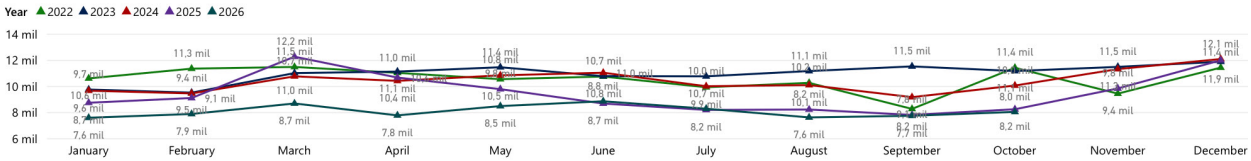
Total Industry

Year	January	February	March	April	May	June	July	August	September	October	November	December	Total
2018	7.909	7.137	8.228	8.300	9.344	9.764	9.817	9.278	8.473	8.831	10.223	12.996	**110.300**
2019	8.535	7.966	9.506	7.491	9.055	10.297	7.737	8.348	7.703	8.862	10.814	12.970	**109.284**
2020	6.806	8.607	3.246	357	2.741	10.775	10.702	8.812	8.510	10.778	11.040	14.352	**96.726**
2021	10.236	10.796	11.909	10.948	12.857	11.782	11.056	10.880	9.730	9.482	9.527	12.047	**131.250**
2022	10.584	11.330	11.462	11.010	10.525	10.728	9.907	10.244	8.249	11.399	9.420	11.409	**126.267**
2023	9.732	9.495	10.991	11.107	11.440	10.757	10.743	11.147	11.503	11.148	11.467	11.861	**131.391**
2024	9.644	9.434	10.741	10.395	10.819	11.019	9.985	10.074	9.149	10.038	11.297	12.068	**124.663**
2025	8.720	9.083	12.246	10.648	9.762	8.660	8.172	8.202	7.787	8.223	9.815	11.971	**113.289**
2026	7.572	7.861	8.666	7.754	8.465	8.834	8.265	7.598	7.723	8.020			**80.758**

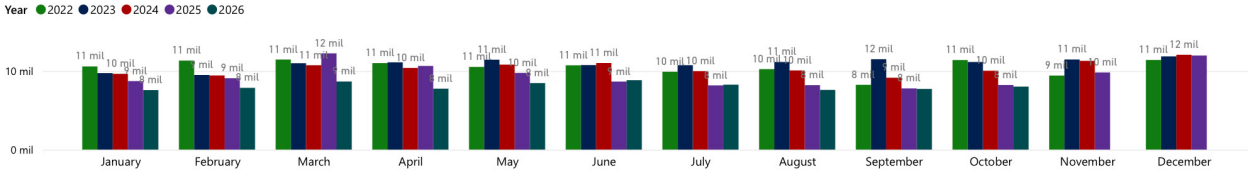
Fuel Type: Todas

Brand: Todas

Total Units PR & USVI TY por Month y Ye...



Total Units PR & USVI TY por Month y Year



PR Total

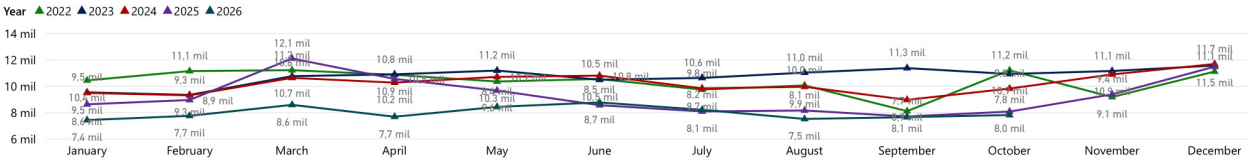
Year	January	February	March	April	May	June	July	August	September	October	November	December	Total
2019	8.168	7.721	9.307	7.351	8.863	10.161	7.631	8.235	7.546	8.628	10.508	12.497	**106.616**
2020	6.653	8.402	3.132	287	2.666	10.648	10.595	8.691	8.432	10.669	10.862	13.983	**95.020**
2021	10.085	10.540	11.697	10.814	12.686	11.636	10.926	10.755	9.570	9.281	9.346	11.809	**129.145**
2022	10.407	11.117	11.186	10.833	10.326	10.516	9.709	10.031	8.076	11.174	9.147	11.082	**123.604**
2023	9.505	9.309	10.732	10.870	11.158	10.458	10.598	11.000	11.343	10.896	11.124	11.538	**128.531**
2024	9.459	9.275	10.602	10.239	10.679	10.772	9.806	9.926	8.934	9.788	10.864	11.655	**121.999**
2025	8.595	8.924	12.072	10.523	9.642	8.528	8.052	8.127	7.673	8.045	9.351	11.451	**11...**
2026	7.399	7.722	8.554	7.652	8.399	8.738	8.180	7.485	7.620	7.783			**7...**

Fuel Type: Todas

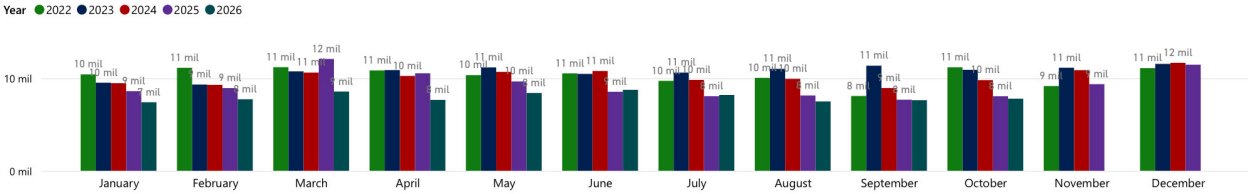
Brand: Todas

Más opciones

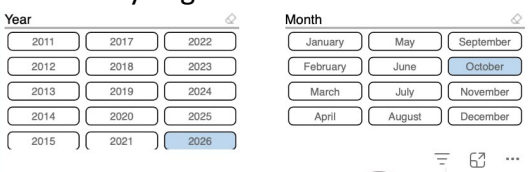
Total Units PR TY por Month y Ye...

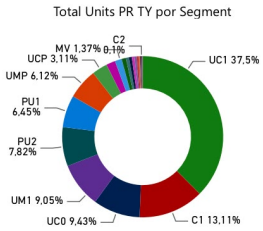


Total Units PR TY por Month y Year

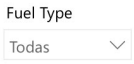


PR Total by Segment

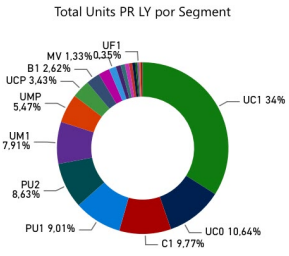


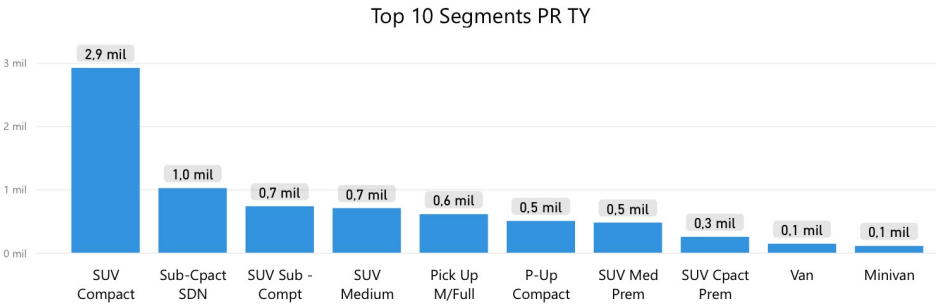




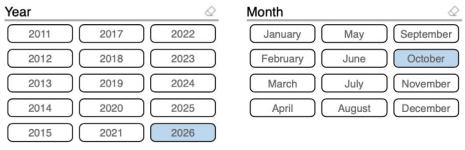


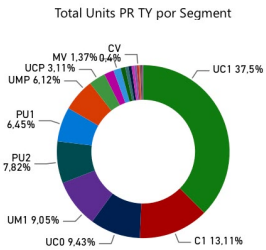
Segment	Segment Description	Total Units PR TY	Total Units PR LY	Total Units Var PR	Total Units PR % Var
C1	Sub-Cpact SDN	1.020	786	234	29,77%
UC1	SUV Compact	2.919	2.735	184	6,73%
UM1	SUV Medium	704	636	68	10,69%
S1	Sport	67	28	39	139,29%
UMP	SUV Med Prem	476	440	36	8,18%
UF1	SUV Full Size	35	28	7	25,00%
DE	M/L SDN	4	0	4	
EFP	Full SDN Prem	4		4	
CP	Sub-Cpact Prem	2		2	
MV	Minivan	107	107	0	0,00%
BP	Mini - CompPrem	4	6	-2	-33,33%
CD1	Compact SDN	44	46	-2	-4,35%
DP	M/L SDN Prem	9	13	-4	-30,77%
DP	SUV Cpact Prem	9	13	-4	-30,77%
UFP	SUV Full Prem	10	22	-12	-54,55%
SP	Sport Prem	48	64	-16	-25,00%
CV	Crossover SDN	31	52	-21	-40,38%
CDP	Cpact SDN Prem	40	62	-22	-35,48%
Total		**7.783**	**8.045**	**-262**	**-3,26%**



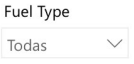


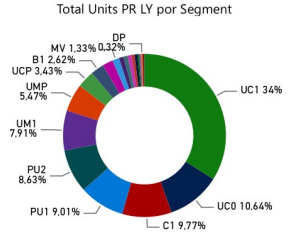
PR Segment % Share











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 TTL	**17**	**0,22%**	**217**	**2,70%**	**-200**	**-92,17%**	**83**	**1,09%**
Mini - Compact	13	0,17%	211	2,62%	-198	-93,84%	75	0,98%
Mini - CompPrem	4	0,05%	6	0,07%	-2	-33,33%	8	0,10%
C TTL	**1.061**	**13,63%**	**913**	**11,35%**	**148**	**16,21%**	**861**	**11,30%**
Crossover SDN	31	0,40%	52	0,65%	-21	-40,38%	48	0,63%
Sub-Cpact 2DR	8	0,10%	75	0,93%	-67	-89,33%	9	0,12%
Sub-Cpact Prem	2	0,03%			2			
Sub-Cpact SDN	1.020	13,11%	786	9,77%	234	29,77%	804	10,55%
CD TTL	**84**	**1,08%**	**108**	**1,34%**	**-24**	**-22,22%**	**54**	**0,71%**
Compact SDN	44	0,57%	46	0,57%	-2	-4,35%	24	0,31%
Cpact SDN Prem	40	0,51%	62	0,77%	-22	-35,48%	30	0,39%
DE TTL	**20**	**0,26%**	**8**	**0,10%**	**12**	**150,00%**	**35**	**0,46%**
Full SDN Prem	4	0,05%			4		5	0,07%
M/L SDN	4	0,05%	0	0,00%	4		7	0,09%
M/L SDN Prem	2	0,03%	3	0,04%	-1	-33,33%	11	0,14%
SUV Cpact Prem	10	0,13%	5	0,06%	5	100,00%	12	0,16%
MV TTL	**114**	**1,46%**	**117**	**1,45%**	**-3**	**-2,56%**	**42**	**0,55%**
M/L SDN Prem	7	0,09%	10	0,12%	-3	-30,00%	3	0,04%
Minivan	107	1,37%	107	1,33%	0	0,00%	39	0,51%
PU TTL	**1.027**	**13,20%**	**1.300**	**16,16%**	**-273**	**-21,00%**	**1.009**	**13,24%**
Pick Up M/Full	609	7,82%	694	8,63%	-85	-12,25%	581	7,62%
P-Up Compact	418	5,37%	606	7,53%	-188	-31,02%	428	5,62%
SP TTL	**115**	**1,48%**	**92**	**1,14%**	**23**	**25,00%**	**77**	**1,01%**
Sport	67	0,86%	28	0,35%	39	139,29%	30	0,39%
Sport Prem	48	0,62%	64	0,80%	-16	-25,00%	47	0,62%
SUV TTL	**5.203**	**66,85%**	**5.118**	**63,62%**	**85**	**1,66%**	**5.134**	**67,38%**
P-Up Compact	84	1,08%	119	1,48%	-35	-29,41%	92	1,21%
SUV Compact	2.919	37,50%	2.733	33,97%	186	6,81%	2.799	36,73%
Total	**7.783**	**100,00%**	**8.045**	**100,00%**	**-262**	**-3,26%**	**7.620**	**100,00%**

PR Market Month

Year

2011	2017	2022
2012	2018	2023
2013	2019	2024
2014	2020	2025
2015	2021	2026
2016		

Month

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

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
US	**1.282**	**16,47%**	**1.404**	**17,45%**	**-122**	**-8,69%**
Chrysler	470	6,04%	496	6,17%	-26	-5,24%
Ford	744	9,56%	797	9,91%	-53	-6,65%
GM	61	0,78%	93	1,16%	-32	-34,41%
Lincoln	7	0,09%	18	0,22%	-11	-61,11%
KO	**1.808**	**23,23%**	**1.913**	**23,78%**	**-105**	**-5,49%**
Genesis	22	0,28%	31	0,39%	-9	-29,03%
Hyundai	1.039	13,35%	1.187	14,75%	-148	-12,47%
Kia	747	9,60%	695	8,64%	52	7,48%
JA	**4.097**	**52,64%**	**4.026**	**50,04%**	**71**	**1,76%**
Acura	66	0,85%	54	0,67%	12	22,22%
Honda	377	4,84%	425	5,28%	-48	-11,29%
Infiniti	15	0,19%	19	0,24%	-4	-21,05%
Lexus	179	2,30%	141	1,75%	38	26,95%
Mazda	105	1,35%	103	1,28%	2	1,94%
Mitsubishi	645	8,29%	501	6,23%	144	28,74%
Nissan	288	3,70%	407	5,06%	-119	-29,24%
Subaru	15	0,19%	25	0,31%	-10	-40,00%
Toyota	2.407	30,93%	2.351	29,22%	56	2,38%
EU	**596**	**7,66%**	**702**	**8,73%**	**-106**	**-15,10%**
Audi	27	0,35%	18	0,22%	9	50,00%
Bentley	1	0,01%			1	
BMW	230	2,96%	281	3,49%	-51	-18,15%
Ferrari			2	0,02%	-2	
Fiat			2	0,02%	-2	
Lamborghini	3	0,04%	4	0,05%	-1	-25,00%
Total	**7.783**	**100,00%**	**8.045**	**100,00%**	**-262**	**-3,26%**

Lamborghini	3	0,04%	4	0,05%	-1	-25,00%
LandRover	28	0,36%	13	0,16%	15	115,38%
Mercedes	165	2,12%	166	2,06%	-1	-0,60%
Mini	35	0,45%	56	0,70%	-21	-37,50%
Porsche	28	0,36%	51	0,63%	-23	-45,10%
Volvo	33	0,42%	38	0,47%	-5	-13,16%
VW	46	0,59%	71	0,88%	-25	-35,21%
Total	**7.783**	**100,00%**	**8.045**	**100,00%**	**-262**	**-3,26%**

PR Market YTD



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
US	**13.737**	**17,27%**	**14.994**	**16,63%**	**-1.257**	**-8,38%**
Chrysler	5.236	6,58%	5.613	6,22%	-377	-6,72%
Ford	7.438	9,35%	8.000	8,87%	-562	-7,03%
GM	975	1,23%	1.260	1,40%	-285	-22,62%
Lincoln	88	0,11%	121	0,13%	-33	-27,27%
KO	**19.332**	**24,31%**	**24.701**	**27,39%**	**-5.369**	**-21,74%**
Genesis	229	0,29%	233	0,26%	-4	-1,72%
Hyundai	11.690	14,70%	14.314	15,87%	-2.624	-18,33%
Kia	7.413	9,32%	10.154	11,26%	-2.741	-26,99%
JA	**40.421**	**50,82%**	**44.213**	**49,03%**	**-3.792**	**-8,58%**
Acura	613	0,77%	567	0,63%	46	8,11%
Honda	3.733	4,69%	3.806	4,22%	-73	-1,92%
Infiniti	217	0,27%	264	0,29%	-47	-17,80%
Lexus	1.476	1,86%	1.472	1,63%	4	0,27%
Mazda	1.281	1,61%	1.189	1,32%	92	7,74%
Mitsubishi	5.554	6,98%	6.241	6,92%	-687	-11,01%
Nissan	3.359	4,22%	5.879	6,52%	-2.520	-42,86%
Subaru	182	0,23%	238	0,26%	-56	-23,53%
Toyota	24.006	30,18%	24.557	27,23%	-551	-2,24%
EU	**6.042**	**7,60%**	**6.273**	**6,96%**	**-231**	**-3,68%**
Alfa Romeo	2	0,00%	3	0,00%	-1	-33,33%
Audi	264	0,33%	348	0,39%	-84	-24,14%
Bentley	5	0,01%	8	0,01%	-3	-37,50%
BMW	2.150	2,70%	2.050	2,27%	100	4,88%
Ferrari	4	0,01%	17	0,02%	-13	-76,47%
Fiat	6	0,01%	4	0,00%	2	50,00%
Total	**79.532**	**100,00%**	**90.181**	**100,00%**	**-10.649**	**-11,81%**

Lamborghini	35	0,04%	28	0,03%	7	25,00%
LandRover	250	0,31%	253	0,28%	-3	-1,19%
Maserati			1	0,00%	-1	
Mercedes	1.472	1,85%	1.573	1,74%	-101	-6,42%
Mini	448	0,56%	477	0,53%	-29	-6,08%
Porsche	331	0,42%	402	0,45%	-71	-17,66%
Volvo	448	0,56%	328	0,36%	120	36,59%
VW	627	0,79%	781	0,87%	-154	-19,72%
Total	**79.532**	**100,00%**	**90.181**	**100,00%**	**-10.649**	**-11,81%**