

INFORME SECTOR AUTOMOTOR
Primera entrega a Medios

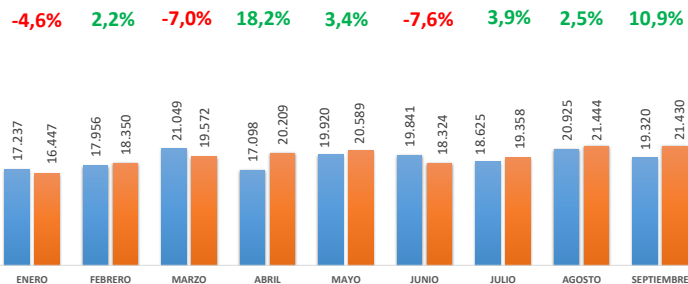
SEPTIEMBRE 2018

Total Mercado

Ventas por Mes

| Mes | 2017 | 2018 | Variación |
|----------------------|----------------|----------------|-------------|
| ENERO | 17.237 | 16.447 | -4,6% |
| FEBRERO | 17.956 | 18.350 | 2,2% |
| MARZO | 21.049 | 19.572 | -7,0% |
| ABRIL | 17.098 | 20.209 | 18,2% |
| MAYO | 19.920 | 20.589 | 3,4% |
| JUNIO | 19.841 | 18.324 | -7,6% |
| JULIO | 18.625 | 19.358 | 3,9% |
| AGOSTO | 20.925 | 21.444 | 2,5% |
| SEPTIEMBRE | 19.320 | 21.430 | 10,9% |
| OCTUBRE | | | |
| NOVIEMBRE | | | |
| DICIEMBRE | | | |
| Total general | 171.971 | 175.723 | 2,2% |

Registro mensual de Matriculas
2017/2018



Variación Acumulada

■ 2017 ■ 2018

2,2%

SEGMENTOS ACUMULADO

| SEGMENTO | 2017 | 2018 | Variación |
|------------------------|----------------|----------------|-------------|
| Automovil | 92.499 | 91.225 | -1,4% |
| Utilitario | 52.033 | 55.330 | 6,3% |
| Pick Up | 8.677 | 10.270 | 18,4% |
| Comercial Carga <10,5T | 7.323 | 7.524 | 2,7% |
| Taxi | 6.419 | 6.437 | 0,3% |
| Comercial Pasajeros | 2.537 | 2.028 | -20,1% |
| Comercial Carga >10,5T | 1.078 | 1.627 | 50,9% |
| Van | 1.405 | 1.282 | -8,8% |
| Total general | 171.971 | 175.723 | 2,2% |

SEGMENTOS MES 2017 vs MES 2018

| SEGMENTO | SEP.2017 | SEP.2018 | Variación |
|------------------------|---------------|---------------|--------------|
| Automovil | 10.151 | 11.068 | 9,0% |
| Utilitario | 6.047 | 6.890 | 13,9% |
| Pick Up | 1.085 | 1.137 | 4,8% |
| Comercial Carga <10,5T | 832 | 874 | 5,0% |
| Taxi | 707 | 730 | 3,3% |
| Comercial Pasajeros | 247 | 308 | 24,7% |
| Comercial Carga >10,5T | 95 | 265 | 178,9% |
| Van | 156 | 158 | 1,3% |
| Total general | 19.320 | 21.430 | 10,9% |

POR MARCA ACUMULADO

| Ranking 2018 | MARCA | 2017 | 2018 | Variación |
|----------------------|------------|----------------|----------------|-------------|
| | CHEVROLET | 37.643 | 35.671 | -5,2% |
| | RENAULT | 34.719 | 33.745 | -2,8% |
| +1 | NISSAN | 15.327 | 15.816 | 3,2% |
| -1 | KIA | 14.542 | 14.782 | 1,7% |
| | MAZDA | 13.198 | 14.656 | 11,0% |
| +1 | TOYOTA | 6.317 | 9.530 | 50,9% |
| -1 | FORD | 11.238 | 8.704 | -22,5% |
| | VOLKSWAGEN | 6.759 | 8.699 | 28,7% |
| | SUZUKI | 5.040 | 5.463 | 8,4% |
| | HYUNDAI | 5.748 | 3.477 | -39,5% |
| | OTRAS | 21.440 | 25.180 | 17,4% |
| Total general | | 171.971 | 175.723 | 2,2% |

POR MARCA MES 2017 vs MES 2018

| MARCA | SEP.2017 | SEP.2018 | Variación |
|----------------------|---------------|---------------|--------------|
| RENAULT | 3.774 | 4.109 | 8,9% |
| CHEVROLET | 3.996 | 3.836 | -4,0% |
| MAZDA | 1.605 | 2.022 | 26,0% |
| NISSAN | 1.933 | 1.826 | -5,5% |
| KIA | 1.619 | 1.724 | 6,5% |
| TOYOTA | 782 | 1.223 | 56,4% |
| FORD | 1.310 | 1.094 | -16,5% |
| VOLKSWAGEN | 664 | 1.062 | 59,9% |
| SUZUKI | 553 | 735 | 32,9% |
| MERCEDES BENZ | 267 | 379 | 41,9% |
| OTRAS | 2.817 | 3.420 | 21,4% |
| Total general | 19.320 | 21.430 | 10,9% |

MARCAS PREMIUM ACUMULADO

(Solo Automoviles y Utilitarios)

| Ranking 2018 | MARCA | 2017 | 2018 | Variacion |
|---------------|---------------|-------|-------|-----------|
| - | BMW | 2.080 | 2.332 | 12,1% |
| - | MERCEDES BENZ | 2.001 | 2.116 | 5,7% |
| +1 | JEEP | 459 | 1.015 | 121,1% |
| -1 | AUDI | 837 | 909 | 8,6% |
| +2 | VOLVO | 404 | 460 | 13,9% |
| -2 | MINI | 225 | 358 | 59,1% |
| -1 | LAND ROVER | 240 | 230 | -4,2% |
| - | JAGUAR | 57 | 81 | 42,1% |
| - | PORSCHE | 63 | 52 | -17,5% |
| - | LEXUS | 52 | 39 | -25,0% |
| - | MASERATI | 9 | 6 | -33,3% |
| - | CADILLAC | 2 | 3 | 50,0% |
| - | OTRAS | 4 | 4 | 0,0% |
| Total general | | 6.433 | 7.605 | 18,2% |

MARCAS PREMIUM MES 2017 vs MES 2018

(Solo Automoviles y Utilitarios)

| MARCA | SEP.2017 | SEP.2018 | Variacion | |
|---------------|----------|----------|-----------|-------|
| MERCEDES BENZ | 212 | 291 | 37,3% | |
| BMW | 240 | 287 | 19,6% | |
| JEEP | 61 | 139 | 127,9% | |
| AUDI | 97 | 129 | 33,0% | |
| VOLVO | 58 | 77 | 32,8% | |
| MINI | 40 | 46 | 15,0% | |
| LAND ROVER | 15 | 33 | 120,0% | |
| JAGUAR | 6 | 18 | 200,0% | |
| PORSCHE | 4 | 6 | 50,0% | |
| LEXUS | 2 | 3 | 50,0% | |
| CADILLAC | 1 | - | -100,0% | |
| MASERATI | 2 | - | -100,0% | |
| OTRAS | - | - | 0,0% | |
| Total general | | 738 | 1.029 | 39,4% |

VEHICULOS HIBRIDOS Y ELECTRICOS

ACUMULADO

| MARCA | 2017 | 2018 | Variacion | |
|---------------|------|------|-----------|--------|
| BMW | 60 | 167 | 178,3% | |
| RENAULT | 38 | 120 | 215,8% | |
| KIA | 10 | 34 | 240,0% | |
| MINI | | 34 | 100,0% | |
| VOLVO | | 12 | 100,0% | |
| NISSAN | | 12 | 100,0% | |
| MERCEDES BENZ | | 10 | 100,0% | |
| PORSCHE | 2 | 8 | 300,0% | |
| HINO | 1 | 7 | 600,0% | |
| MITSUBISHI | 8 | 4 | -50,0% | |
| BYD | 22 | 4 | -81,8% | |
| BIRO | | 3 | 100,0% | |
| OTRAS | 7 | 1 | -85,7% | |
| Total general | | 148 | 416 | 181,1% |

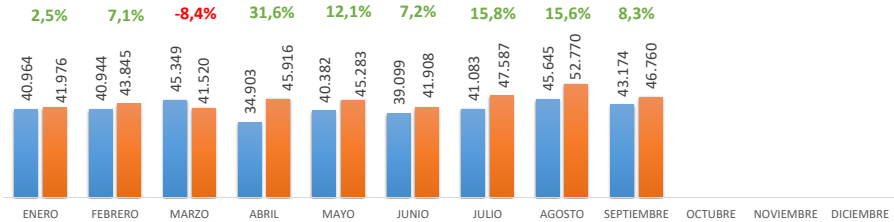
VEHICULOS HIBRIDOS Y ELECTRICOS

MES 2017 vs MES 2018

| MARCA | SEP.2017 | SEP.2018 | Variacion | |
|---------------|----------|----------|-----------|--------|
| BMW | 17 | 27 | 58,8% | |
| KIA | | 21 | 100,0% | |
| RENAULT | 3 | 17 | 466,7% | |
| MINI | | 6 | 100,0% | |
| NISSAN | | 5 | 100,0% | |
| HINO | | 1 | 100,0% | |
| BYD | | 1 | 100,0% | |
| VOLVO | | 1 | 100,0% | |
| TOYOTA | 1 | - | -100,0% | |
| PORSCHE | 1 | - | -100,0% | |
| MITSUBISHI | 2 | - | -100,0% | |
| Total general | | 24 | 79 | 229,2% |

MOTOS

| Mes | 2017 | 2018 | Variacion | |
|---------------|--------|---------|-----------|------|
| ENERO | 40.964 | 41.976 | 2,5% | |
| FEBRERO | 40.944 | 43.845 | 7,1% | |
| MARZO | 45.349 | 41.520 | -8,4% | |
| ABRIL | 34.903 | 45.916 | 31,6% | |
| MAYO | 40.382 | 45.283 | 12,1% | |
| JUNIO | 39.099 | 41.908 | 7,2% | |
| JULIO | 41.083 | 47.587 | 15,8% | |
| AGOSTO | 45.645 | 52.770 | 15,6% | |
| SEPTIEMBRE | 43.174 | 46.760 | 8,3% | |
| OCTUBRE | | | | |
| NOVIEMBRE | | | | |
| DICIEMBRE | | | | |
| Total general | | 371.543 | 407.565 | 9,7% |



Variación Acumulada
■ 2017 ■ 2018
9,7%