



# PR Total by Segment

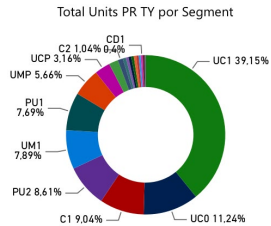
Year

2011	2017	2022
2012	2018	2023
2013	2019	2024
2014	2020	2025
2015	2021	2026

Month

January	May	September
February	June	October
March	July	November
April	August	December

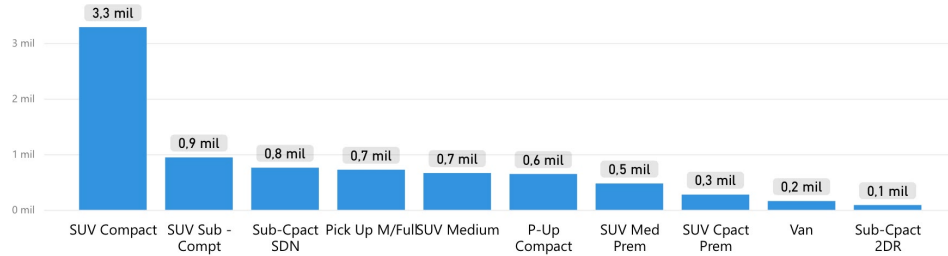
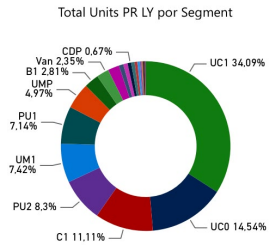
Segment	Segment Description	Total Units PR TY	Total Units PR LY	Total Units Var PR	Total Units PR % Var
UCP	SUV Cpcact Prem	265	208	57	27,40%
S1	Sport	44	20	24	120,00%
CV	Crossover SDN	46	34	12	35,29%
DP	SUV Cpcact Prem	10	10	0	0,00%
C2	Sub-Cpcact 2DR	87	84	3	3,57%
EFP	Full SDN Prem	3	3	0	0,00%
UFP	SUV Full Prem	16	14	2	14,29%
CP	Sub-Cpcact Prem	2	1	1	100,00%
UC1	SUV Compact	3.288	3.287	1	0,03%
DE	M/L SDN	2	3	-1	-33,33%
UMP	SUV Med Prem	475	479	-4	-0,84%
BP	Mini - CompPrem	9	18	-9	-50,00%
DP	M/L SDN Prem	8	17	-9	-52,94%
SP	Sport Prem	35	44	-9	-20,45%
MV	Minivan	39	50	-11	-22,00%
UF1	SUV Full Size	53	65	-12	-18,46%
CDP	Cpcact SDN Prem	45	65	-20	-30,77%
PU1	P-Up Compact	646	688	-42	-6,10%
CD1	Compact SDN	34	79	-45	-56,96%
<b>Total</b>		<b>8.399</b>	<b>9.642</b>	<b>-1.243</b>	<b>-12,89%</b>



Fuel Type

Todas

## Top 10 Segments PR TY



# PR Segment % Share

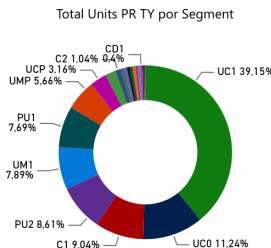
Year

2011	2017	2022
2012	2018	2023
2013	2019	2024
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Month

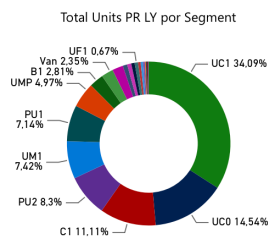
January	May	September
February	June	October
March	July	November
April	August	December

Seg Parent	Total Units PR TY	% Share Total Units PR TY	Total Units PR LY	% Share Total Units PR LY	Total Units Var PR	Total Units PR % Var	Prior Month Units PR	% Share Prior Month Units
<b>B TTL</b>	<b>53</b>	<b>0,63%</b>	<b>289</b>	<b>3,00%</b>	<b>-236</b>	<b>-81,66%</b>	<b>42</b>	<b>0,55%</b>
Mini - Compact	44	0,52%	271	2,81%	-227	-83,76%	31	0,41%
Mini - CompPrem	9	0,11%	18	0,19%	-9	-50,00%	11	0,14%
<b>C TTL</b>	<b>894</b>	<b>10,64%</b>	<b>1.190</b>	<b>12,34%</b>	<b>-296</b>	<b>-24,87%</b>	<b>888</b>	<b>11,60%</b>
Crossover SDN	46	0,55%	34	0,35%	12	35,29%	49	0,64%
Sub-Cpcact 2DR	87	1,04%	84	0,87%	3	3,57%	79	1,03%
Sub-Cpcact Prem	2	0,02%	1	0,01%	1	100,00%	3	0,04%
Sub-Cpcact SDN	759	9,04%	1.071	11,11%	-312	-29,13%	757	9,89%
<b>CD TTL</b>	<b>79</b>	<b>0,94%</b>	<b>144</b>	<b>1,49%</b>	<b>-65</b>	<b>-45,14%</b>	<b>63</b>	<b>0,82%</b>
Compact SDN	34	0,40%	79	0,82%	-45	-56,96%	36	0,47%
Cpcact SDN Prem	45	0,54%	65	0,67%	-20	-30,77%	27	0,35%
<b>DE TTL</b>	<b>21</b>	<b>0,25%</b>	<b>24</b>	<b>0,25%</b>	<b>-3</b>	<b>-12,50%</b>	<b>22</b>	<b>0,29%</b>
Full SDN Prem	3	0,04%	3	0,03%	0	0,00%	2	0,03%
M/L SDN	2	0,02%	3	0,03%	-1	-33,33%	1	0,01%
M/L SDN Prem	7	0,08%	13	0,13%	-6	-46,15%	10	0,13%
SUV Cpcact Prem	9	0,11%	8	0,08%	1	12,50%	9	0,12%
<b>MV TTL</b>	<b>40</b>	<b>0,48%</b>	<b>54</b>	<b>0,56%</b>	<b>-14</b>	<b>-25,93%</b>	<b>58</b>	<b>0,76%</b>
M/L SDN Prem	1	0,01%	4	0,04%	-3	-75,00%	5	0,07%
Minivan	39	0,46%	50	0,52%	-11	-22,00%	53	0,69%
<b>PU TTL</b>	<b>1.261</b>	<b>15,01%</b>	<b>1.372</b>	<b>14,23%</b>	<b>-111</b>	<b>-8,09%</b>	<b>1.203</b>	<b>15,72%</b>
Pick Up M/Full	723	8,61%	800	8,30%	-77	-9,63%	663	8,66%
P-Up Compact	538	6,41%	572	5,93%	-34	-5,94%	540	7,06%
<b>SP TTL</b>	<b>79</b>	<b>0,94%</b>	<b>64</b>	<b>0,66%</b>	<b>15</b>	<b>23,44%</b>	<b>87</b>	<b>1,14%</b>
Sport	44	0,52%	20	0,21%	24	120,00%	39	0,51%
Sport Prem	35	0,42%	44	0,46%	-9	-20,45%	48	0,63%
<b>SUV TTL</b>	<b>5.812</b>	<b>69,20%</b>	<b>6.278</b>	<b>65,11%</b>	<b>-466</b>	<b>-7,42%</b>	<b>5.119</b>	<b>66,90%</b>
P-Up Compact	108	1,29%	116	1,20%	-8	-6,90%	99	1,29%
SUV Compact	3.287	39,14%	3.287	34,09%	0	0,00%	2.822	36,88%
SUV Cpcact Prem	266	3,17%	200	2,07%	66	33,00%	236	3,08%
SUV Full Prem	16	0,19%	14	0,15%	2	14,29%	22	0,29%
<b>Total</b>	<b>8.399</b>	<b>100,00%</b>	<b>9.642</b>	<b>100,00%</b>	<b>-1.243</b>	<b>-12,89%</b>	<b>7.652</b>	<b>100,00%</b>



Fuel Type

Todas



# PR Market Month

Year

2011	2017	2022
2012	2018	2023
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2016		

Month

January	May	September
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Fuel Type

Todas

CB	Total Units PR TY	% Share Total Units PR	Total Units PR LY	% Share Total Units PR LY	Total Units Var PR	Total Units PR % Var
<b>US</b>	<b>1.382</b>	<b>16,45%</b>	<b>1.676</b>	<b>17,38%</b>	<b>-294</b>	<b>-17,54%</b>
Chrysler	553	6,58%	711	7,37%	-158	-22,22%
Ford	722	8,60%	830	8,61%	-108	-13,01%
GM	100	1,19%	121	1,25%	-21	-17,36%
Lincoln	7	0,08%	14	0,15%	-7	-50,00%
<b>KO</b>	<b>2.005</b>	<b>23,87%</b>	<b>2.709</b>	<b>28,10%</b>	<b>-704</b>	<b>-25,99%</b>
Genesis	18	0,21%	16	0,17%	2	12,50%
Hyundai	1.262	15,03%	1.735	17,99%	-473	-27,26%
Kia	725	8,63%	958	9,94%	-233	-24,32%
<b>JA</b>	<b>4.392</b>	<b>52,29%</b>	<b>4.590</b>	<b>47,60%</b>	<b>-198</b>	<b>-4,31%</b>
Acura	67	0,80%	46	0,48%	21	45,65%
Honda	396	4,71%	328	3,40%	68	20,73%
Infiniti	35	0,42%	24	0,25%	11	45,83%
Lexus	180	2,14%	144	1,49%	36	25,00%
Mazda	148	1,76%	125	1,30%	23	18,40%
Mitsubishi	488	5,81%	600	6,22%	-112	-18,67%
Nissan	311	3,70%	586	6,08%	-275	-46,93%
Subaru	16	0,19%	14	0,15%	2	14,29%
Toyota	2.751	32,75%	2.723	28,24%	28	1,03%
<b>EU</b>	<b>620</b>	<b>7,38%</b>	<b>667</b>	<b>6,92%</b>	<b>-47</b>	<b>-7,05%</b>
Audi	23	0,27%	31	0,32%	-8	-25,81%
Bentley	1	0,01%	2	0,02%	-1	-50,00%
BMW	222	2,64%	205	2,13%	17	8,29%
Fiat	1	0,01%			1	
Lamborghini	5	0,06%	1	0,01%	4	400,00%
<b>Total</b>	<b>8.399</b>	<b>100,00%</b>	<b>9.642</b>	<b>100,00%</b>	<b>-1.243</b>	<b>-12,89%</b>

Lamborghini	5	0,06%	1	0,01%	4	400,00%
LandRover	19	0,23%	28	0,29%	-9	-32,14%
Mercedes	154	1,83%	191	1,98%	-37	-19,37%
Mini	54	0,64%	52	0,54%	2	3,85%
Porsche	29	0,35%	44	0,46%	-15	-34,09%
Volvo	49	0,58%	32	0,33%	17	53,13%
VW	63	0,75%	81	0,84%	-18	-22,22%
<b>Total</b>	<b>8.399</b>	<b>100,00%</b>	<b>9.642</b>	<b>100,00%</b>	<b>-1.243</b>	<b>-12,89%</b>

# PR Market YTD

Year

2011	2017	2022
2012	2018	2023
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2015	2021	2026
2016		

Month

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February	June	October
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Fuel Type

Todas



CB	Total Units PR TY	% Share Total Units PR	Total Units PR LY	% Share Total Units PR LY	Total Units Var PR	Total Units PR % Var
<b>US</b>	<b>6.641</b>	<b>16,72%</b>	<b>7.838</b>	<b>15,75%</b>	<b>-1.197</b>	<b>-15,27%</b>
Chrysler	2.585	6,51%	3.060	6,15%	-475	-15,52%
Ford	3.434	8,64%	3.957	7,95%	-523	-13,22%
GM	572	1,44%	757	1,52%	-185	-24,44%
Lincoln	50	0,13%	64	0,13%	-14	-21,88%
<b>KO</b>	<b>9.577</b>	<b>24,11%</b>	<b>14.667</b>	<b>29,48%</b>	<b>-5.090</b>	<b>-34,70%</b>
Genesis	118	0,30%	125	0,25%	-7	-5,60%
Hyundai	5.811	14,63%	8.317	16,72%	-2.506	-30,13%
Kia	3.648	9,18%	6.225	12,51%	-2.577	-41,40%
<b>JA</b>	<b>20.555</b>	<b>51,74%</b>	<b>24.028</b>	<b>48,29%</b>	<b>-3.473</b>	<b>-14,45%</b>
Acura	326	0,82%	273	0,55%	53	19,41%
Honda	1.953	4,92%	1.908	3,83%	45	2,36%
Infiniti	111	0,28%	145	0,29%	-34	-23,45%
Lexus	697	1,75%	799	1,61%	-102	-12,77%
Mazda	665	1,67%	672	1,35%	-7	-1,04%
Mitsubishi	2.692	6,78%	3.724	7,48%	-1.032	-27,71%
Nissan	1.845	4,64%	3.368	6,77%	-1.523	-45,22%
Subaru	88	0,22%	140	0,28%	-52	-37,14%
Toyota	12.178	30,65%	12.999	26,13%	-821	-6,32%
<b>EU</b>	<b>2.953</b>	<b>7,43%</b>	<b>3.223</b>	<b>6,48%</b>	<b>-270</b>	<b>-8,38%</b>
Alfa Romeo	2	0,01%	2	0,00%	0	0,00%
Audi	133	0,33%	216	0,43%	-83	-38,43%
Bentley	4	0,01%	7	0,01%	-3	-42,86%
BMW	1.014	2,55%	982	1,97%	32	3,26%
Ferrari	4	0,01%	6	0,01%	-2	-33,33%
<b>Total</b>	<b>39.726</b>	<b>100,00%</b>	<b>49.756</b>	<b>100,00%</b>	<b>-10.030</b>	<b>-20,16%</b>

Lamborghini	17	0,04%	10	0,02%	7	70,00%
LandRover	129	0,32%	131	0,26%	-2	-1,53%
Maserati			1	0,00%	-1	
Mercedes	690	1,74%	773	1,55%	-83	-10,74%
Mini	212	0,53%	239	0,48%	-27	-11,30%
Porsche	196	0,49%	230	0,46%	-34	-14,78%
Volvo	214	0,54%	174	0,35%	40	22,99%
VW	332	0,84%	451	0,91%	-119	-26,39%
<b>Total</b>	<b>39.726</b>	<b>100,00%</b>	<b>49.756</b>	<b>100,00%</b>	<b>-10.030</b>	<b>-20,16%</b>