

Regional Automotive Market



Published on February 19th, 2024

Regional Market
by the end of January 2025

Distributed for



With the support **AEADE**
Asociación Ecuatoriana de
Automotores del Ecuador

Regional automotive market - Summary

January 2025 in comparison with January 2024: increase in **15,1%** in sales.

In January:

Total Vehicles Sales

- Highest y-o-y growth: Argentina (**103.4%**) and Venezuela (**61.3%**)
- Highest y-o-y decrease: Ecuador (**11.8%**)

Light Vehicles Sales:



- Highest y-o-y growth: Argentina (**103.0%**), Venezuela (**78.4%**) and Paraguay (**40.8%**)
- Highest y-o-y decrease: Ecuador (**14.9%**)

Heavy Vehicles Sales:



- Highest y-o-y growth: Argentina (**112.0%**), Paraguay (**80.4%**) and Colombia (**46.2%**)
- Highest y-o-y decrease: Uruguay (**12.9%**) and Mexico (**10.1%**)

Countries	January 2024	January 2025	% variación Jan 2025 -2024
 Brazil	161.615	171.248	6,0%
 Mexico	117.387	123.669	5,4%
 Argentina	33.917	68.988	103,4%
 Chile	26.412	27.370	3,6%
 Colombia	11.594	14.399	24,2%
 Peru	15.649	18.532	18,4%
 Ecuador	9.346	8.240	-11,8%
 Costa Rica*	5.180	5.838	12,7%
 Uruguay	4.269	4.340	1,7%
 Paraguay	2.508	3.570	42,3%
 Venezuela	829	1.337	61,3%

*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

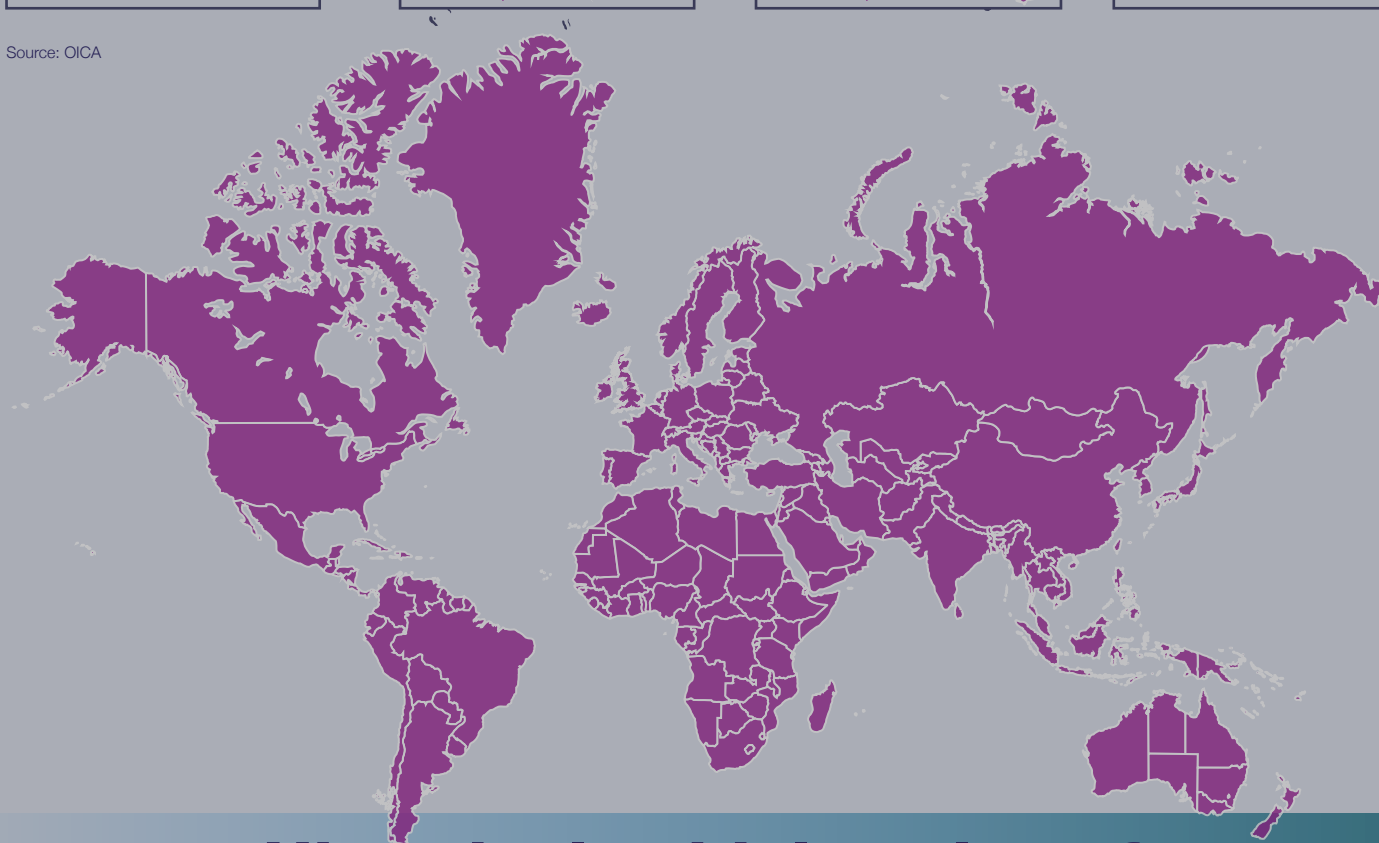
Asia & Oceania sales

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

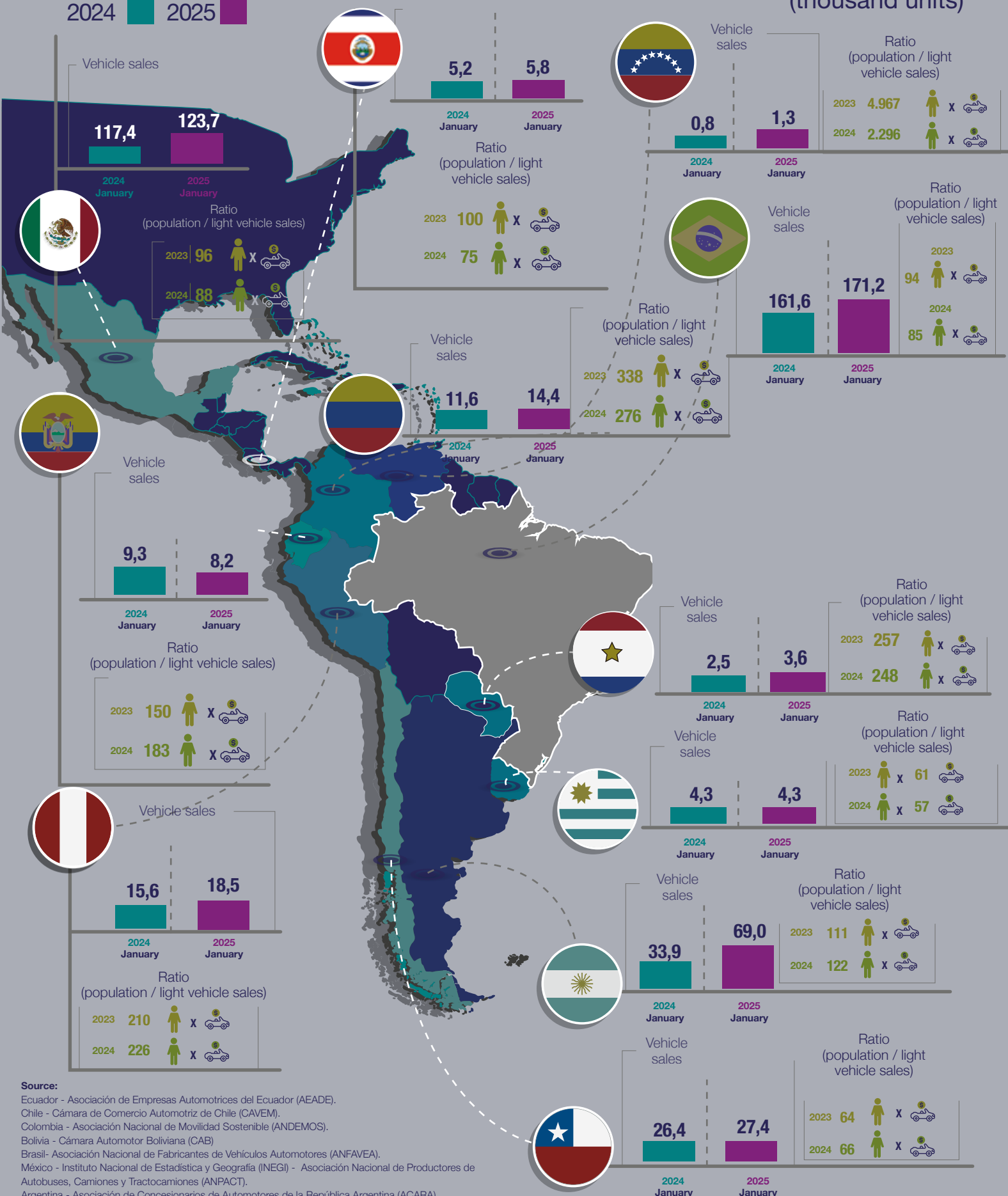
Countries	2021	2022	2023	2024
Argentina	383.663	406.792	445.009	409.959
*Bolivia	42.693	45.724	51.012	29.692
Brazil	2.119.851	2.104.461	2.308.689	2.634.917
Chile	434.347	448.261	329.588	318.612
Colombia	250.497	262.595	186.826	201.219
*Costa Rica	32.181	40.159	57.446	76.880
Ecuador	115.371	134.170	132.388	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)

2024 2025



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).

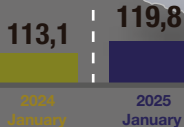
Regional Automotive Market

Vehicle sales Light* and heavy**

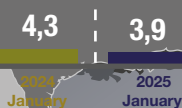
(thousand units)

2023 2024

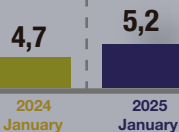
*Light vehicle sales



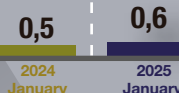
**Heavy vehicle sales



*Light vehicle sales



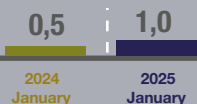
**Heavy vehicle sales



*Light vehicles: automobiles, pickups, SUV, VAN

** Heavy vehicles: trucks and buses

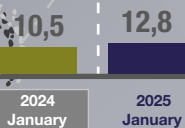
Passenger vehicle sales



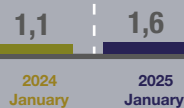
Commercial vehicle sales



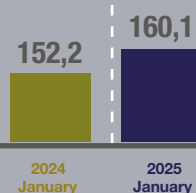
*Light vehicle sales



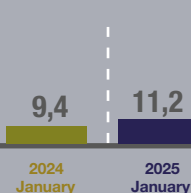
**Heavy vehicle sales



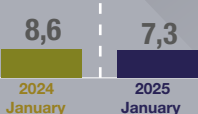
*Light vehicle sales



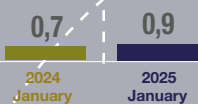
**Heavy vehicle sales



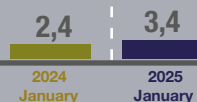
*Light vehicle sales



**Heavy vehicle sales



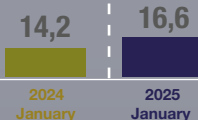
*Light vehicle sales



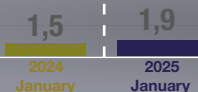
**Heavy vehicle sales



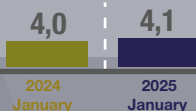
*Light vehicle sales



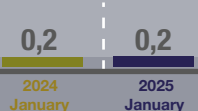
**Heavy vehicle sales



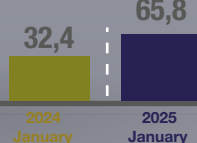
*Light vehicle sales



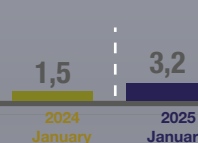
**Heavy vehicle sales



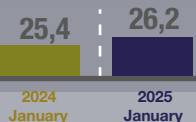
*Light vehicle sales



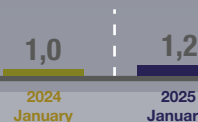
**Heavy vehicle sales



*Light vehicle sales



**Heavy vehicle sales



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

	2024	2025	VAR%
BEV	1.325	1.361	2,7%
PHEV	454	838	84,6%
HEV	6.245	8.684	39,1%
TOTAL	8.024	10.883	35,6%

	2024	2025	VAR%
BEV	713	1.308	83,5%
PHEV	-	-	-
HEV	127	163	28,3%
TOTAL	840	1.471	75,1%

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

	2024	2025	VAR%
BEV	217	967	345,6%
PHEV	107	274	156,1%
HEV	1.891	2.871	51,8%
TOTAL	2.215	4.112	85,6%

	2024	2025	VAR%
BEV	4.354	3.694	-15,2%
PHEV	3.789	6.536	72,5%
HEV	3.879	6.265	61,5%
TOTAL	12.022	16.495	37,2%

	2024	2025	VAR%
BEV	87	184	111,5%
PHEV	32	90	181,3%
HEV	1.063	1.129	6,2%
TOTAL	1.182	1.403	18,7%

	2024	2025	VAR%
BEV	29	50	72,4%
PHEV	31	22	-29,0%
HEV	449	607	35,2%
TOTAL	509	679	33,4%

	2023	2024	VAR%
BEV	1.588	4.507	183,8%
PHEV	506	1.147	126,7%
HEV	7.239	13.447	85,8%
TOTAL	9.333	19.101	104,7%

	2024	2025	VAR%
BEV	37	51	37,8%
PHEV	15	30	100,0%
HEV	108	110	1,9%
TOTAL	160	191	19,4%

	2023	2024	VAR%
BEV	307	515	67,8%
PHEV	135	151	11,9%
HEV	8.730	13.402	53,5%
TOTAL	9.552	14.173	48,4%

*Information available period Jan - Dec 2024

*Information available period Jan - Dec 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).
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).
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

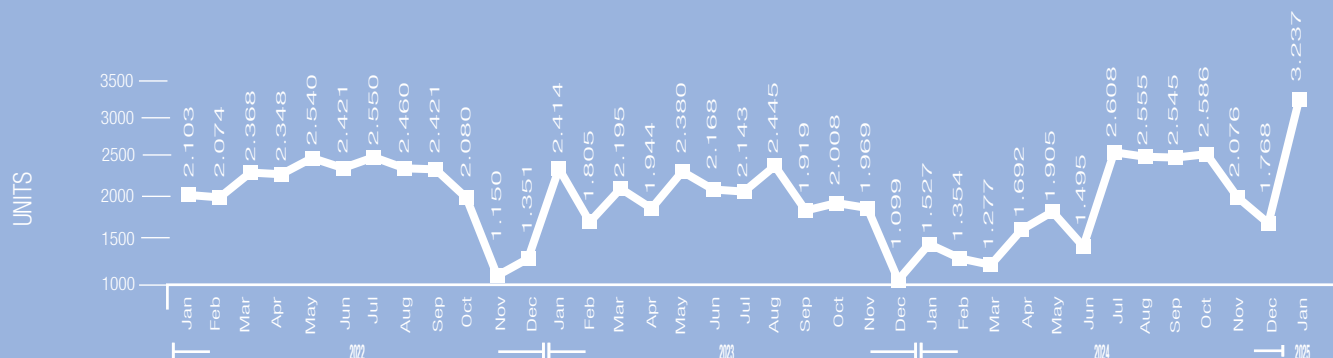
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
VOLKSWAGEN	4.699	13,9%	11.797	17,1%
TOYOTA	4.435	13,1%	10.429	15,1%
FIAT	5.220	15,4%	9.319	13,5%
PEUGEOT	3.840	11,3%	8.143	11,8%
RENAULT	3.647	10,8%	6.206	9,0%
FORD	3.213	9,5%	5.419	7,9%
CHEVROLET	2.293	6,8%	3.740	5,4%
CITROEN	1.309	3,9%	3.046	4,4%
JEEP	1.335	3,9%	2.494	3,6%
MERCEDES BENZ	1.068	3,1%	1.700	2,5%
OTHERS	2.858	8,4%	6.695	9,7%
TOTAL	33.917	100%	68.988	100%
LIGHT	32.390	95,5%	65.751	95,3%
HEAVY	1.527	4,5%	3.237	4,7%
TOTAL	33.917	100%	68.988	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

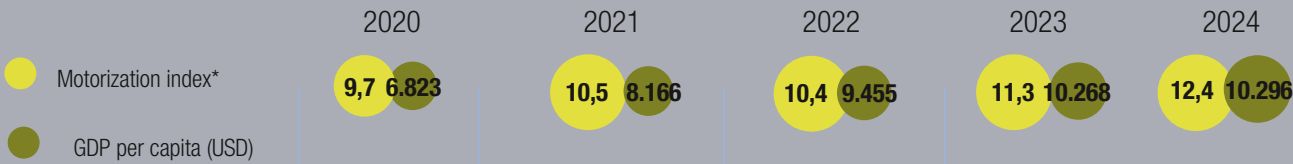
Source: ACARA - FMI





BRAZIL

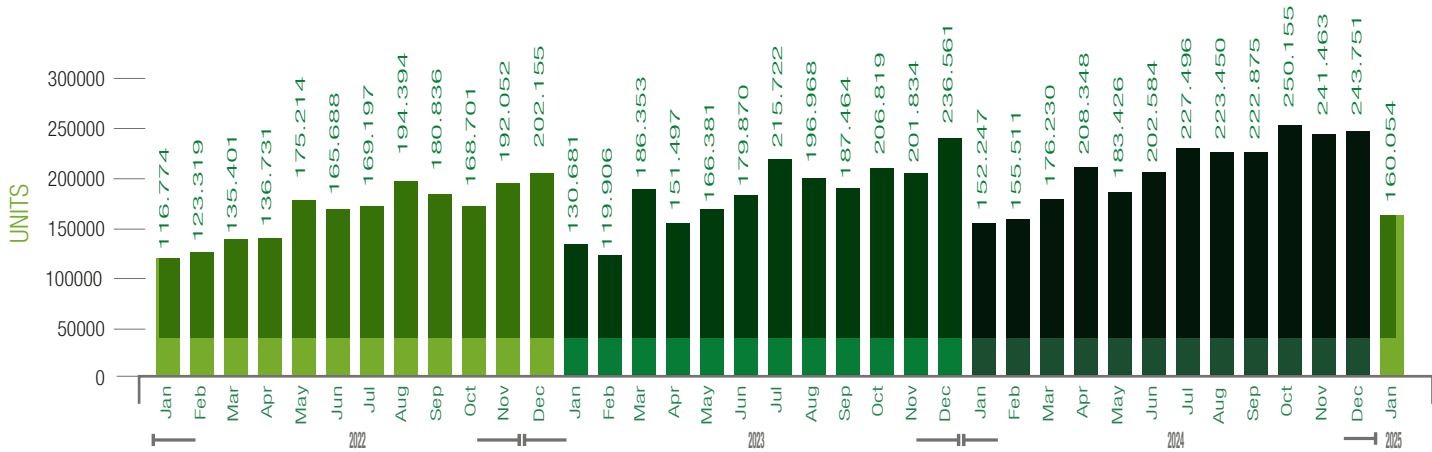
Regional Automotive Market



*Motorization index: vehicle sales per thousand people

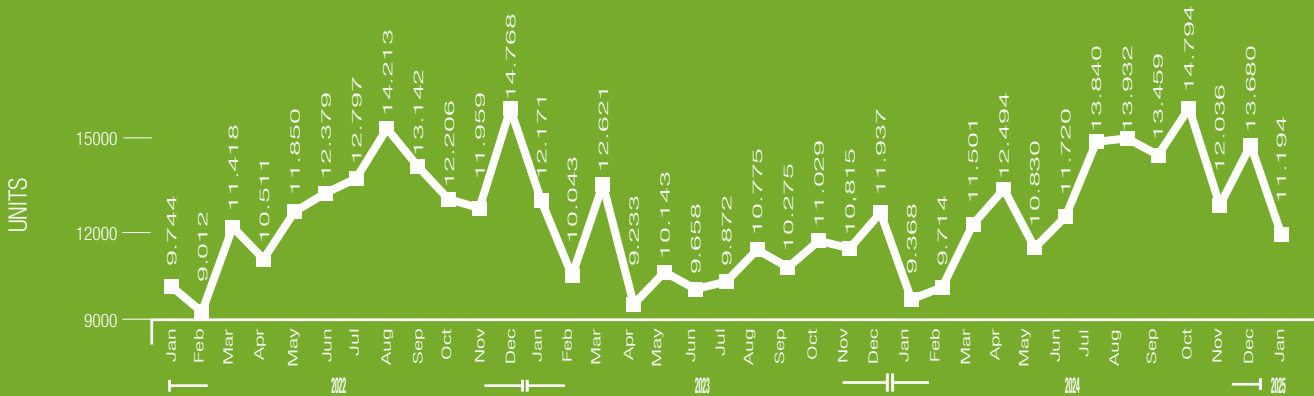
Light: Passenger cars and light commercial vehicles Heavy: Trucks and omnibus		Sales by brand (January 2024)		Sales by brand (January 2025)	
	Brand	Quantity	Market share	Quantity	Market share
	FIAT	30.849	19,1%	34.346	20,1%
	VOLKSWAGEN	22.145	13,7%	21.126	12,3%
	GENERAL MOTORS	18.922	11,7%	19.656	11,5%
	TOYOTA	13.724	8,5%	11.578	6,8%
	HYUNDAI	14.267	8,8%	9.941	5,8%
	JEEP	7.884	4,9%	9.232	5,4%
	RENAULT	7.289	4,5%	8.207	4,8%
	HONDA	5.155	3,2%	7.402	4,3%
	NISSAN	6.063	3,8%	6.538	3,8%
	CHERY	3.470	2,1%	4.686	2,7%
	OTHERS	31.847	19,7%	38.536	22,5%
	TOTAL	161.615	100%	171.248	100%
	LIGHT	152.247	94,2%	160.054	93,5%
HEAVY	9.368	5,8%	11.194	6,5%	
TOTAL	161.615	100%	171.248	100%	

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANFAVEA - IMF



2020

2021

2022

2023

2024

● Motorization index*

● GDP per capita (USD)

14,0 12.993

22,1 16.092

22,5 15.166

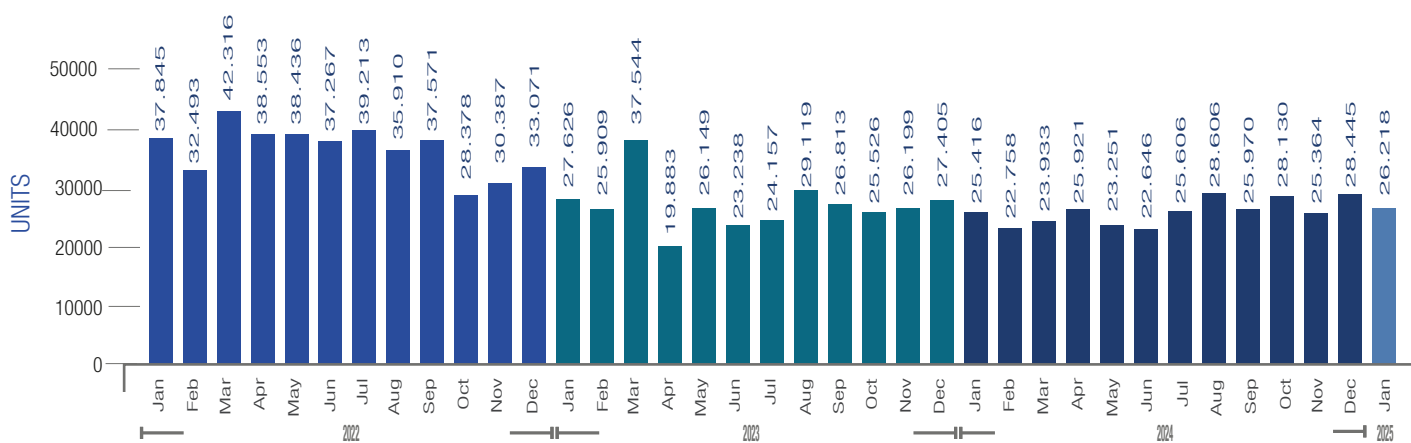
16,5 16.815

15,9 16.365

*Motorization index: vehicle sales per thousand people

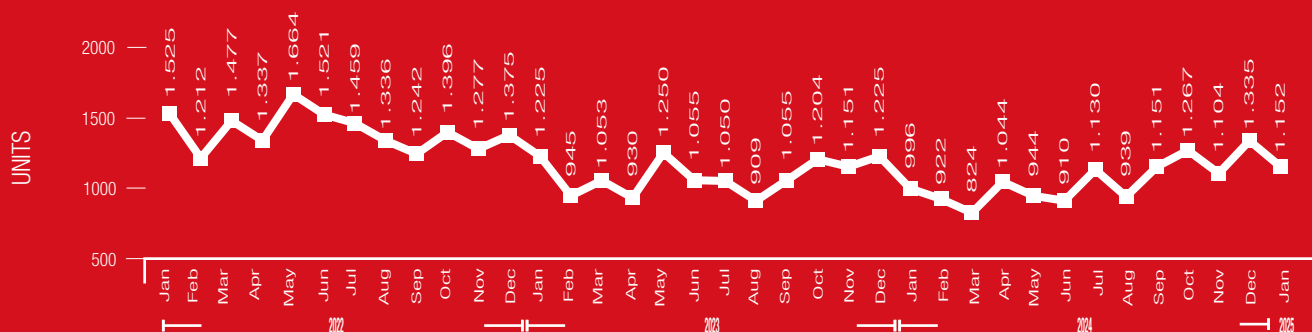
		Sales by brand (January 2024)		Sales by brand (January 2025)	
Light: Passenger cars, pickup, commercial cars and SUV Heavy: Trucks and buses	Brand	Quantity	Market share	Quantity	Market share
	SUZUKI	1.428	5,4%	1.946	7,1%
	TOYOTA	2.408	9,1%	1.842	6,7%
	KIA	1.381	5,2%	1.838	6,7%
	CHEVROLET	1.772	6,7%	1.822	6,7%
	HYUNDAI	1.671	6,3%	1.689	6,2%
	MITSUBISHI	1.302	4,9%	1.449	5,3%
	PEUGEOT	1.465	5,5%	1.409	5,1%
	FORD	1.230	4,7%	1.393	5,1%
	CHANGAN	771	2,9%	1.051	3,8%
	GREAT WALL	584	2,2%	1.033	3,8%
	OTHERS	12.400	46,9%	11.898	43,5%
	TOTAL	26.412	100%	27.370	100%
	LIGHT	25.416	96,2%	26.218	95,8%
	HEAVY	996	3,8%	1.152	4,2%
TOTAL	26.412	100%	27.370	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

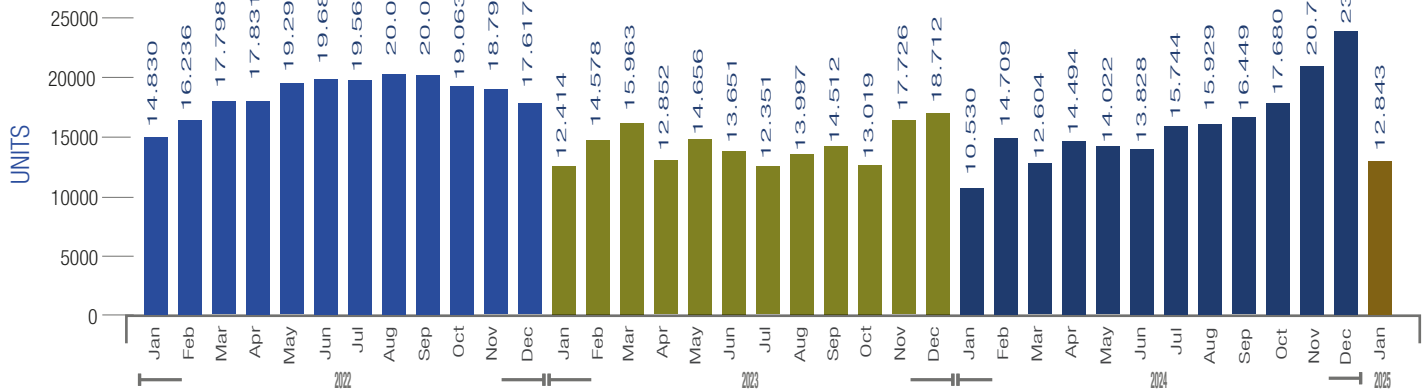
3,8 7.917

*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

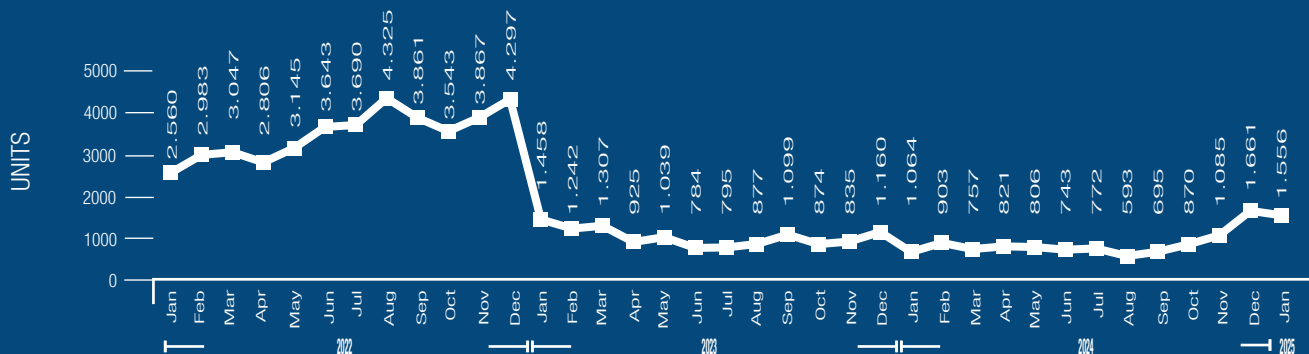
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
RENAULT	1.479	12,8%	2.232	15,5%
KIA	1.332	11,5%	1.820	12,6%
TOYOTA	1.701	14,7%	1.399	9,7%
CHEVROLET	1.536	13,2%	1.292	9,0%
MAZDA	997	8,6%	1.254	8,7%
NISSAN	628	5,4%	909	6,3%
HYUNDAI	274	2,4%	615	4,3%
VOLKSWAGEN	446	3,8%	566	3,9%
SUZUKI	655	5,6%	550	3,8%
BYD	98	0,8%	521	3,6%
OTHERS	2.448	21,1%	3.241	22,5%
TOTAL	11.594	100%	14.399	100%
LIGHT	10.530	90,8%	12.843	89,2%
HEAVY	1.064	9,2%	1.556	10,8%
TOTAL	11.594	100%	14.399	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

2020

2021

2022

2023

2024

Motorization index*

GDP per capita (USD)

4,7 12.164

6,2 12.539

7,7 13.239

10,9 16.390

14,4 17.860

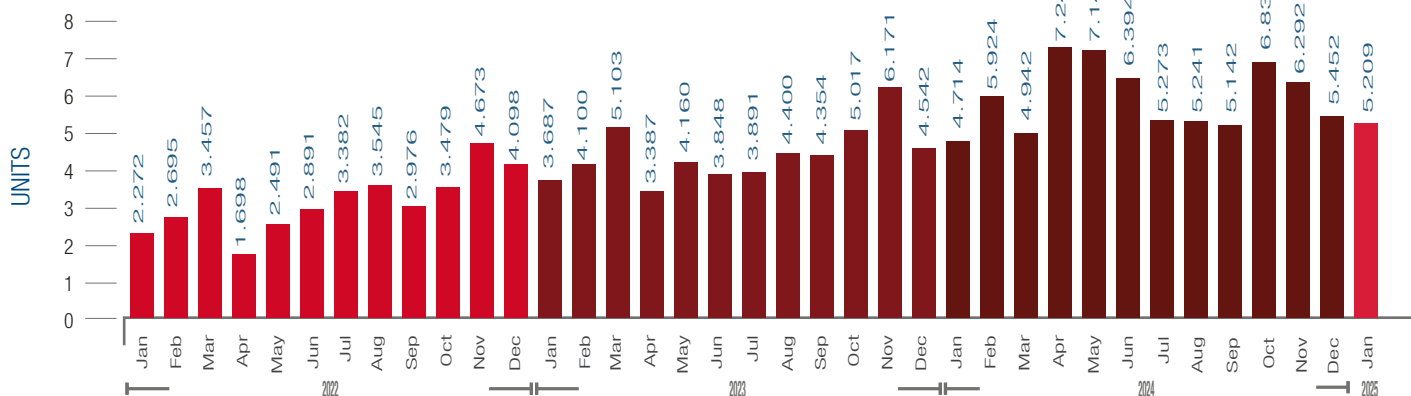
*Motorization index: vehicle sales per thousand people

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

Imports data

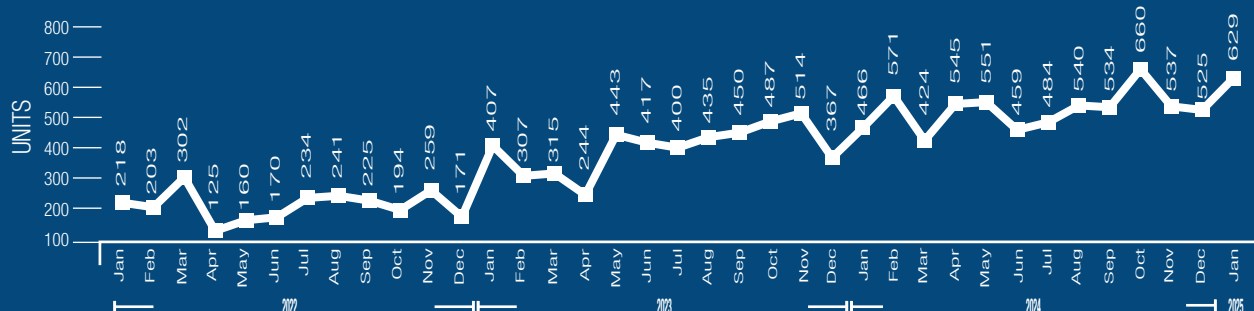
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
TOYOTA	1.112	21,5%	1.214	20,8%
BYD	185	3,6%	722	12,4%
SUZUKI	468	9,0%	408	7,0%
NISSAN	376	7,3%	282	4,8%
CHERY	267	5,2%	269	4,6%
HYUNDAI	186	3,6%	249	4,3%
GEELY	362	7,0%	241	4,1%
MITSUBISHI	120	2,3%	227	3,9%
KIA	113	2,2%	217	3,7%
JAC	109	2,1%	173	3,0%
OTHERS	1.882	36,3%	1.836	31,4%
TOTAL	5.180	100%	5.838	100%
LIGHT	4.714	91,0%	5.209	89,2%
HEAVY	466	9,0%	629	10,8%
TOTAL	5.180	100%	5.838	100%

Monthly light vehicle imports** (units)



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

Monthly heavy vehicle imports*** (units)



Source: AVEVA - FMI

*** 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

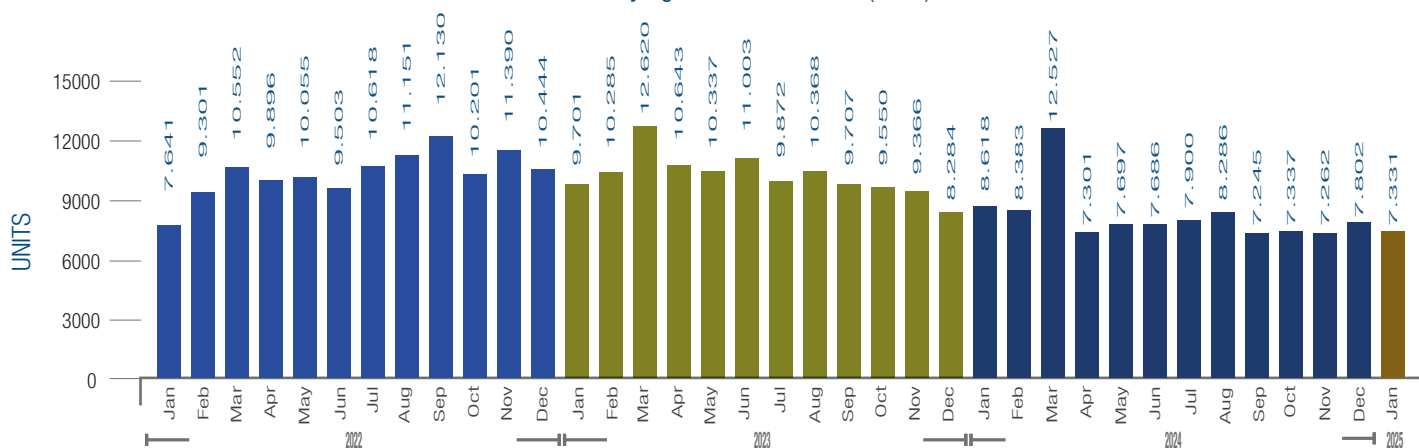
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

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

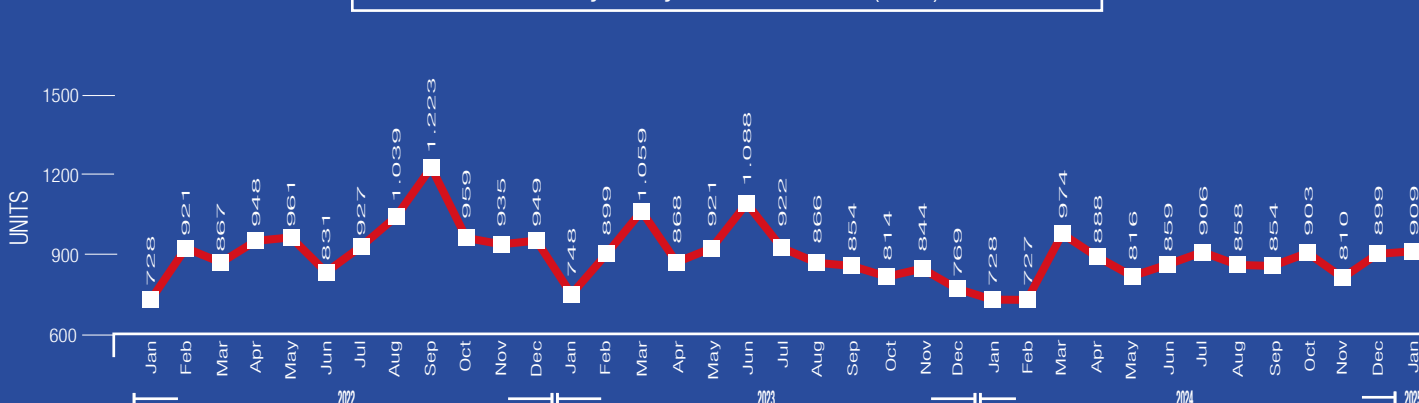
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
CHEVROLET	2.104	22,5%	1.363	16,5%
KIA	1.260	13,5%	1.305	15,8%
HYUNDAI	462	4,9%	528	6,4%
TOYOTA	595	6,4%	453	5,5%
CHERY	516	5,5%	443	5,4%
SUZUKI	337	3,6%	352	4,3%
GWM	236	2,5%	317	3,8%
RENAULT	332	3,6%	295	3,6%
HINO	178	1,9%	218	2,6%
JAC	209	2,2%	206	2,5%
OTHERS	3.117	33,4%	2.760	33,5%
TOTAL	9.346	100%	8.240	100%
LIGHT	8.618	92,2%	7.331	89,0%
HEAVY	728	7,8%	909	11,0%
TOTAL	9.346	100%	8.240	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

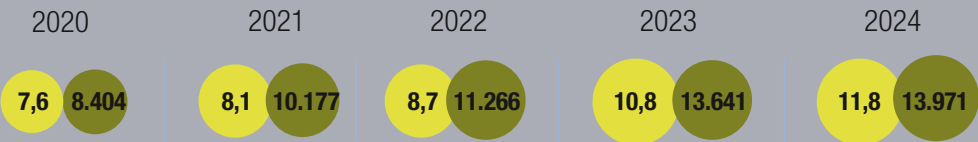
Source: AEADE - FMI



MEXICO

Regional Automotive Market

- Motorization index*
- GDP per capita (USD)

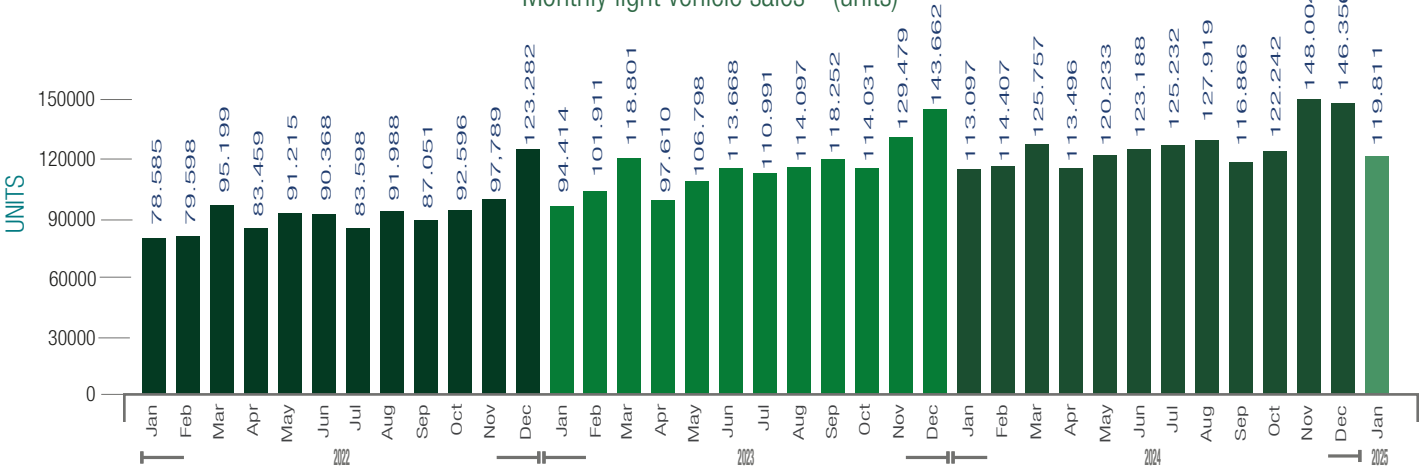


*Motorization index: vehicle sales per thousand people

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

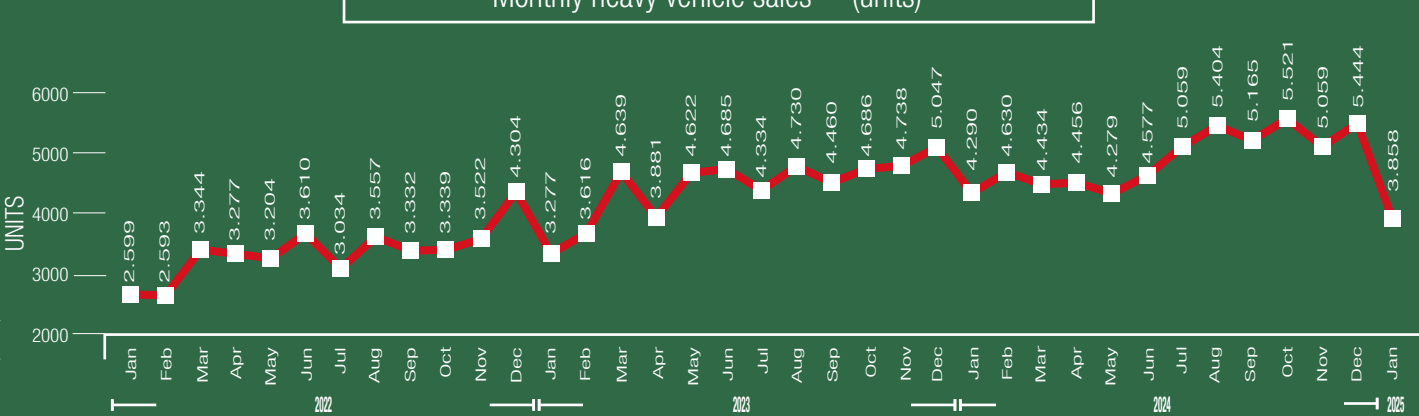
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
NISSAN	19.970	17,0%	20.279	16,4%
GENERAL MOTORS	15.459	13,2%	15.724	12,7%
VOLKSWAGEN	10.978	9,4%	12.303	9,9%
TOYOTA	9.264	7,9%	10.976	8,9%
KIA	8.204	7,0%	8.605	7,0%
MAZDA	6.335	5,4%	7.832	6,3%
FCA	5.692	4,8%	5.381	4,4%
FORD MOTOR	4.340	3,7%	4.236	3,4%
MG MOTOR	4.008	3,4%	4.000	3,2%
HYUNDAI	3.765	3,2%	3.979	3,2%
OTHERS	29.372	25,0%	30.354	24,5%
TOTAL	117.387	100%	123.669	100%
LIGHT	113.097	96,3%	119.811	96,9%
HEAVY	4.290	3,7%	3.858	3,1%
TOTAL	117.387	100%	123.669	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

- Motorization index*
- GDP per capita (USD)

2020
3,5 4.918

2021
4,3 5.433

2022
4,4 5.598

2023
4,1 5.685

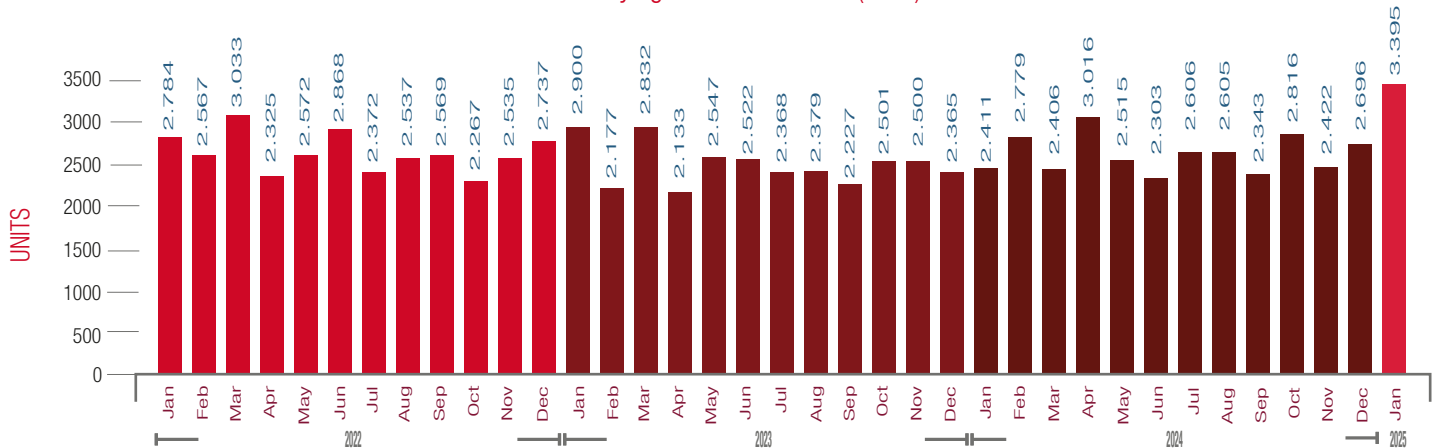
2024
4,3 5.869

*Motorization index: vehicle sales per thousand people

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

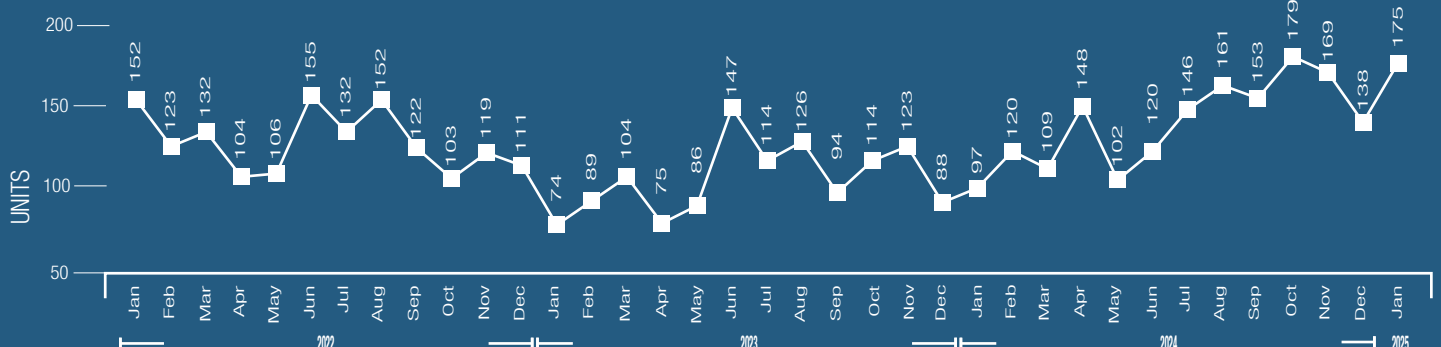
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
TOYOTA	389	15,5%	527	14,8%
KIA	426	17,0%	522	14,6%
HYUNDAI	286	11,4%	423	11,8%
CHEVROLET	300	12,0%	323	9,0%
NISSAN	182	7,3%	233	6,5%
VOLKSWAGEN	142	5,7%	194	5,4%
FIAT	64	2,6%	162	4,5%
GEELY	57	2,3%	121	3,4%
MERCEDES BENZ	26	1,0%	115	3,2%
SUZUKI	3	0,1%	106	3,0%
OTHERS	633	25,2%	844	23,6%
TOTAL	2.508	100%	3.570	100%
LIGHT	2.411	96,1%	3.395	95,1%
HEAVY	97	3,9%	175	4,9%
TOTAL	2.508	100%	3.570	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)

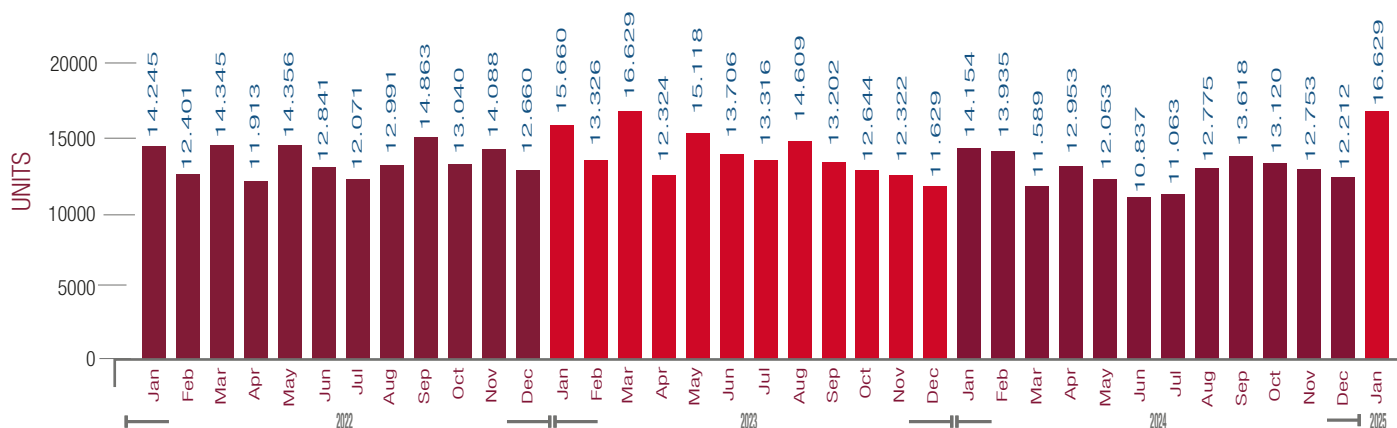
2020
3,7 6.1342021
5,2 6.6772022
5,2 7.1592023
5,3 7.9132024
5,0 8.316

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, vans, station wagon and off road SUV o
Heavy: Trucks, minibuses, omnibus and tractor trucks

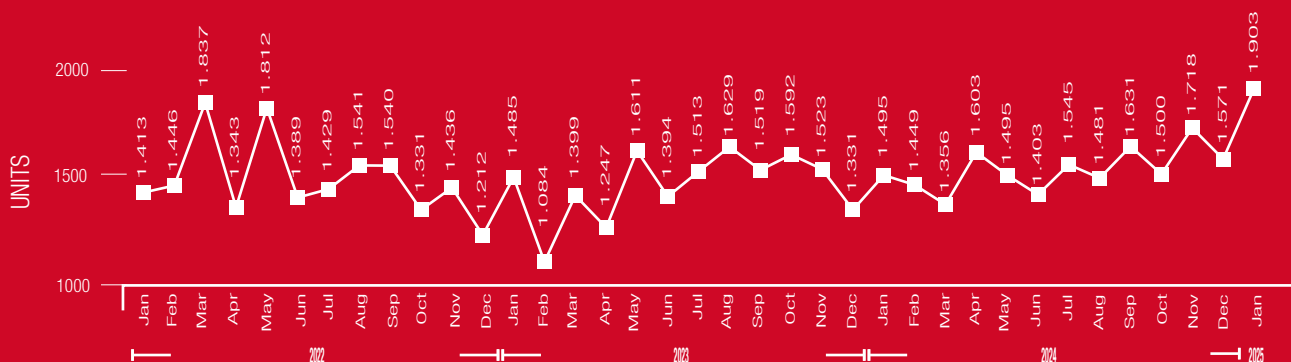
Brand	Sales by brand (January 2024)		Sales by brand (January 2025)	
	Quantity	Market share	Quantity	Market share
TOYOTA	3.216	20,6%	3.731	20,1%
HYUNDAI	1.438	9,2%	1.546	8,3%
KIA	1.200	7,7%	1.461	7,9%
CHANGAN	702	4,5%	958	5,2%
CHEVROLET	916	5,9%	838	4,5%
JAC	513	3,3%	692	3,7%
NISSAN	516	3,3%	663	3,6%
DFSK	605	3,9%	625	3,4%
FORD	381	2,4%	624	3,4%
MITSUBISHI	439	2,8%	521	2,8%
OTHERS	5.723	36,6%	6.873	37,1%
TOTAL	15.649	100%	18.532	100%
LIGHT	14.154	90,4%	16.629	89,7%
HEAVY	1.495	9,6%	1.903	10,3%
TOTAL	15.649	100%	18.532	100%

Monthly light vehicle sales** (units)



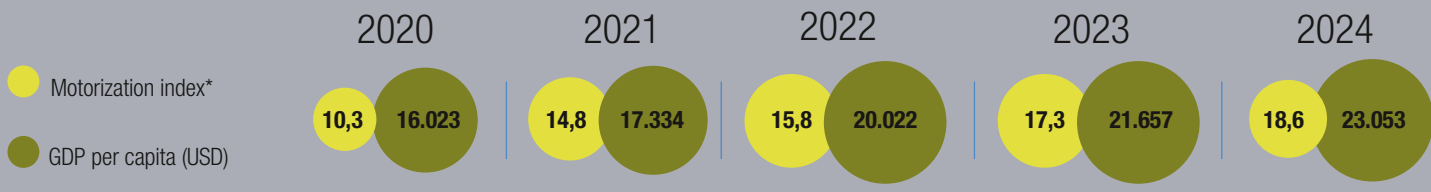
**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



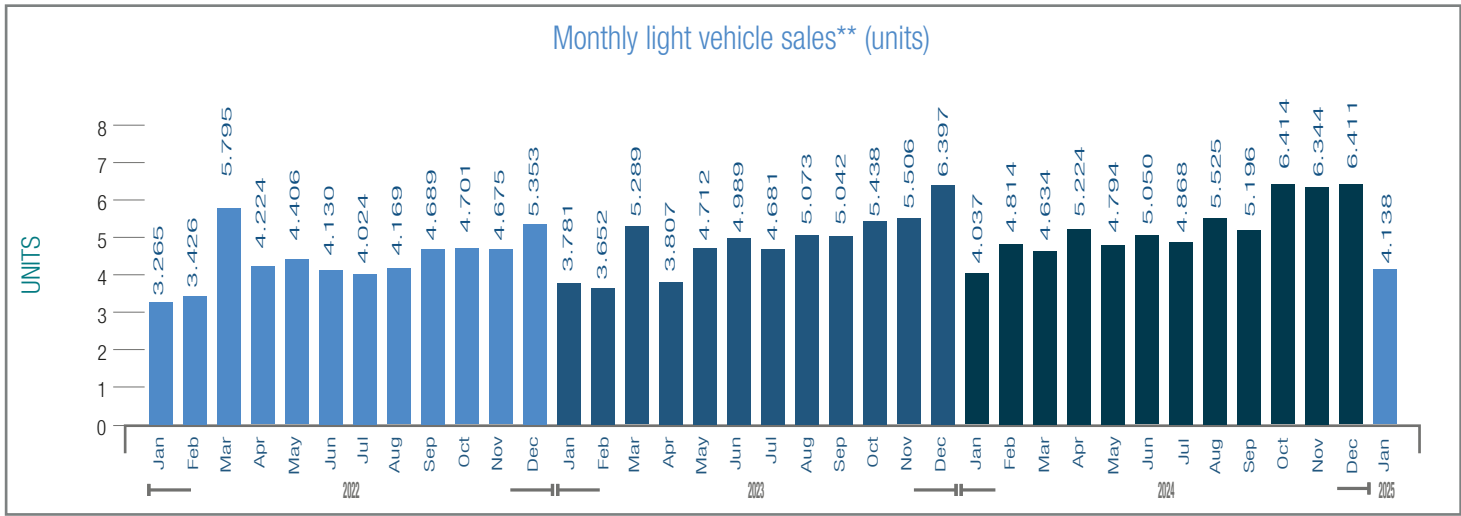
*** Heavy vehicles: trucks and buses

Source: AAP - FMI

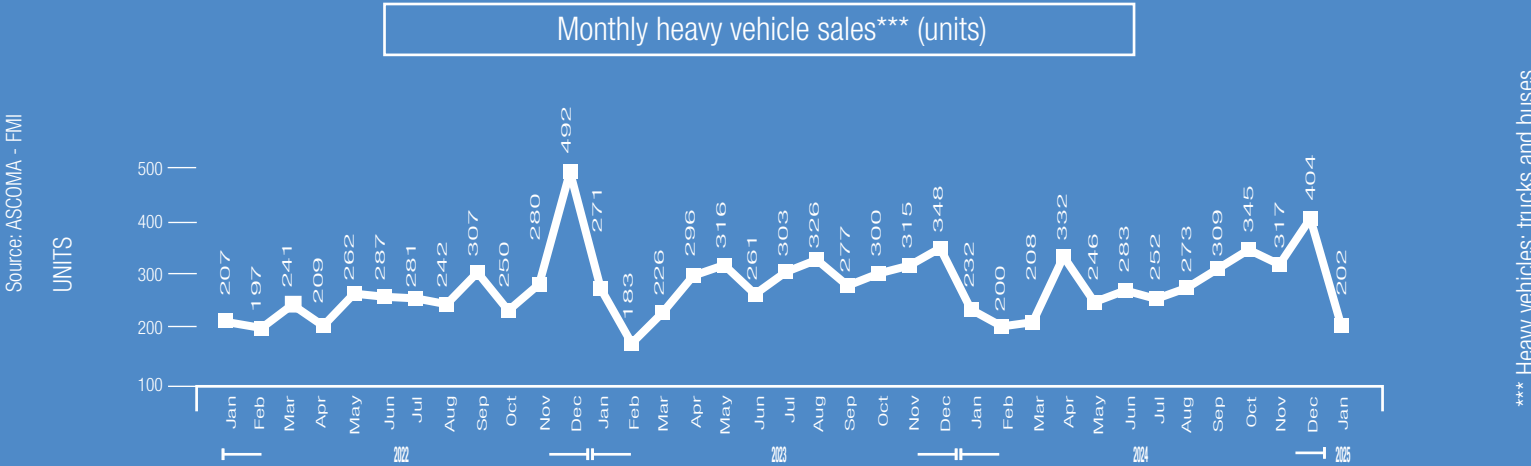


*Motorization index: vehicle sales per thousand people

		Sales by brand (January 2024)		Sales by brand (January 2025)	
Light: Passenger cars, SUV, minibus and light utility cars Heavy: Trucks and Omnibus	Brand	Quantity	Market share	Quantity	Market share
	FIAT	773	18,1%	882	20,3%
	CHEVROLET	617	14,5%	456	10,5%
	VOLKSWAGEN	415	9,7%	445	10,3%
	RENAULT	240	5,6%	338	7,8%
	HYUNDAI	301	7,1%	313	7,2%
	BYD	90	2,1%	257	5,9%
	NISSAN	128	3,0%	161	3,7%
	SUZUKI	262	6,1%	157	3,6%
	CITROËN	160	3,7%	140	3,2%
	TOYOTA	184	4,3%	111	2,6%
	OTHERS	1.099	25,7%	1.080	24,9%
	TOTAL	4.269	100%	4.340	100%
	LIGHT	4.037	94,6%	4.138	95,3%
	HEAVY	232	5,4%	202	4,7%
TOTAL	4.269	100%	4.340	100%	



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



*** Heavy vehicles: trucks and buses

Source: ASCOMA - FMI

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)

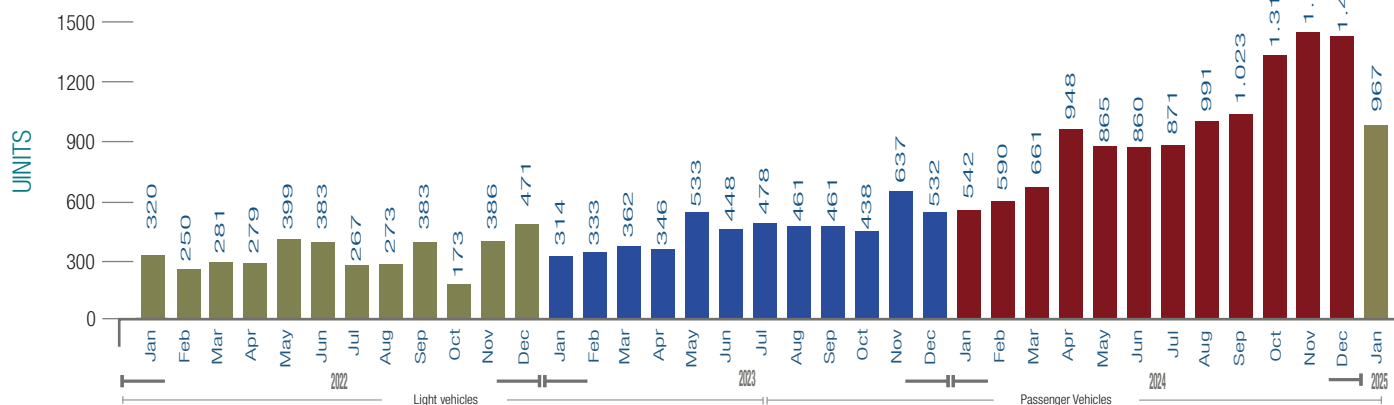
*Motorization index: vehicle sales per thousand people

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

	Sales by brand (January 2024)		Sales by brand (January 2025)	
Brand	Quantity	Market share	Quantity	Market share
JAC	81	9,8%	441	33,0%
TOYOTA	474	57,2%	420	31,4%
CHANGAN	74	8,9%	102	7,6%
FIAT	60	7,2%	100	7,5%
KIA	0	0,0%	92	6,9%
FOTON	44	5,3%	45	3,4%
MMC AUTOMOTRIZ	23	2,8%	44	3,3%
FORD MOTOR	36	4,3%	44	3,3%
FCA	30	3,6%	32	2,4%
DONGFENG	1	0,1%	17	1,3%
OTHERS	6	0,7%	0	0,0%
TOTAL	829	100%	1.337	100%
PASSENGER	542	65,4%	967	72,3%
COMMERCIAL	287	34,6%	370	27,7%
TOTAL	829	100%	1.337	100%

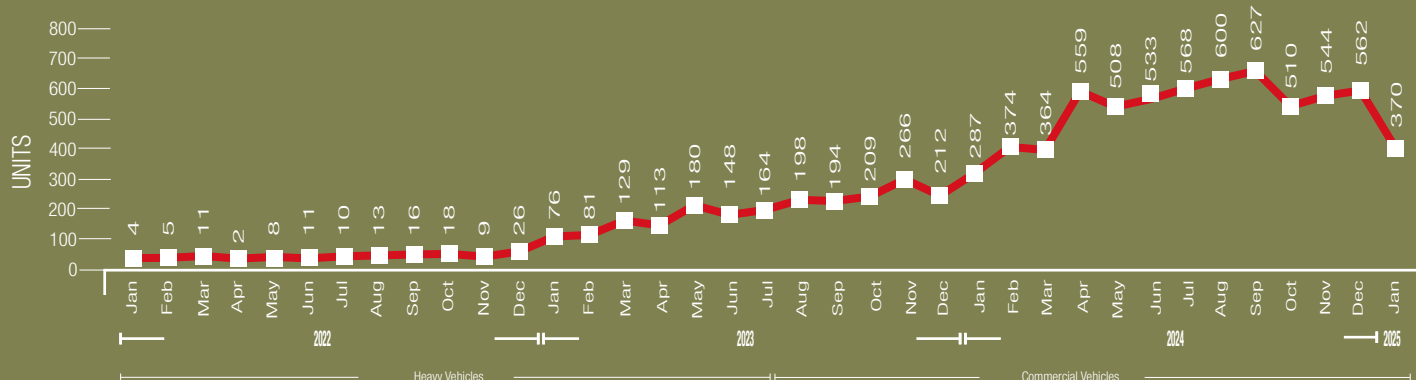
Note: In 2023 a methodological change was made to the information presented by Cavenex. The information is divided into passenger and commercial segments.

Monthly passenger vehicle sales** (units)



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

Monthly commercial 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

