

INFORME GENERAL DE CIFRAS  
REGISTRO INICIAL DE VEHICULOS Y MOTOCICLETAS

DICIEMBRE 2019



| MES        | VEHICULOS |         |       | MARCAS PREMIUM |        |        | MOTOS   |         |       | VEHICULOS HIBRIDOS Y ELECTRICOS |       |        | MOTOS ELECTRICAS |       |        |
|------------|-----------|---------|-------|----------------|--------|--------|---------|---------|-------|---------------------------------|-------|--------|------------------|-------|--------|
|            | 2018      | 2019    | VAR % | 2018           | 2019   | VAR %  | 2018    | 2019    | VAR % | 2018                            | 2019  | VAR %  | 2018             | 2019  | VAR %  |
| ENERO      | 16.447    | 15.965  | -2,9% | 634            | 762    | 20,2%  | 41.976  | 47.798  | 13,9% | 33                              | 76    | 130,3% | 105              | 145   | 38,1%  |
| FEBRERO    | 18.350    | 18.486  | 0,7%  | 874            | 1.032  | 18,1%  | 43.845  | 50.496  | 15,2% | 31                              | 170   | 448,4% | 118              | 219   | 85,6%  |
| MARZO      | 19.572    | 20.184  | 3,1%  | 1.018          | 992    | -2,6%  | 41.520  | 50.100  | 20,7% | 39                              | 157   | 302,6% | 101              | 226   | 123,8% |
| ABRIL      | 20.209    | 19.788  | -2,1% | 741            | 861    | 16,2%  | 45.916  | 48.028  | 4,6%  | 33                              | 193   | 484,8% | 93               | 209   | 124,7% |
| MAYO       | 20.589    | 22.298  | 8,3%  | 801            | 1.168  | 45,8%  | 45.283  | 51.414  | 13,5% | 55                              | 238   | 332,7% | 103              | 207   | 101,0% |
| JUNIO      | 18.324    | 19.489  | 6,4%  | 758            | 862    | 13,7%  | 41.908  | 43.058  | 2,7%  | 57                              | 137   | 140,4% | 81               | 146   | 80,2%  |
| JULIO      | 19.358    | 22.904  | 18,3% | 812            | 966    | 19,0%  | 47.586  | 55.910  | 17,5% | 42                              | 203   | 383,3% | 67               | 210   | 213,4% |
| AGOSTO     | 21.444    | 23.305  | 8,7%  | 954            | 1.114  | 16,8%  | 52.770  | 54.596  | 3,5%  | 47                              | 222   | 372,3% | 93               | 190   | 104,3% |
| SEPTIEMBRE | 21.430    | 22.673  | 5,8%  | 1.035          | 1.164  | 12,5%  | 46.760  | 52.136  | 11,5% | 79                              | 278   | 251,9% | 90               | 184   | 104,4% |
| OCTUBRE    | 21.537    | 23.890  | 10,9% | 990            | 1.078  | 8,9%   | 49.927  | 52.169  | 4,5%  | 106                             | 249   | 134,9% | 84               | 171   | 103,6% |
| NOVIEMBRE  | 26.290    | 23.989  | -8,8% | 1.296          | 1.415  | 9,2%   | 45.446  | 47.348  | 4,2%  | 183                             | 565   | 208,7% | 115              | 190   | 65,2%  |
| DICIEMBRE  | 33.112    | 30.713  | -7,2% | 2.330          | 1.353  | -41,9% | 50.424  | 59.033  | 17,1% | 227                             | 646   | 184,6% | 118              | 215   | 82,2%  |
| TOTAL      | 256.662   | 263.684 | 2,7%  | 12.243         | 12.767 | 4,3%   | 553.361 | 612.086 | 10,6% | 932                             | 3.134 | 236,3% | 1.168            | 2.312 | 97,9%  |

Fuente: RUNT. Calculos ANDEMOS.

MARCAS VEHICULOS

| Top10 | MARCA      | VEHICULOS MES |        |        | Top10 | MARCA      | VEHICULOS ACUMULADO |         |        |
|-------|------------|---------------|--------|--------|-------|------------|---------------------|---------|--------|
|       |            | 2018          | 2019   | VAR %  |       |            | 2018                | 2019    | VAR %  |
| 1     | RENAULT    | 6.337         | 6.449  | 1,8%   | 1     | RENAULT    | 49.741              | 57.066  | 14,7%  |
| 2     | CHEVROLET  | 5.327         | 5.752  | 8,0%   | 2     | CHEVROLET  | 49.916              | 46.521  | -6,8%  |
| 3     | NISSAN     | 2.584         | 2.490  | -3,6%  | 3     | NISSAN     | 23.190              | 21.579  | -6,9%  |
| 4     | MAZDA      | 3.002         | 2.369  | -21,1% | 4     | MAZDA      | 21.520              | 20.424  | -5,1%  |
| 5     | TOYOTA     | 2.079         | 2.176  | 4,7%   | 5     | KIA        | 21.013              | 20.015  | -4,7%  |
| 6     | KIA        | 2.646         | 2.158  | -18,4% | 6     | TOYOTA     | 14.179              | 16.187  | 14,2%  |
| 7     | VOLKSWAGEN | 2.202         | 1.632  | -25,9% | 7     | VOLKSWAGEN | 13.393              | 14.214  | 6,1%   |
| 8     | FORD       | 1.295         | 1.115  | -13,9% | 8     | FORD       | 12.545              | 10.926  | -12,9% |
| 9     | SUZUKI     | 686           | 870    | 26,8%  | 9     | SUZUKI     | 8.277               | 8.716   | 5,3%   |
| 10    | HYUNDAI    | 1.161         | 855    | -26,4% | 10    | HYUNDAI    | 4.932               | 5.694   | 15,5%  |
|       | OTRAS      | 5.793         | 4.847  | -16,3% |       | OTRAS      | 37.956              | 42.342  | 11,6%  |
|       | TOTAL      | 33.112        | 30.713 | -7,2%  |       | TOTAL      | 256.662             | 263.684 | 2,7%   |

Fuente: RUNT. Calculos ANDEMOS.

### Segmentos Vehículos

| SEGMENTOS              | SEGMENTO MES  |               |              |
|------------------------|---------------|---------------|--------------|
|                        | 2018          | 2019          | VAR %        |
| Automovil              | 15.916        | 13.715        | -13,8%       |
| Utilitario             | 11.860        | 10.600        | -10,6%       |
| Pick Up                | 2.273         | 2.307         | 1,5%         |
| Taxi                   | 975           | 1.615         | 65,6%        |
| Comercial Carga <10,5T | 1.143         | 1.154         | 1,0%         |
| Comercial Pasajeros    | 436           | 582           | 33,5%        |
| Comercial Carga >10,5T | 272           | 558           | 105,1%       |
| Van                    | 237           | 182           | -23,2%       |
| <b>TOTAL</b>           | <b>33.112</b> | <b>30.713</b> | <b>-7,2%</b> |

| SEGMENTOS              | SEGMENTO ACUMULADO |                |             |
|------------------------|--------------------|----------------|-------------|
|                        | 2018               | 2019           | VAR %       |
| Automovil              | 131.406            | 126.800        | -3,5%       |
| Utilitario             | 83.120             | 87.131         | 4,8%        |
| Pick Up                | 15.457             | 17.837         | 15,4%       |
| Comercial Carga <10,5T | 10.593             | 11.725         | 10,7%       |
| Taxi                   | 8.865              | 10.201         | 15,1%       |
| Comercial Pasajeros    | 3.086              | 4.291          | 39,0%       |
| Comercial Carga >10,5T | 2.322              | 3.853          | 65,9%       |
| Van                    | 1.813              | 1.846          | 1,8%        |
| <b>TOTAL</b>           | <b>256.662</b>     | <b>263.684</b> | <b>2,7%</b> |

Fuente: RUNT. Calculos ANDEMOS.

### Marcas Premium

| Top10 | MARCA         | MARCAS PREMIUM MES |              |               |
|-------|---------------|--------------------|--------------|---------------|
|       |               | 2018               | 2019         | VAR %         |
| 1     | MERCEDES BENZ | 608                | 464          | -23,7%        |
| 2     | BMW           | 757                | 284          | -62,5%        |
| 3     | JEEP          | 305                | 197          | -35,4%        |
| 4     | AUDI          | 234                | 150          | -35,9%        |
| 5     | VOLVO         | 164                | 126          | -23,2%        |
| 6     | MINI          | 137                | 41           | -70,1%        |
| 7     | LAND ROVER    | 49                 | 37           | -24,5%        |
| 8     | PORSCHE       | 11                 | 17           | 54,5%         |
| 9     | JAGUAR        | 41                 | 16           | -61,0%        |
| 10    | DS            | 11                 | 11           | 0,0%          |
|       | OTRAS         | 13                 | 10           | -23,1%        |
|       | <b>TOTAL</b>  | <b>2.330</b>       | <b>1.353</b> | <b>-41,9%</b> |

| Top10 | MARCA         | MARCAS PREMIUM ACUMULADO |               |             |
|-------|---------------|--------------------------|---------------|-------------|
|       |               | 2018                     | 2019          | VAR %       |
| 1     | MERCEDES BENZ | 3.509                    | 3.960         | 12,9%       |
| 2     | BMW           | 3.660                    | 3.623         | -1,0%       |
| 3     | JEEP          | 1.623                    | 1.594         | -1,8%       |
| 4     | AUDI          | 1.415                    | 1.367         | -3,4%       |
| 5     | VOLVO         | 784                      | 879           | 12,1%       |
| 6     | MINI          | 609                      | 662           | 8,7%        |
| 7     | LAND ROVER    | 301                      | 292           | -3,0%       |
| 8     | JAGUAR        | 139                      | 115           | -17,3%      |
| 9     | PORSCHE       | 79                       | 108           | 36,7%       |
| 10    | DS            | 54                       | 88            | 63,0%       |
|       | OTRAS         | 70                       | 79            | 12,9%       |
|       | <b>TOTAL</b>  | <b>12.243</b>            | <b>12.767</b> | <b>4,3%</b> |

Fuente: RUNT. Calculos ANDEMOS.Solo incluye Automoviles y Utilitarios

### Motos

| Top10 | MARCA   | MOTOS MES |        |        | Top10 | MARCA   | MOTOS ACUMULADO |         |       |
|-------|---------|-----------|--------|--------|-------|---------|-----------------|---------|-------|
|       |         | 2018      | 2019   | VAR %  |       |         | 2018            | 2019    | VAR % |
| 1     | BAJAJ   | 11.177    | 13.457 | 20,4%  | 1     | BAJAJ   | 131.218         | 141.740 | 8,0%  |
| 2     | YAMAHA  | 9.313     | 11.963 | 28,5%  | 2     | YAMAHA  | 100.818         | 113.780 | 12,9% |
| 3     | HONDA   | 8.441     | 9.716  | 15,1%  | 3     | HONDA   | 89.973          | 104.011 | 15,6% |
| 4     | AKT     | 7.862     | 7.451  | -5,2%  | 4     | AKT     | 84.556          | 84.743  | 0,2%  |
| 5     | SUZUKI  | 3.978     | 5.426  | 36,4%  | 5     | SUZUKI  | 43.100          | 50.917  | 18,1% |
| 6     | TVS     | 1.892     | 2.622  | 38,6%  | 6     | HERO    | 21.320          | 24.697  | 15,8% |
| 7     | HERO    | 1.761     | 2.327  | 32,1%  | 7     | TVS     | 19.677          | 24.550  | 24,8% |
| 8     | VICTORY | 1.765     | 2.028  | 14,9%  | 8     | VICTORY | 21.128          | 23.664  | 12,0% |
| 9     | KYMCO   | 2.115     | 1.926  | -8,9%  | 9     | KYMCO   | 21.815          | 22.959  | 5,2%  |
| 10    | KTM     | 360       | 537    | 49,2%  | 10    | KTM     | 2.784           | 4.636   | 66,5% |
|       | OTRAS   | 1.760     | 1.580  | -10,2% |       | OTRAS   | 16.972          | 16.389  | -3,4% |
|       | TOTAL   | 50.424    | 59.033 | 17,1%  |       | TOTAL   | 553.361         | 612.086 | 10,6% |

Fuente: RUNT. Calculos ANDEMOS.

### Ciudades

**\*NO SE AGRUPA POR AREAS METROPOLITANAS, POR EJEMPLO EN EL CASO DE MEDELLIN ENVIGADO VA POR APARTE**

| Top10 | CIUDADES     | CIUDADES MES |        |        | Top10 | MARCA        | CIUDADES ACUMULADO |         |       |
|-------|--------------|--------------|--------|--------|-------|--------------|--------------------|---------|-------|
|       |              | 2018         | 2019   | VAR %  |       |              | 2018               | 2019    | VAR % |
| 1     | BOGOTA       | 12.331       | 8.421  | -31,7% | 1     | BOGOTA       | 83.718             | 76.449  | -8,7% |
| 2     | MEDELLIN     | 2.195        | 2.387  | 8,7%   | 2     | CALI         | 23.604             | 23.134  | -2,0% |
| 3     | CALI         | 2.276        | 2.230  | -2,0%  | 3     | MEDELLIN     | 19.483             | 20.465  | 5,0%  |
| 4     | FUNZA        | 1.325        | 2.043  | 54,2%  | 4     | ENVIGADO     | 13.535             | 13.222  | -2,3% |
| 5     | ENVIGADO     | 1.536        | 1.320  | -14,1% | 5     | FUNZA        | 7.696              | 13.114  | 70,4% |
| 6     | BARRANQUILLA | 1.019        | 1.252  | 22,9%  | 6     | BARRANQUILLA | 8.869              | 10.343  | 16,6% |
| 7     | SABANETA     | 795          | 847    | 6,5%   | 7     | SABANETA     | 5.764              | 6.564   | 13,9% |
| 8     | BELLO        | 117          | 793    | 577,8% | 8     | GIRON        | 4.765              | 5.328   | 11,8% |
| 9     | GIRON        | 627          | 625    | -0,3%  | 9     | PEREIRA      | 5.384              | 5.184   | -3,7% |
| 10    | PEREIRA      | 602          | 608    | 1,0%   | 10    | MANIZALES    | 5.098              | 5.092   | -0,1% |
|       | OTRAS        | 10.289       | 10.187 | -1,0%  |       | OTRAS        | 78.746             | 84.789  | 7,7%  |
|       | TOTAL        | 33.112       | 30.713 | -7,2%  |       | TOTAL        | 256.662            | 263.684 | 2,7%  |

Fuente: RUNT. Calculos ANDEMOS.

### Vehículos Híbridos y Eléctricos - HEV, PHEV y BEV

| Top10 | TECNOLOGIA | MES  |      |        | Top10 | TECNOLOGIA | ACUMULADO |       |        |
|-------|------------|------|------|--------|-------|------------|-----------|-------|--------|
|       |            | 2018 | 2019 | VAR %  |       |            | 2018      | 2019  | VAR %  |
| 1     | HEV        | 94   | 468  | 397,9% | 1     | HEV        | 268       | 1.769 | 560,1% |
| 2     | BEV        | 80   | 141  | 76,3%  | 2     | BEV        | 390       | 923   | 136,7% |
| 3     | PHEV       | 53   | 37   | -30,2% | 3     | PHEV       | 274       | 442   | 61,3%  |
|       | TOTAL      | 227  | 646  | 184,6% |       | TOTAL      | 932       | 3.134 | 236,3% |

| Top10 | MARCA         | MES  |      |         | Top10 | MARCA         | ACUMULADO |       |          |
|-------|---------------|------|------|---------|-------|---------------|-----------|-------|----------|
|       |               | 2018 | 2019 | VAR %   |       |               | 2018      | 2019  | VAR %    |
| 1     | TOYOTA        |      | 210  | 100,0%  | 1     | KIA           | 183       | 792   | 332,8%   |
| 2     | KIA           | 56   | 189  | 237,5%  | 2     | TOYOTA        | 1         | 480   | 47900,0% |
| 3     | BYD           | 1    | 47   | 4600,0% | 3     | BMW           | 285       | 457   | 60,4%    |
| 4     | BMW           | 53   | 45   | -15,1%  | 4     | MERCEDES BENZ | 11        | 339   | 2981,8%  |
| 5     | STARK         |      | 42   | 100,0%  | 5     | RENAULT       | 220       | 323   | 46,8%    |
| 6     | MERCEDES BENZ |      | 38   | 100,0%  | 6     | AUDI          | 55        | 137   | 149,1%   |
| 7     | HYUNDAI       | 19   | 16   | -15,8%  | 7     | NISSAN        | 21        | 119   | 466,7%   |
| 8     | NISSAN        | 5    | 15   | 200,0%  | 8     | HYUNDAI       | 25        | 92    | 268,0%   |
| 9     | AUDI          | 19   | 14   | -26,3%  | 9     | MINI          | 52        | 92    | 76,9%    |
| 10    | VOLVO         | 9    | 7    | -22,2%  | 10    | BYD           | 7         | 86    | 1128,6%  |
|       | OTRAS         | 65   | 23   | -64,6%  |       | OTRAS         | 72        | 217   | 201,4%   |
|       | TOTAL         | 227  | 646  | 184,6%  |       | TOTAL         | 932       | 3.134 | 236,3%   |

### Motos Eléctricas

| Top10 | MARCA         | MOTOS EV MES |      |         | Top10 | MARCA                     | MOTOS EV ACUMULADO |       |         |
|-------|---------------|--------------|------|---------|-------|---------------------------|--------------------|-------|---------|
|       |               | 2018         | 2019 | VAR %   |       |                           | 2018               | 2019  | VAR %   |
| 1     | STARKER       | 105          | 165  | 57,1%   | 1     | STARKER                   | 1.021              | 2.050 | 100,8%  |
| 2     | NIU           |              | 24   | 100,0%  | 2     | NIU                       | 2                  | 78    | 3800,0% |
| 3     | AIMA          | 1            | 9    | 800,0%  | 3     | AIMA                      | 1                  | 56    | 5500,0% |
| 4     | ZERO          |              | 3    | 100,0%  | 4     | ENERGY MOTION             | 20                 | 41    | 105,0%  |
| 5     | BIN           |              | 3    | 100,0%  | 5     | BIN                       |                    | 11    | 100,0%  |
| 6     | BENLG         |              | 3    | 100,0%  | 6     | ELEKTROMOTORES            | 20                 | 10    | -50,0%  |
| 7     | STÄRKER       |              | 2    | 100,0%  | 7     | ELECTRIKA                 | 52                 | 10    | -80,8%  |
| 8     | ZP            |              | 2    | 100,0%  | 8     | BENLG                     |                    | 9     | 100,0%  |
| 9     | CIRCULA VERDE |              | 1    | 100,0%  | 9     | ZP                        |                    | 7     | 100,0%  |
| 10    | QSMOTOR       |              | 1    | 100,0%  | 10    | SPORT POWER NEW/ELECTRIKA | 25                 | 5     | -80,0%  |
|       | OTRAS         | 6            | -    | -100,0% |       | OTRAS                     | 27                 | 35    | 29,6%   |
|       | TOTAL         | 118          | 215  | 82,2%   |       | TOTAL                     | 1.168              | 2.312 | 97,9%   |