



ALADDA

Asociación Latinoamericana de
Distribuidores de Automotores

Regional Automotive Market



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**Regional Market
by the end of March 2025**

Distributed for



ALADDA
Asociación Latinoamericana de
Distribuidores de Automotores

With the support **AEADE**
Asociación de Empresas
Automotrices del Ecuador

Regional automotive market - Summary

In March 2025 in comparison with March 2024: increase in **9,5%** in sales.

In March:

Total Vehicles Sales

- Highest y-o-y growth: Venezuela (**197.0%**) and Argentina (**82.6%**)
- Highest y-o-y decrease: Ecuador (**32.9%**)

Light Vehicles Sales:



- Highest y-o-y growth: Venezuela (**207.4%**), Argentina (**82.5%**) and Colombia (**37.7%**)
- Highest y-o-y decrease: Ecuador (**34.7%**)

Heavy Vehicles Sales:



- Highest y-o-y growth: Venezuela (**178.0%**), Argentina (**84.9%**) and Paraguay (**83.5%**)
- Highest y-o-y decrease: Mexico (**19.7%**) Ecuador (**10.3%**) and Brazil (**2.9%**)

Countries		March 2024	March 2025	Jan - Mar 2024	Jan - Mar 2025	% VAR Mar 2025 -2024	% VAR Jan - Mar 2025 -2024
	Brazil	187.731	195.536	514.571	551.744	4,2%	7,2%
	Mexico	130.194	130.922	365.620	376.213	0,6%	2,9%
	Argentina	25.814	47.147	84.781	159.053	82,6%	87,6%
	Chile	24.757	25.361	74.849	74.895	2,4%	0,1%
	Peru	12.945	16.779	43.978	50.737	29,6%	15,4%
	Colombia	13.361	18.361	40.567	49.874	37,4%	22,9%
	Ecuador	13.501	9.055	31.957	25.632	-32,9%	-19,8%
	*Costa Rica	5.369	7.170	17.058	18.818	33,5%	10,3%
	Uruguay	4.842	5.989	14.125	16.239	23,7%	15,0%
	Paraguay	2.515	2.969	7.922	9.515	18,1%	20,1%
	Venezuela	1.025	3.044	2.818	6.427	197,0%	128,1%

*Imports

Regional Automotive Market

Vehicles sales by continents

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

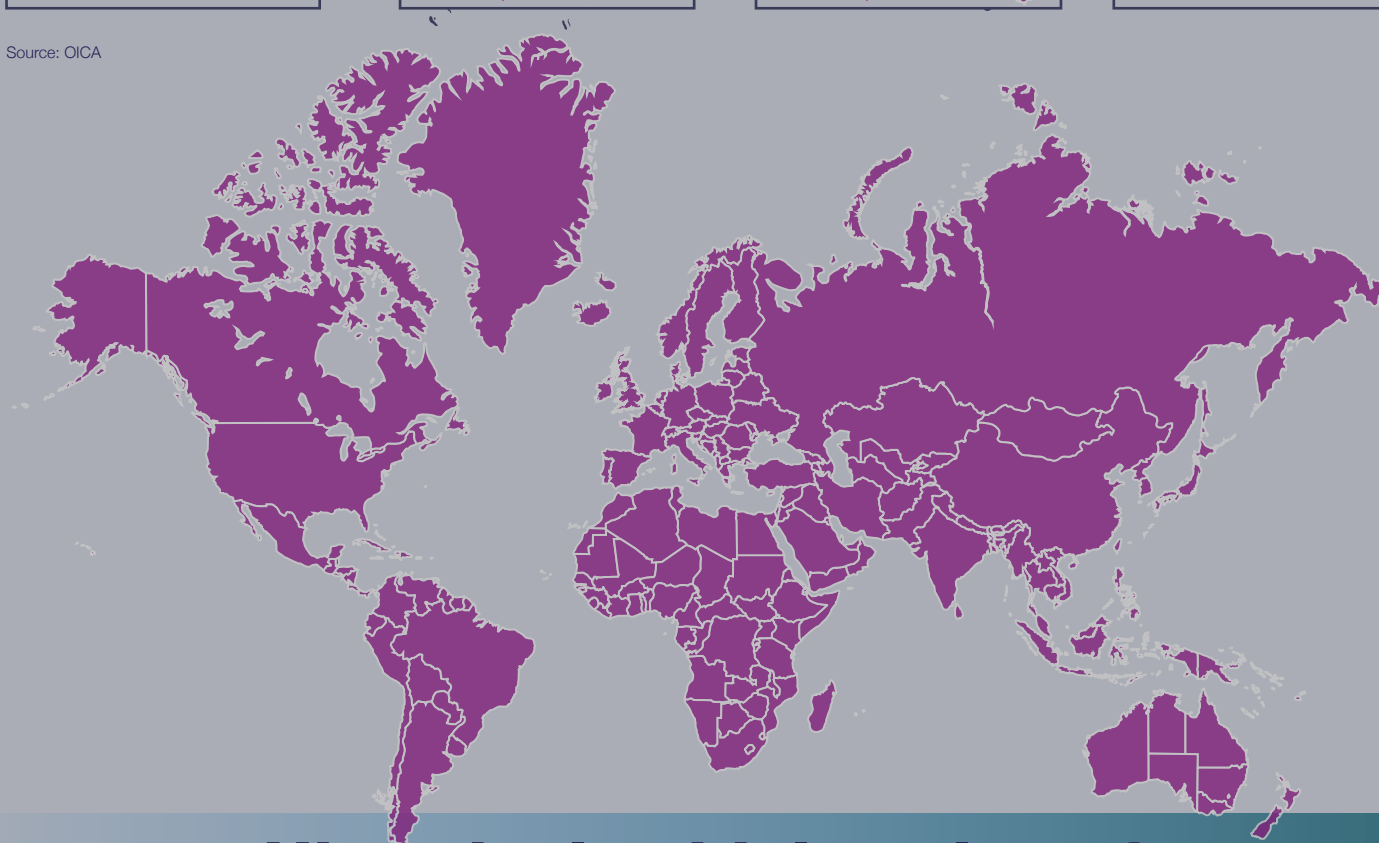
Asia & Oceania sales

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

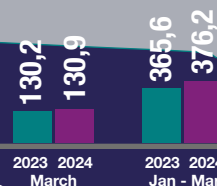
Regional Automotive Market

Total Vehicle sales

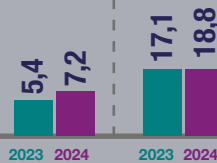
(thousand units)

2024 2025

Vehicle sales



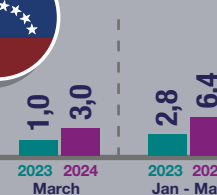
Ratio (population / light vehicle sales)



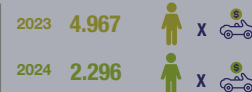
Ratio (population / light vehicle sales)



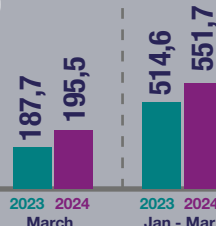
Vehicle sales



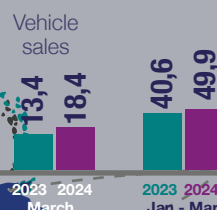
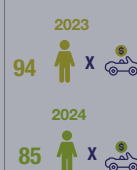
Ratio (population / light vehicle sales)



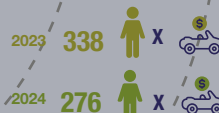
Vehicle sales



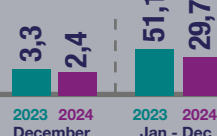
Ratio (population / light vehicle sales)



Ratio (population / light vehicle sales)



Vehicle sales



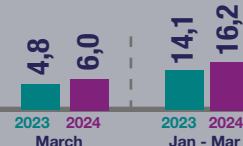
Ratio (population / light vehicle sales)



Ratio (population / light vehicle sales)



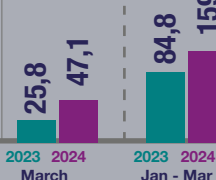
Vehicle sales



Ratio (population / light vehicle sales)



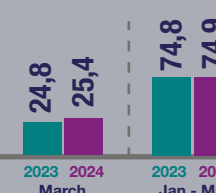
Vehicle sales



Ratio (population / light vehicle sales)



Vehicle sales



Ratio (population / light 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 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).

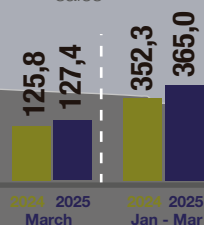
Regional Automotive Market

Vehicle sales Light* and heavy**

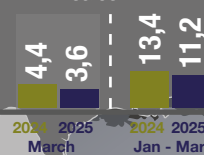
(thousand units)

2024 2025

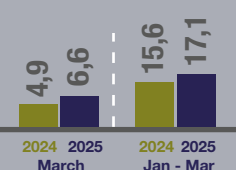
*Light vehicle sales



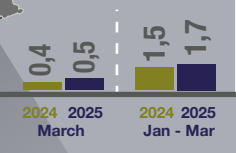
**Heavy vehicle sales



*Light vehicle sales



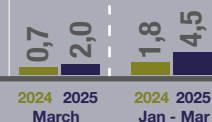
**Heavy vehicle sales



*Light vehicles: automobiles, pickups, SUV, VAN

** Heavy vehicles: trucks and buses

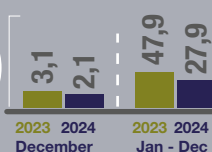
Passenger vehicle sales



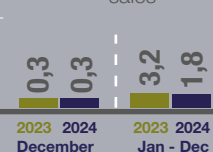
Commercial vehicle sales



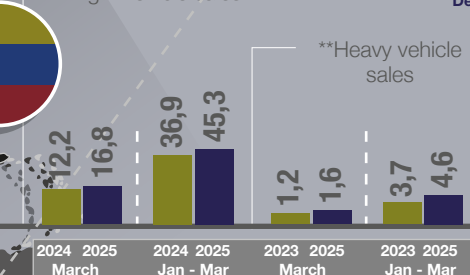
*Light vehicle sales



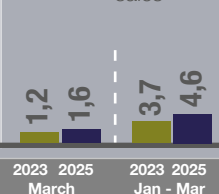
**Heavy vehicle sales



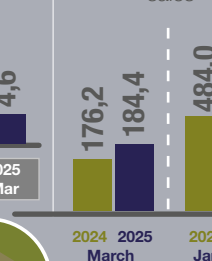
*Light vehicle sales



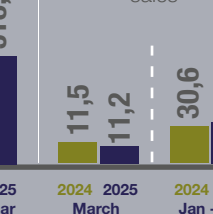
**Heavy vehicle sales



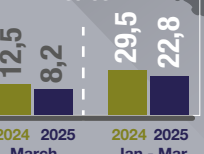
*Light vehicle sales



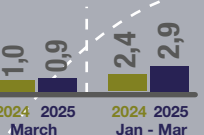
**Heavy vehicle sales



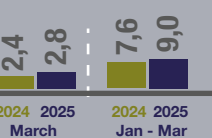
*Light vehicle sales



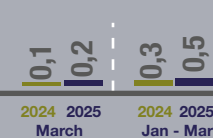
**Heavy vehicle sales



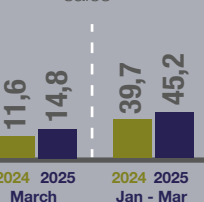
*Light vehicle sales



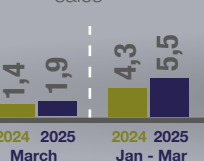
**Heavy vehicle sales



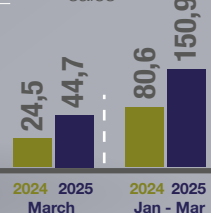
*Light vehicle sales



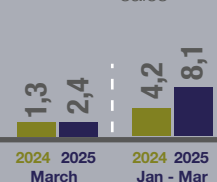
**Heavy vehicle sales



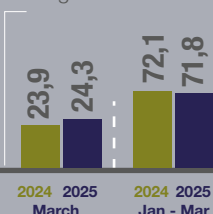
*Light vehicle sales



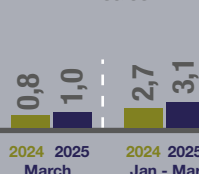
**Heavy vehicle sales



*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).



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

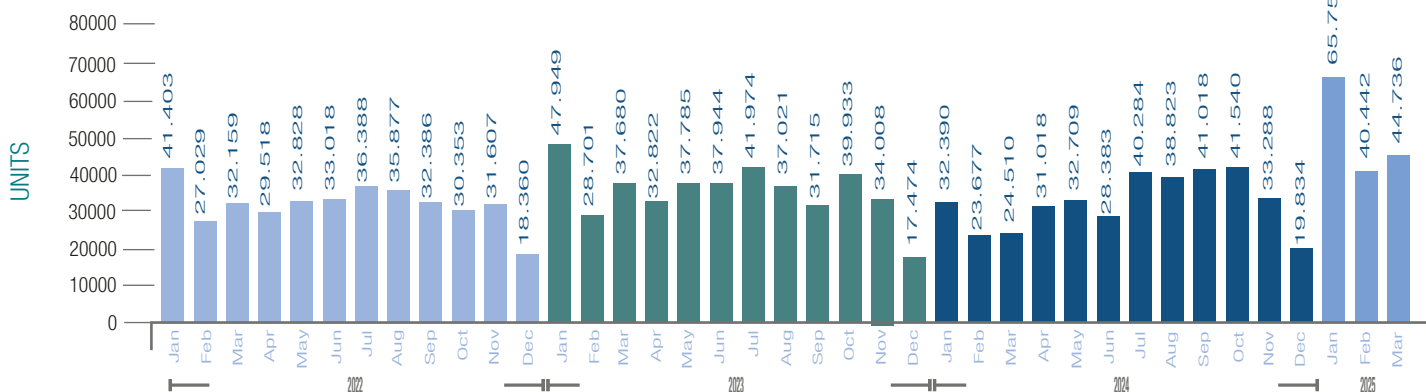
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

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

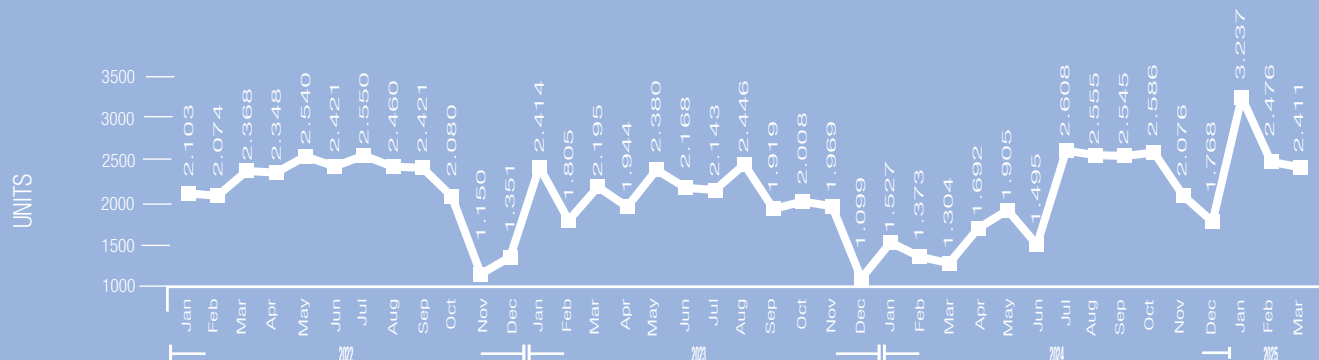
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
VOLKSWAGEN	3.606	14,0%	8.083	17,1%	12.064	14,2%	27.286	17,2%
TOYOTA	6.141	23,8%	7.912	16,8%	15.331	18,1%	25.014	15,7%
FIAT	3.296	12,8%	5.973	12,7%	11.837	14,0%	21.219	13,3%
PEUGEOT	2.277	8,8%	3.310	7,0%	8.355	9,9%	15.671	9,9%
RENAULT	2.275	8,8%	4.757	10,1%	8.241	9,7%	15.134	9,5%
FORD	1.961	7,6%	3.810	8,1%	7.424	8,8%	11.515	7,2%
CHEVROLET	1.056	4,1%	3.151	6,7%	4.627	5,5%	9.783	6,2%
CITROEN	819	3,2%	2.069	4,4%	2.947	3,5%	7.119	4,5%
JEEP	933	3,6%	1.819	3,9%	3.354	4,0%	5.540	3,5%
MERCEDES BENZ	568	2,2%	1.070	2,3%	2.293	2,7%	3.901	2,5%
OTHERS	2.882	11,2%	5.193	11,0%	8.308	9,8%	16.871	10,6%
TOTAL	25.814	100%	47.147	100%	84.781	100%	159.053	100%
LIGHT	24.510	94,9%	44.736	94,9%	80.577	95,0%	150.929	94,9%
HEAVY	1.304	5,1%	2.411	5,1%	4.204	5,0%	8.124	5,1%
TOTAL	25.814	100%	47.147	100%	84.781	100%	159.053	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

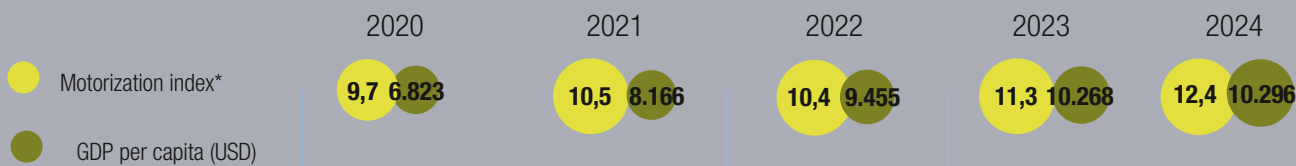


Asociación de Concesionarios de Automotores de la República Argentina (Acara)



BRAZIL

Regional Automotive Market

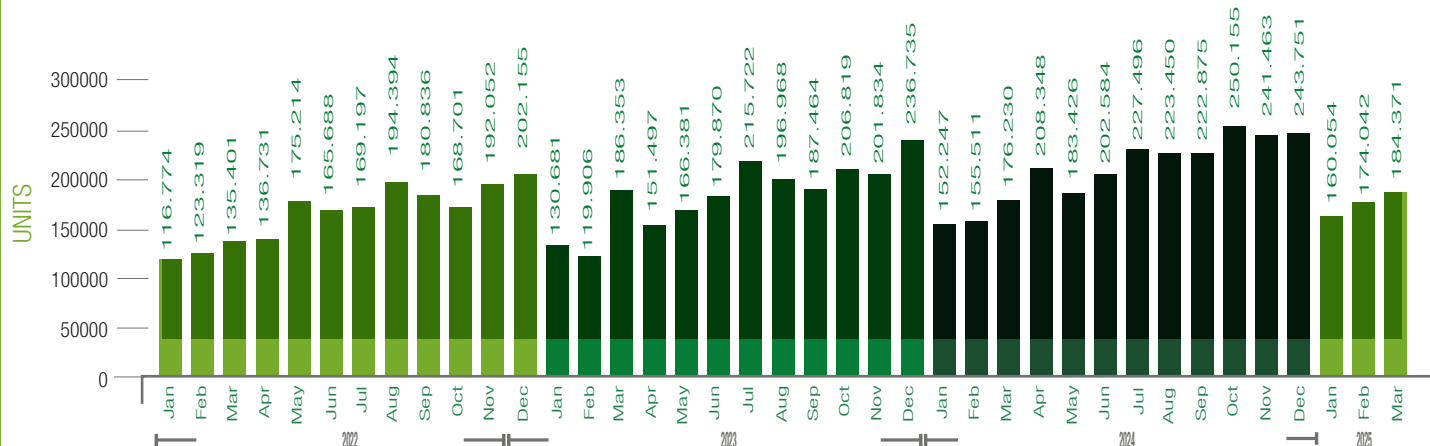


*Motorization index: vehicle sales per thousand people

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

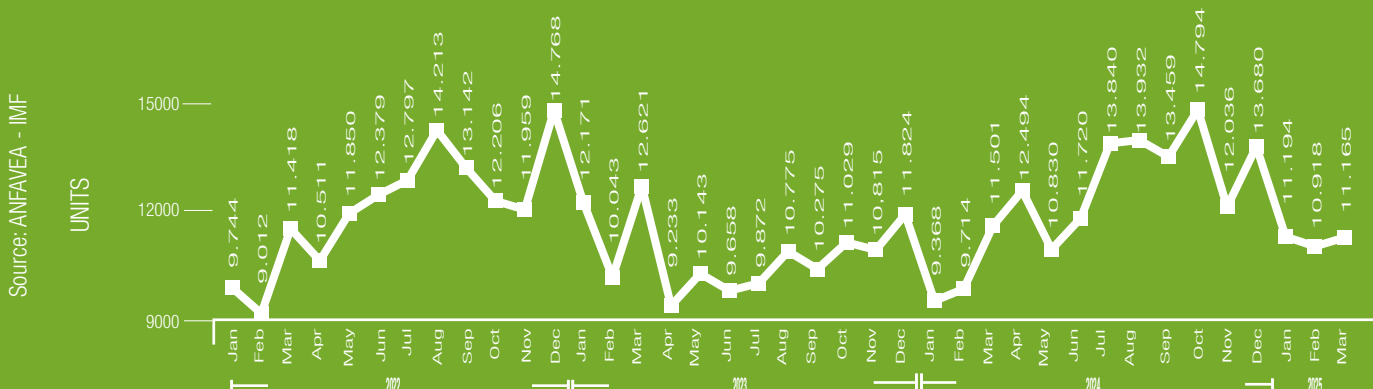
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	36.335	19,4%	38.830	19,9%	101.509	19,7%	110.523	20,0%
VOLKSWAGEN	30.780	16,4%	30.279	15,5%	76.833	14,9%	78.825	14,3%
GENERAL MOTORS	21.465	11,4%	20.174	10,3%	56.935	11,1%	55.836	10,1%
TOYOTA	14.856	7,9%	14.694	7,5%	41.976	8,2%	42.165	7,6%
HYUNDAI	11.017	5,9%	12.736	6,5%	37.270	7,2%	34.491	6,3%
RENAULT	9.375	5,0%	11.400	5,8%	26.710	5,2%	29.707	5,4%
JEEP	9.010	4,8%	8.171	4,2%	25.654	5,0%	26.576	4,8%
HONDA	6.415	3,4%	8.227	4,2%	17.013	3,3%	23.945	4,3%
NISSAN	7.634	4,1%	6.875	3,5%	19.564	3,8%	19.327	3,5%
CHERY	4.829	2,6%	3.872	2,0%	11.628	2,3%	12.719	2,3%
OTHERS	36.015	19,2%	40.278	20,6%	99.479	19,3%	117.630	21,3%
TOTAL	187.731	100%	195.536	100%	514.571	100%	551.744	100%
LIGHT	176.230	93,9%	184.371	94,3%	483.988	94,1%	518.467	94,0%
HEAVY	11.501	6,1%	11.165	5,7%	30.583	5,9%	33.277	6,0%
TOTAL	187.731	100%	195.536	100%	514.571	100%	551.744	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



Source: ANFAVEA - IMF

*** 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

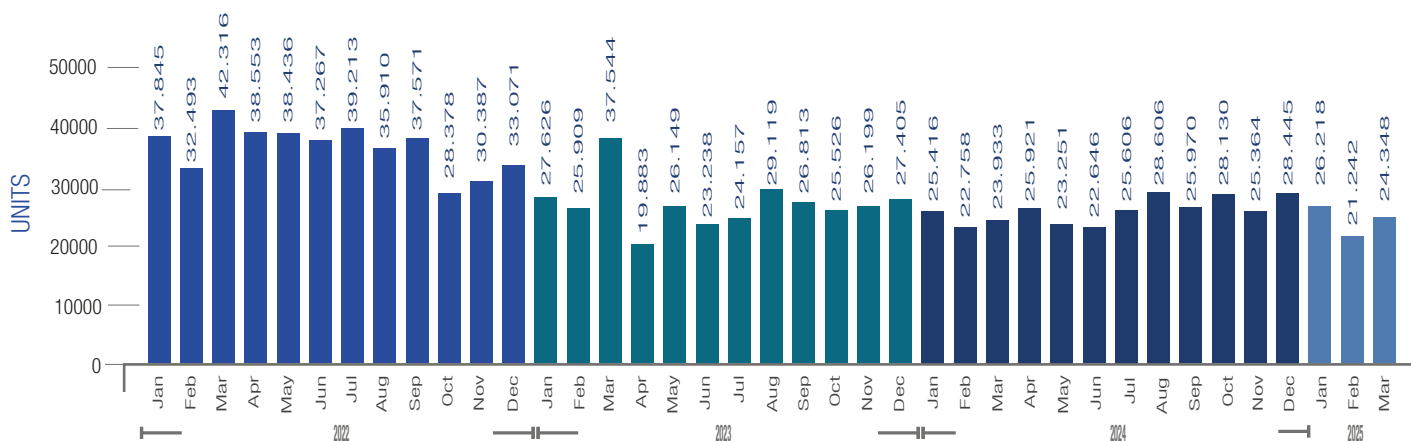
15,9 16.365

*Motorization index: vehicle sales per thousand people

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

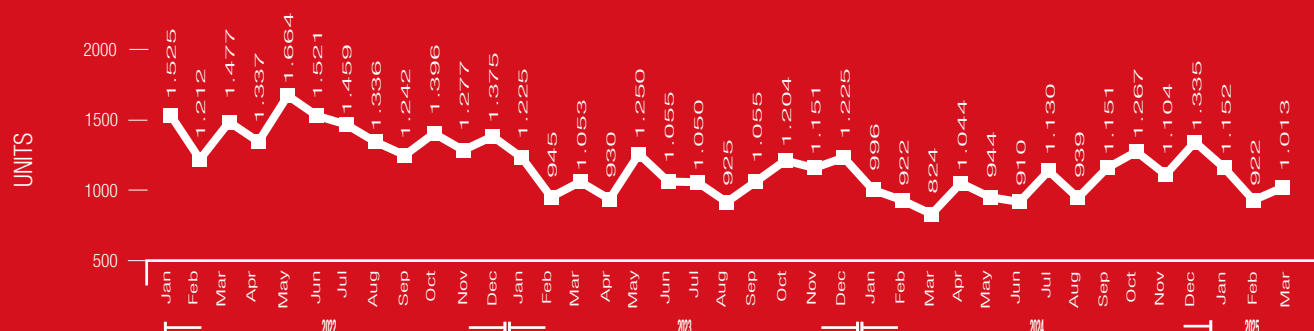
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
SUZUKI	1.530	6,2%	1.957	7,7%	4.420	5,9%	5.693	7,6%
TOYOTA	1.813	7,3%	1.811	7,1%	6.157	8,2%	5.412	7,2%
HYUNDAI	1.537	6,2%	1.805	7,1%	4.841	6,5%	4.839	6,5%
CHEVROLET	1.722	7,0%	1.596	6,3%	5.225	7,0%	4.775	6,4%
KIA	1.503	6,1%	1.537	6,1%	4.365	5,8%	4.717	6,3%
PEUGEOT	1.494	6,0%	1.382	5,4%	4.162	5,6%	3.947	5,3%
FORD	990	4,0%	1.179	4,6%	3.183	4,3%	3.522	4,7%
MITSUBISHI	906	3,7%	873	3,4%	3.385	4,5%	3.246	4,3%
GREAT WALL	558	2,3%	1.039	4,1%	1.662	2,2%	3.004	4,0%
CHANGAN	696	2,8%	886	3,5%	2.194	2,9%	2.765	3,7%
OTHERS	12.008	48,5%	11.296	44,5%	35.255	47,1%	32.975	44,0%
TOTAL	24.757	100%	25.361	100%	74.849	100%	74.895	100%
LIGHT	23.933	96,7%	24.348	96,0%	72.107	96,3%	71.808	95,9%
HEAVY	824	3,3%	1.013	4,0%	2.742	3,7%	3.087	4,1%
TOTAL	24.757	100%	25.361	100%	74.849	100%	74.895	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

COLOMBIA

Regional Automotive Market

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

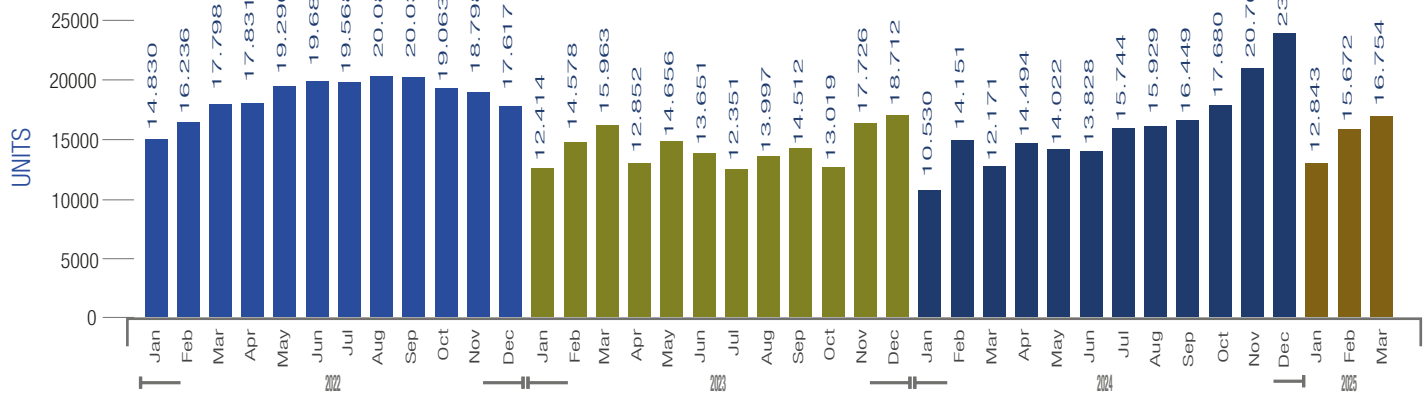
3,8 7.917

*Motorization index: vehicle sales per thousand people

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

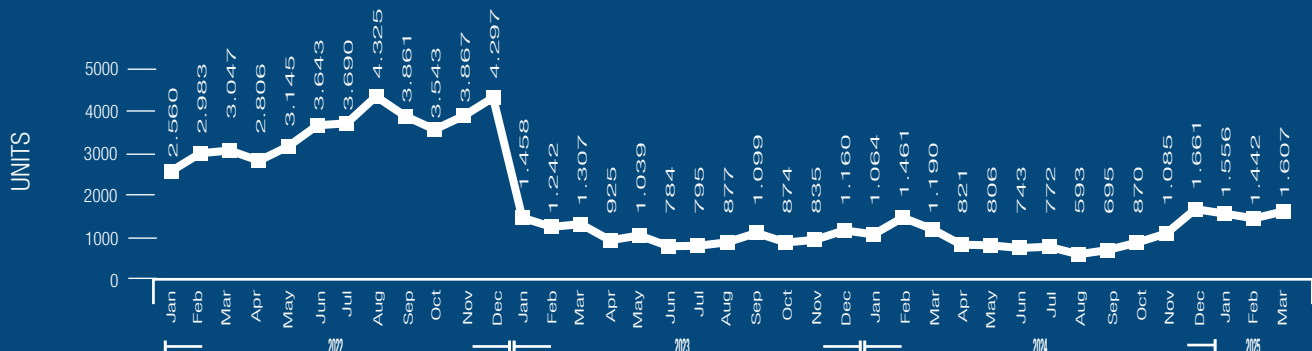
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
RENAULT	1.656	12,4%	2.583	14,1%	5.087	12,5%	7.129	14,3%
KIA	982	7,3%	2.444	13,3%	4.063	10,0%	6.779	13,6%
TOYOTA	2.154	16,1%	1.853	10,1%	6.541	16,1%	5.040	10,1%
MAZDA	1.287	9,6%	1.483	8,1%	3.687	9,1%	4.529	9,1%
CHEVROLET	1.572	11,8%	1.627	8,9%	4.754	11,7%	4.310	8,6%
NISSAN	1.052	7,9%	1.047	5,7%	2.562	6,3%	2.848	5,7%
SUZUKI	577	4,3%	1.001	5,5%	1.952	4,8%	2.363	4,7%
HYUNDAI	371	2,8%	889	4,8%	995	2,5%	2.261	4,5%
VOLKSWAGEN	476	3,6%	695	3,8%	1.454	3,6%	1.914	3,8%
BYD	139	1,0%	835	4,5%	373	0,9%	1.838	3,7%
OTHERS	3.095	23,2%	3.904	21,3%	9.099	22,4%	10.863	21,8%
TOTAL	13.361	100%	18.361	100%	40.567	100%	49.874	100%
LIGHT	12.171	91,1%	16.754	91,2%	36.852	90,8%	45.269	90,8%
HEAVY	1.190	8,9%	1.607	8,8%	3.715	9,2%	4.605	9,2%
TOTAL	13.361	100%	18.361	100%	40.567	100%	49.874	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANDEMOS - FMI



Asociación Nacional de Movilidad Sostenible (Andemos)



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

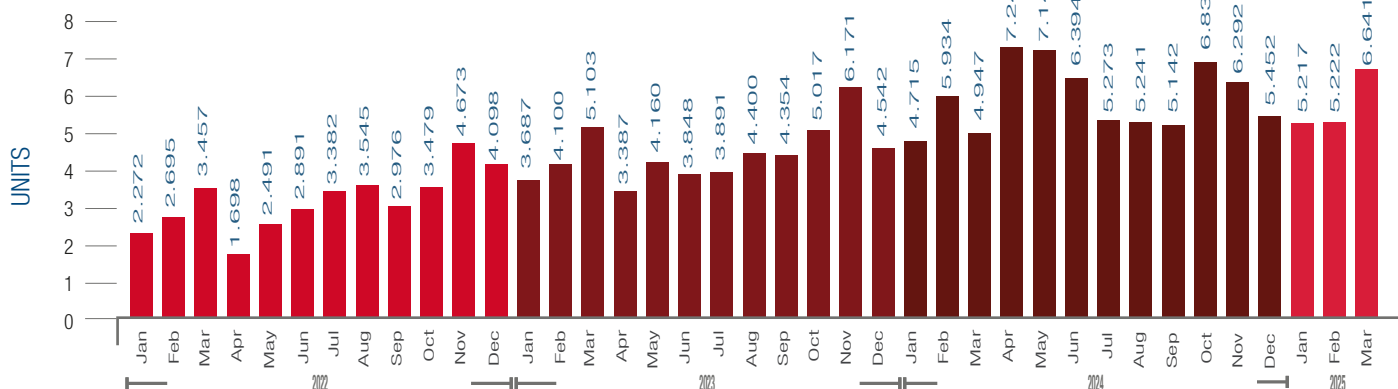
*Motorization index: vehicle sales per thousand people

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

Imports data

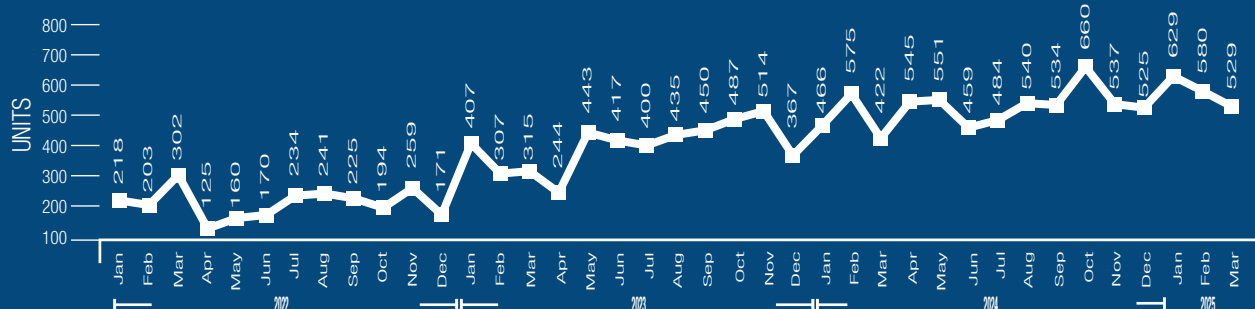
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	888	16,5%	1.267	17,7%	3.553	20,8%	3.825	20,3%
NISSAN	536	10,0%	744	10,4%	1.443	8,5%	1.614	8,6%
SUZUKI	417	7,8%	593	8,3%	1.467	8,6%	1.378	7,3%
BYD	127	2,4%	70	1,0%	666	3,9%	1.137	6,0%
HYUNDAI	458	8,5%	423	5,9%	847	5,0%	1.072	5,7%
GEELY	283	5,3%	589	8,2%	970	5,7%	1.045	5,6%
MITSUBISHI	200	3,7%	311	4,3%	549	3,2%	839	4,5%
KIA	94	1,8%	283	3,9%	327	1,9%	635	3,4%
CHEVROLET	221	4,1%	295	4,1%	739	4,3%	624	3,3%
CHERY	454	8,5%	203	2,8%	1.007	5,9%	622	3,3%
OTHERS	1.691	31,5%	2.392	33,4%	5.490	32,2%	6.027	32,0%
TOTAL	5.369	100%	7.170	100%	17.058	100%	18.818	100%
LIGHT	4.947	92,1%	6.641	92,6%	15.595	91,4%	17.078	90,8%
HEAVY	422	7,9%	529	7,4%	1.463	8,6%	1.740	9,2%
TOTAL	5.369	100%	7.170	100%	17.058	100%	18.818	100%

Monthly light vehicle imports** (units)



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

Monthly heavy vehicle imports*** (units)



*** Heavy vehicles: trucks and buses

Source: AVEVA - FMI



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

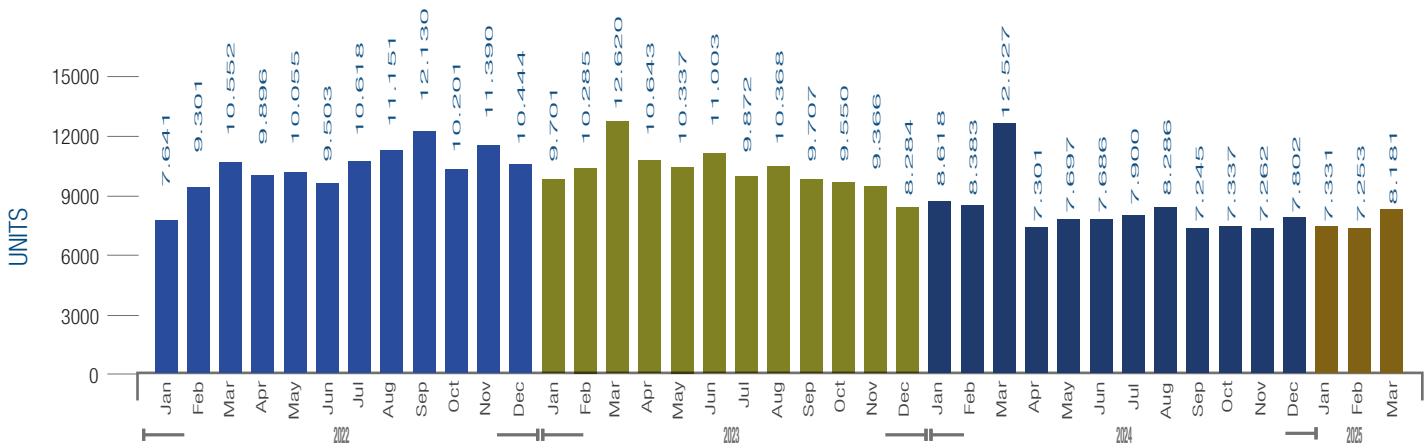
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

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

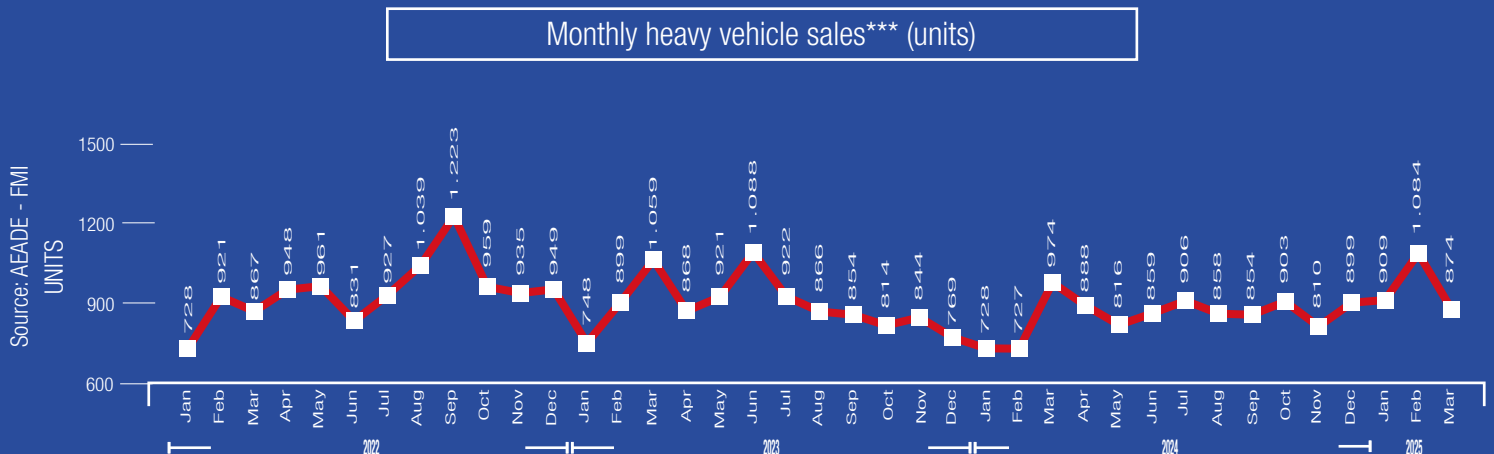
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	2.059	15,3%	1.576	17,4%	4.739	14,8%	4.222	16,5%
CHEVROLET	2.527	18,7%	1.412	15,6%	6.120	19,2%	3.916	15,3%
HYUNDAI	747	5,5%	551	6,1%	1.656	5,2%	1.601	6,2%
TOYOTA	960	7,1%	511	5,6%	2.158	6,8%	1.421	5,5%
GWM	461	3,4%	601	6,6%	931	2,9%	1.296	5,1%
CHERY	553	4,1%	409	4,5%	1.471	4,6%	1.238	4,8%
SUZUKI	591	4,4%	318	3,5%	1.336	4,2%	1.008	3,9%
RENAULT	460	3,4%	350	3,9%	1.129	3,5%	988	3,9%
JAC	328	2,4%	225	2,5%	816	2,6%	698	2,7%
HINO	256	1,9%	210	2,3%	620	1,9%	680	2,7%
OTHERS	4.559	33,8%	2.892	31,9%	10.981	34,4%	8.564	33,4%
TOTAL	13.501	100%	9.055	100%	31.957	100%	25.632	100%
LIGHT	12.527	92,8%	8.181	90,3%	29.528	92,4%	22.765	88,8%
HEAVY	974	7,2%	874	9,7%	2.429	7,6%	2.867	11,2%
TOTAL	13.501	100%	9.055	100%	31.957	100%	25.632	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*
- GDP per capita (USD)

7,6 8.404

8,1 10.177

8,7 11.266

10,8 13.641

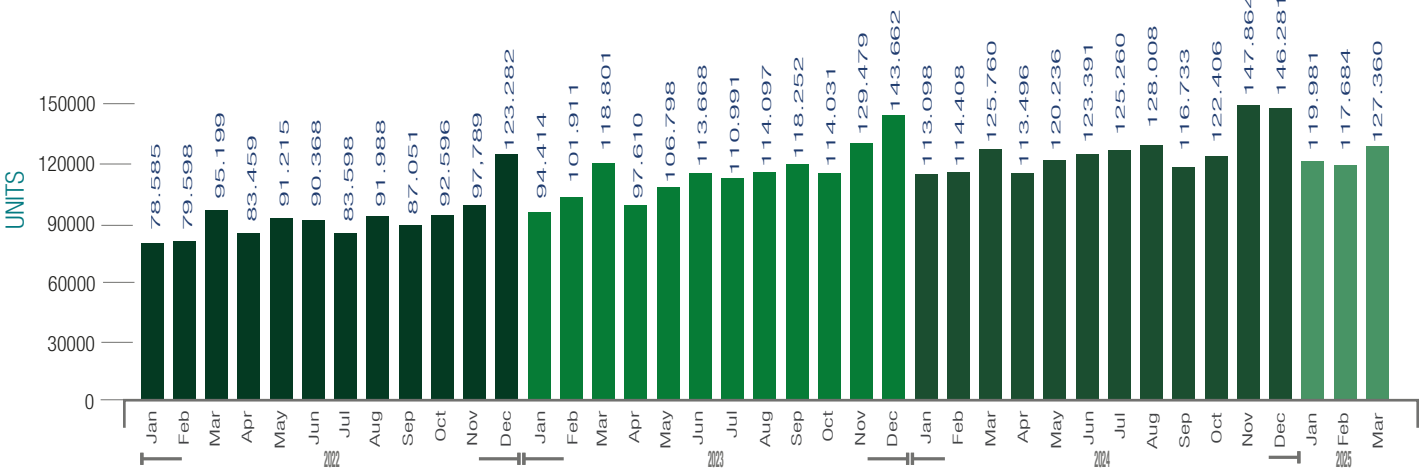
11,8 13.971

*Motorization index: vehicle sales per thousand people

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

Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	23.531	18,1%	23.625	18,0%	61.829	16,9%	65.348	17,4%
GENERAL MOTORS	17.541	13,5%	18.009	13,8%	49.133	13,4%	49.346	13,1%
VOLKSWAGEN	10.672	8,2%	11.178	8,5%	32.512	8,9%	34.493	9,2%
TOYOTA	9.091	7,0%	10.894	8,3%	27.942	7,6%	30.102	8,0%
KIA	8.505	6,5%	8.801	6,7%	24.804	6,8%	26.308	7,0%
MAZDA	7.234	5,6%	9.044	6,9%	20.195	5,5%	26.175	7,0%
FCA	7.868	6,0%	5.588	4,3%	20.168	5,5%	16.632	4,4%
HYUNDAI	4.203	3,2%	4.278	3,3%	12.006	3,3%	12.363	3,3%
FORD MOTOR	4.207	3,2%	4.041	3,1%	12.665	3,5%	12.173	3,2%
MG MOTOR	5.015	3,9%	4.005	3,1%	13.421	3,7%	11.110	3,0%
OTHERS	32.327	24,8%	31.459	24,0%	90.945	24,9%	92.163	24,5%
TOTAL	130.194	100%	130.922	100%	365.620	100%	376.213	100%
LIGHT	125.760	96,6%	127.360	97,3%	352.266	96,3%	365.025	97,0%
HEAVY	4.434	3,4%	3.562	2,7%	13.354	3,7%	11.188	3,0%
TOTAL	130.194	100%	130.922	100%	365.620	100%	376.213	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

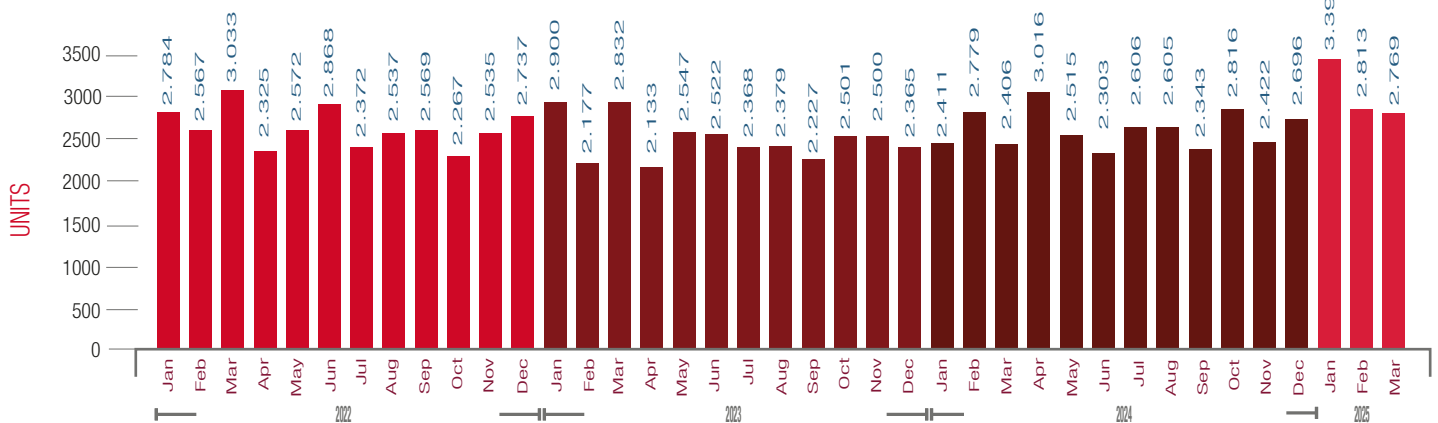
● GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

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

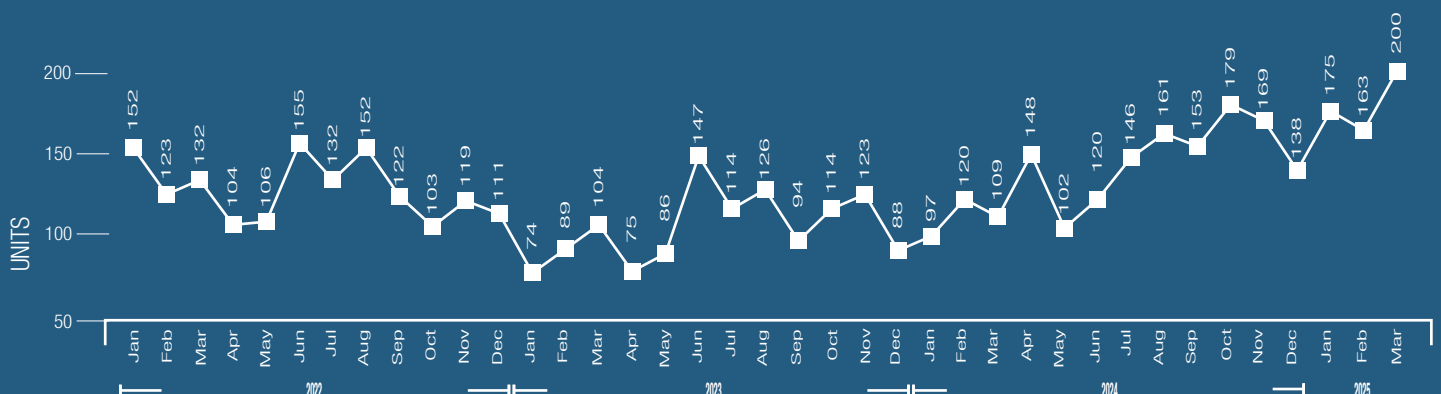
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	412	16,4%	479	16,1%	1.314	16,6%	1.468	15,4%
TOYOTA	344	13,7%	407	13,7%	1.119	14,1%	1.382	14,5%
HYUNDAI	277	11,0%	359	12,1%	842	10,6%	1.122	11,8%
CHEVROLET	325	12,9%	318	10,7%	1.008	12,7%	921	9,7%
VOLKSWAGEN	133	5,3%	181	6,1%	410	5,2%	561	5,9%
NISSAN	115	4,6%	129	4,3%	495	6,2%	501	5,3%
FIAT	104	4,1%	192	6,5%	372	4,7%	488	5,1%
SUZUKI	6	0,2%	118	4,0%	15	0,2%	324	3,4%
GEELY	80	3,2%	88	3,0%	212	2,7%	300	3,2%
MERCEDES BENZ	26	1,0%	32	1,1%	90	1,1%	186	2,0%
OTHERS	693	27,6%	666	22,4%	2.045	25,8%	2.262	23,8%
TOTAL	2.515	100%	2.969	100%	7.922	100%	9.515	100%
LIGHT	2.406	95,7%	2.769	93,3%	7.596	95,9%	8.977	94,3%
HEAVY	109	4,3%	200	6,7%	326	4,1%	538	5,7%
TOTAL	2.515	100%	2.969	100%	7.922	100%	9.515	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)

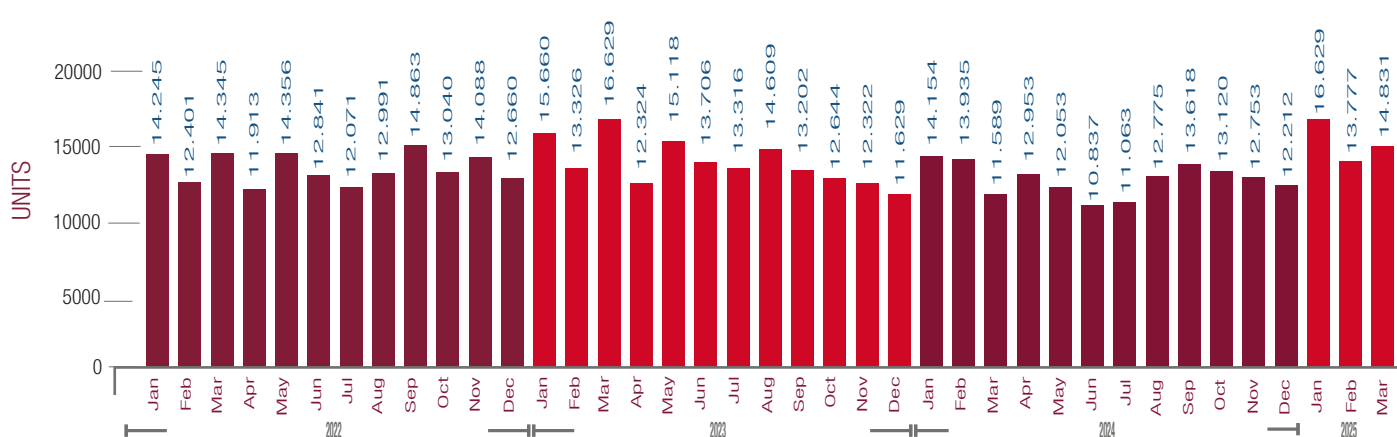
2020
3,7 6.1342021
5,2 6.6772022
5,2 7.1592023
5,3 7.9132024
5,0 8.316

*Motorization index: vehicle sales per thousand people

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

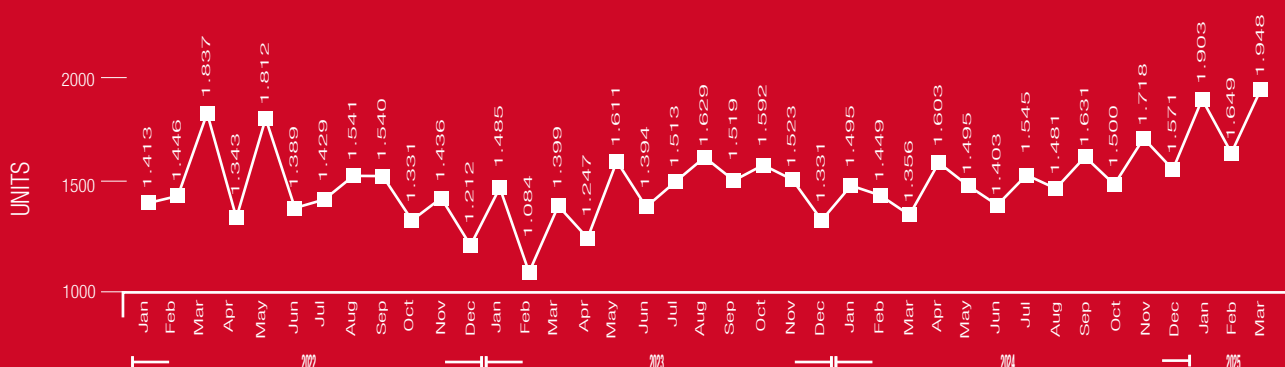
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.315	17,9%	2.692	16,0%	8.242	18,7%	9.320	18,4%
HYUNDAI	1.106	8,5%	1.435	8,6%	3.927	8,9%	4.300	8,5%
KIA	1.011	7,8%	1.419	8,5%	3.493	7,9%	4.205	8,3%
CHANGAN	757	5,8%	850	5,1%	2.170	4,9%	2.603	5,1%
CHEVROLET	718	5,5%	887	5,3%	2.624	6,0%	2.562	5,0%
JAC	483	3,7%	648	3,9%	1.494	3,4%	1.895	3,7%
DFSK	500	3,9%	627	3,7%	1.782	4,1%	1.803	3,6%
FORD	289	2,2%	616	3,7%	1.116	2,5%	1.710	3,4%
NISSAN	502	3,9%	375	2,2%	1.586	3,6%	1.397	2,8%
JETOUR	256	2,0%	518	3,1%	946	2,2%	1.391	2,7%
OTHERS	5.008	38,7%	6.712	40,0%	16.598	37,7%	19.551	38,5%
TOTAL	12.945	100%	16.779	100%	43.978	100%	50.737	100%
LIGHT	11.589	89,5%	14.831	88,4%	39.678	90,2%	45.237	89,2%
HEAVY	1.356	10,5%	1.948	11,6%	4.300	9,8%	5.500	10,8%
TOTAL	12.945	100%	16.779	100%	43.978	100%	50.737	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

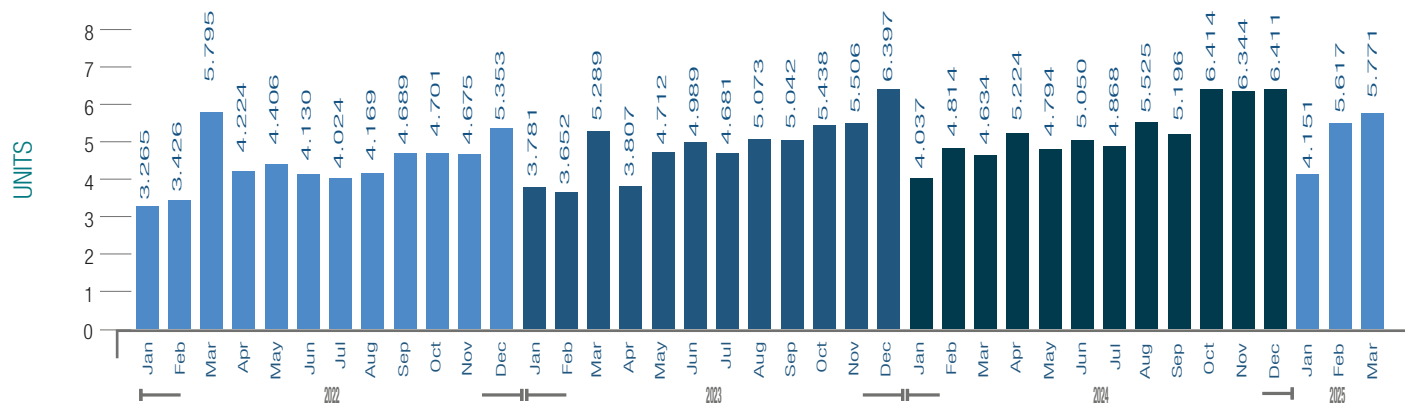
18,6 23.053

*Motorization index: vehicle sales per thousand people

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

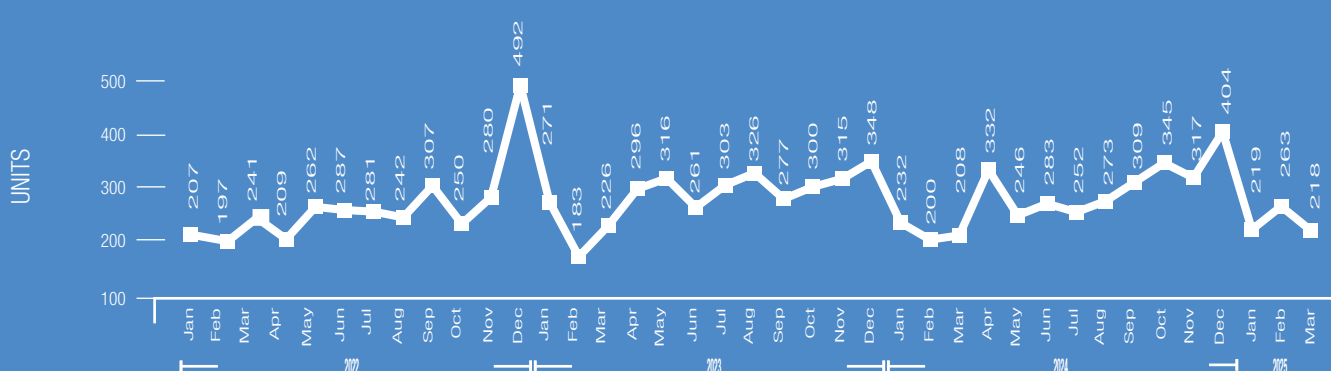
Brand	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	593	12,2%	859	14,3%	1.943	13,8%	2.755	17,0%
CHEVROLET	630	13,0%	681	11,4%	2.285	16,2%	1.741	10,7%
VOLKSWAGEN	346	7,1%	463	7,7%	1.138	8,1%	1.369	8,4%
BYD	266	5,5%	458	7,6%	510	3,6%	1.275	7,9%
RENAULT	463	9,6%	485	8,1%	1.025	7,3%	1.258	7,7%
HYUNDAI	368	7,6%	500	8,3%	1.031	7,3%	1.201	7,4%
SUZUKI	338	7,0%	492	8,2%	967	6,8%	1.112	6,8%
NISSAN	262	5,4%	255	4,3%	715	5,1%	566	3,5%
CITROËN	273	5,6%	200	3,3%	683	4,8%	472	2,9%
PEUGEOT	297	6,1%	170	2,8%	727	5,1%	414	2,5%
OTHERS	1.006	20,8%	1.426	23,8%	3.101	22,0%	4.076	25,1%
TOTAL	4.842	100%	5.989	100%	14.125	100%	16.239	100%
LIGHT	4.634	95,7%	5.771	96,4%	13.485	95,5%	15.539	95,7%
HEAVY	208	4,3%	218	3,6%	640	4,5%	700	4,3%
TOTAL	4.842	100%	5.989	100%	14.125	100%	16.239	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

VENEZUELA

Regional Automotive Market

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)

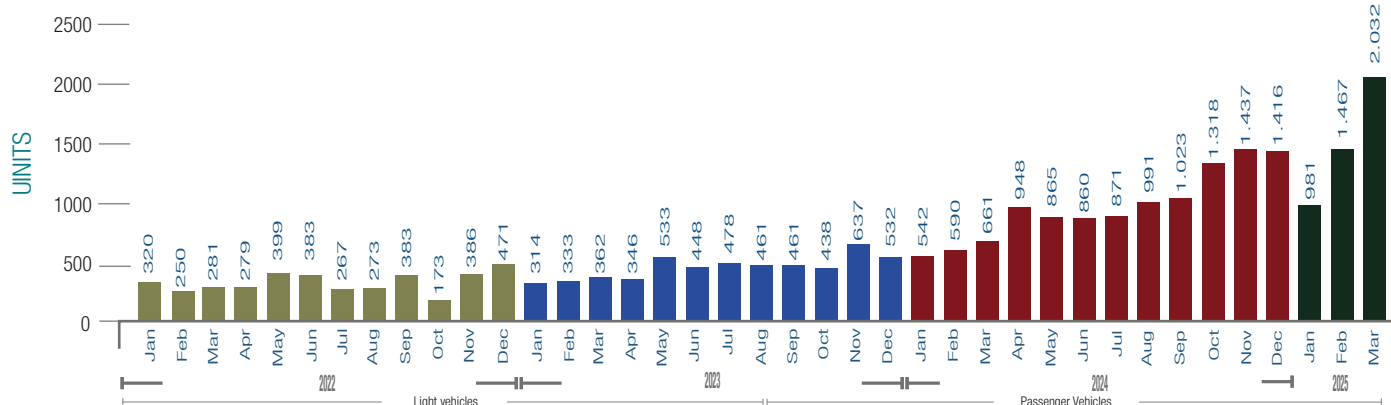
*Motorization index: vehicle sales per thousand people

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

	Sales by brand (March 2024)		Sales by brand (March 2025)		Accumulated sales by brand (January - March 2024)		Accumulated sales by brand (January - March 2025)	
Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
JAC	237	23,1%	1.266	41,6%	438	15,5%	2.363	36,8%
TOYOTA	461	45,0%	1.164	38,2%	1.480	52,5%	2.347	36,5%
CHANGAN	103	10,0%	162	5,3%	258	9,2%	438	6,8%
FIAT	40	3,9%	102	3,4%	118	4,2%	304	4,7%
FORD MOTOR	72	7,0%	70	2,3%	175	6,2%	201	3,1%
KIA	0	0,0%	50	1,6%	0	0,0%	194	3,0%
FOTON	37	3,6%	67	2,2%	112	4,0%	179	2,8%
MMC AUTOMOTRIZ	29	2,8%	62	2,0%	83	2,9%	158	2,5%
FCA	32	3,1%	54	1,8%	91	3,2%	129	2,0%
JMC	0	0,0%	16	0,5%	0	0,0%	44	0,7%
OTHERS	14	1,4%	31	1,0%	63	2,2%	70	1,1%
TOTAL	1.025	100%	3.044	100%	2.818	100%	6.427	100%
PASSENGER	661	64,5%	2.032	66,8%	1.793	63,6%	4.480	69,7%
COMMERCIAL	364	35,5%	1.012	33,2%	1.025	36,4%	1.947	30,3%
TOTAL	1.025	100%	3.044	100%	2.818	100%	6.427	100%

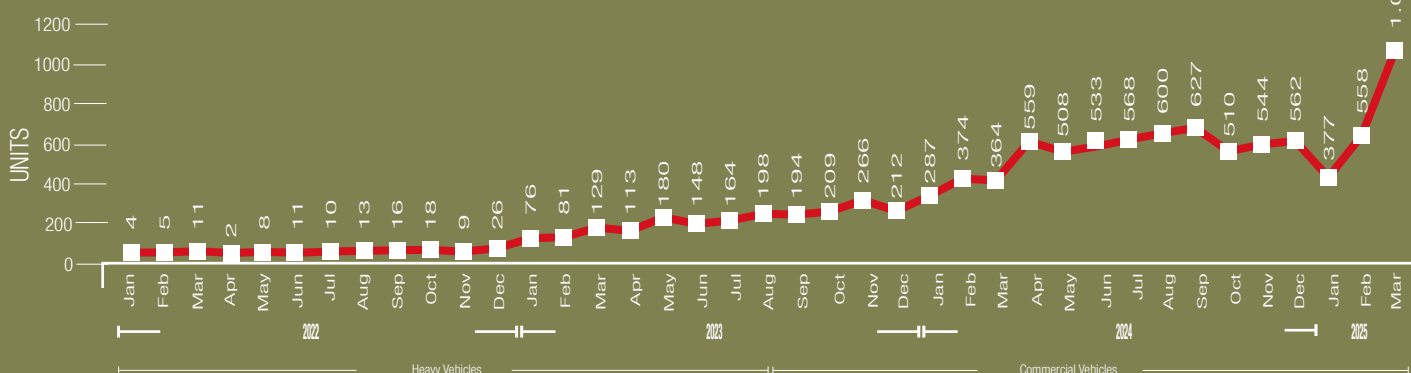
Note: In 2023 a methodological change was made to the information presented by Cavenéz. The information is divided into passenger and commercial segments.

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:



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