826	5,6%
FIAT	42	1,7%	132	4,7%	968	3,2%	1.265	3,9%
GEELY	54	2,2%	85	3,0%	746	2,4%	964	3,0%
MAZDA	53	2,2%	41	1,4%	623	2,0%	746	2,3%
FORD	49	2,0%	60	2,1%	523	1,7%	705	2,2%
OTHERS	583	23,8%	761	26,9%	6.822	22,2%	7.587	23,3%
TOTAL	2.453	100%	2.834	100%	30.685	100%	32.560	100%
LIGHT	2.365	96,4%	2.696	95,1%	29.451	96,0%	30.918	95,0%
HEAVY	88	3,6%	138	4,9%	1.234	4,0%	1.642	5,0%
TOTAL	2.453	100%	2.834	100%	30.685	100%	32.560	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: CADAM - FMI

- Motorization index*
- GDP per capita (USD)

2020
3,7 6.1342021
5,2 6.6772022
5,2 7.1592023
5,3 7.9132024
5,0 8.316

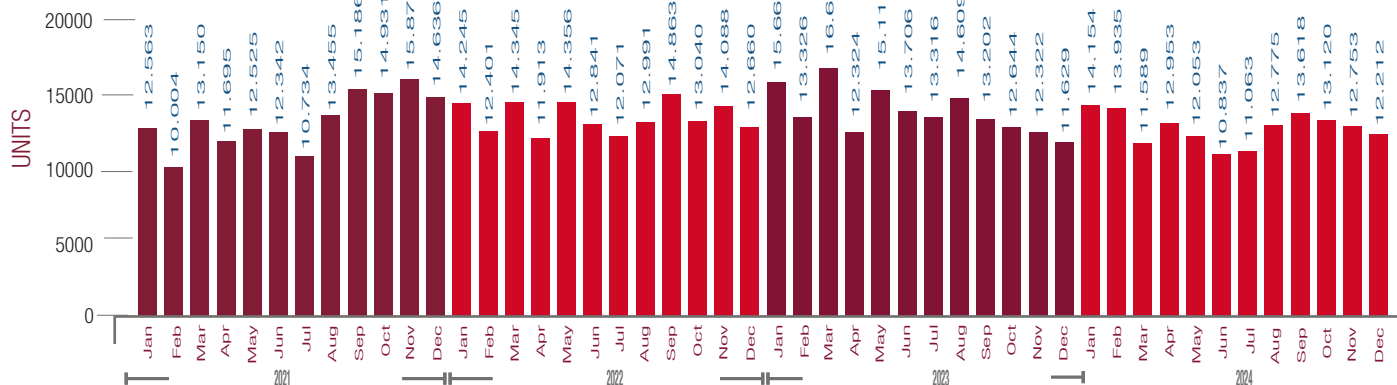
*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, vans, station wagon and off road SUV o

Heavy: Trucks, minibus, omnibus and tractor trucks

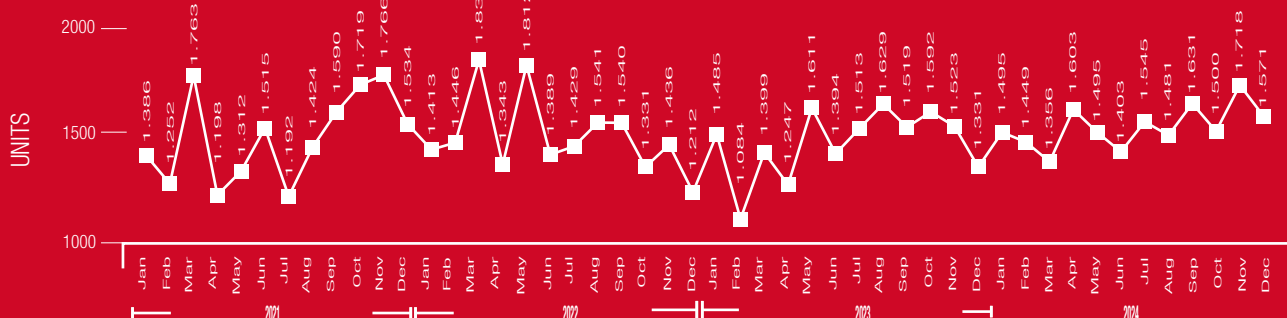
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.624	20,2%	2.821	20,5%	36.641	20,2%	32.496	19,2%
HYUNDAI	1.130	8,7%	1.124	8,2%	15.484	8,5%	14.773	8,7%
KIA	892	6,9%	1.075	7,8%	14.974	8,2%	13.793	8,1%
CHEVROLET	773	6,0%	686	5,0%	10.922	6,0%	8.738	5,2%
CHANGAN	538	4,2%	627	4,5%	8.592	4,7%	8.273	4,9%
DFSK	496	3,8%	498	3,6%	7.261	4,0%	6.767	4,0%
JAC	389	3,0%	488	3,5%	7.001	3,9%	5.678	3,4%
NISSAN	500	3,9%	372	2,7%	6.573	3,6%	5.219	3,1%
SUZUKI	391	3,0%	320	2,3%	4.752	2,6%	4.896	2,9%
FORD	386	3,0%	431	3,1%	3.921	2,2%	4.672	2,8%
OTHERS	4.841	37,4%	5.341	38,8%	65.691	36,1%	64.004	37,8%
TOTAL	12.960	100%	13.783	100%	181.812	100%	169.309	100%
LIGHT	11.629	89,7%	12.212	88,6%	164.485	90,5%	151.062	89,2%
HEAVY	1.331	10,3%	1.571	11,4%	17.327	9,5%	18.247	10,8%
TOTAL	12.960	100%	13.783	100%	181.812	100%	169.309	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



2020

2021

2022

2023

2024

● Motorization index*

● GDP per capita (USD)

10,3

16.023

14,8

17.334

15,8

20.022

17,3

21.657

18,6

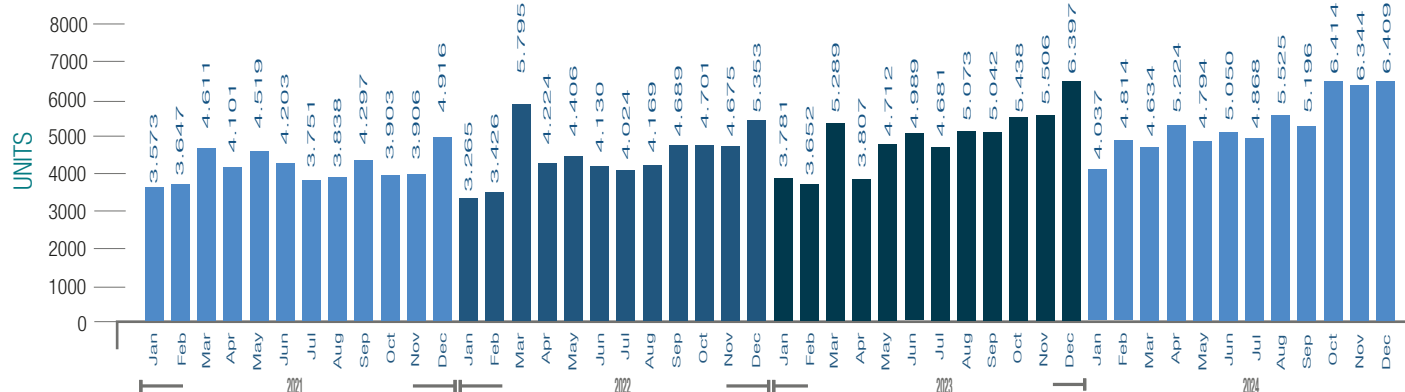
23.053

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, minibus and light utility cars
Heavy: Trucks and Omnibus

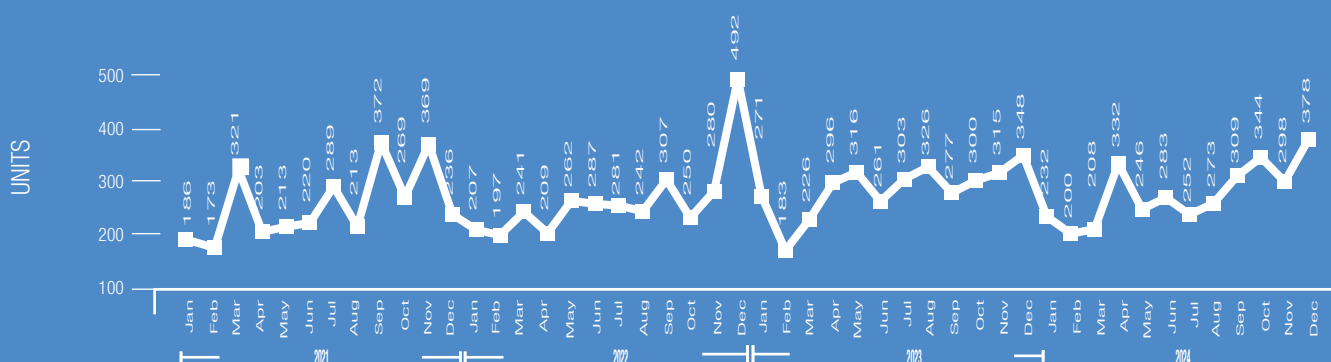
Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
CHEVROLET	1.307	19,4%	1.213	17,9%	10.592	17,1%	10.062	15,1%
FIAT	898	13,3%	667	9,8%	6.364	10,3%	8.150	12,2%
VOLKSWAGEN	521	7,7%	638	9,4%	5.726	9,3%	6.130	9,2%
RENAULT	739	11,0%	585	8,6%	5.054	8,2%	5.315	8,0%
HYUNDAI	534	7,9%	507	7,5%	3.963	6,4%	5.040	7,6%
BYD	133	2,0%	586	8,6%	1.017	1,6%	3.753	5,6%
SUZUKI	494	7,3%	227	3,3%	5.669	9,2%	3.377	5,1%
CITROËN	154	2,3%	207	3,0%	2.904	4,7%	3.111	4,7%
PEUGEOT	287	4,3%	206	3,0%	3.769	6,1%	2.879	4,3%
NISSAN	290	4,3%	201	3,0%	2.714	4,4%	2.687	4,0%
OTHERS	1.388	20,6%	1.750	25,8%	14.017	22,7%	16.160	24,2%
TOTAL	6.745	100%	6.787	100%	61.789	100%	66.664	100%
LIGHT	6.397	94,8%	6.409	94,4%	58.367	94,5%	63.309	95,0%
HEAVY	348	5,2%	378	5,6%	3.422	5,5%	3.355	5,0%
TOTAL	6.745	100%	6.787	100%	61.789	100%	66.664	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

2020

2021

2022

2023

2024

● Motorization index*

0,04 ● 1.691

0,07 ● 2.090

0,15 ● 3.422

0,28 ● 3.738

0,66 ● 4.019

● GDP per capita (USD)

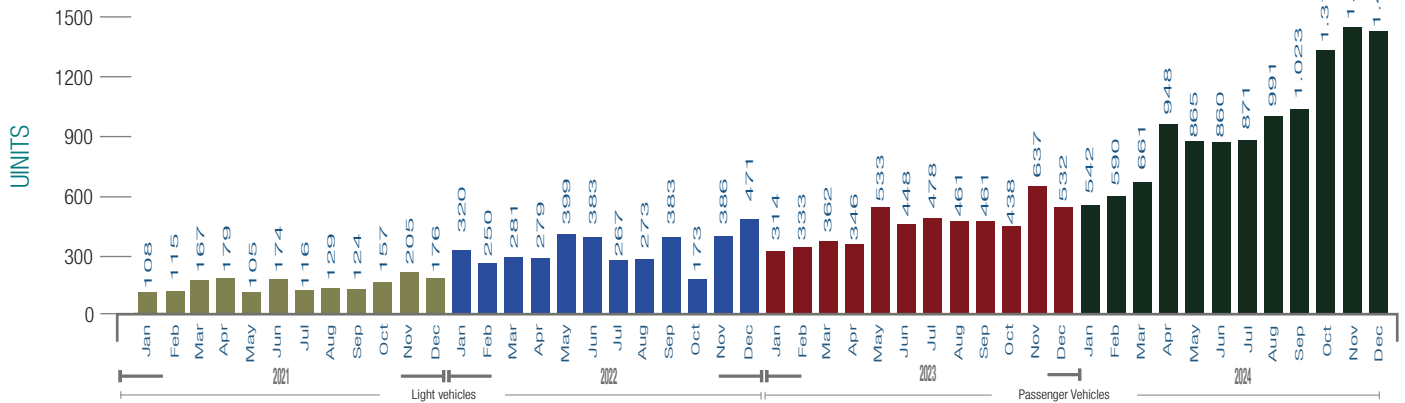
*Motorization index: vehicle sales per thousand people

Passenger: SUV and passenger cars
Commercial: Minibus, trucks, pick up, tractor trucks and vans

Brand	Sales by brand (December 2023)		Sales by brand (December 2024)		Accumulated sales by brand (January - December 2023)		Accumulated sales by brand (January - December 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	422	56,7%	785	39,7%	4.741	64,8%	7.114	40,5%
JAC	0	0,0%	518	26,2%	0	0,0%	4.814	27,4%
CHANGAN	135	18,1%	300	15,2%	1.038	14,2%	1.698	9,7%
FORD MOTOR	76	10,2%	88	4,4%	549	7,5%	1.002	5,7%
FIAT	0	0,0%	101	5,1%	0	0,0%	843	4,8%
FOTON	28	3,8%	47	2,4%	256	3,5%	678	3,9%
MMC (Hyundai, Mitsubishi y Fuso)	41	5,5%	92	4,7%	329	4,5%	569	3,2%
FCA (Chrysler, Jeep, Dodge)	35	4,7%	31	1,6%	314	4,3%	414	2,4%
DONGFENG	0	0,0%	14	0,7%	0	0,0%	147	0,8%
KIA	0	0,0%	0	0,0%	0	0,0%	129	0,7%
OTHERS	7	0,9%	2	0,1%	86	1,2%	150	0,9%
TOTAL	744	100%	1.978	100%	7.313	100%	17.558	100%
LIGHT	532	71,5%	1.416	71,6%	5.343	73,1%	11.522	65,6%
HEAVY	212	28,5%	562	28,4%	1.970	26,9%	6.036	34,4%
TOTAL	744	100%	1.978	100%	7.313	100%	17.558	100%

Note: In 2023 a methodological change was made to the information presented by Cavenex. The information is divided into passenger and commercial segments.

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



In cooperation with:



Developed by:



Contact us

+593 (2) 226 9052 aeade@aeade.net www.aeade.net

