



**Compradores plaza por estado**  
**COMPRADORES DE ABRIL 2018**

| Estado                  | ABRIL 2017     | % respecto al total | ABRIL 2018     | % respecto al total | Var (%)      |
|-------------------------|----------------|---------------------|----------------|---------------------|--------------|
| Aguaascalientes         | 642            | 0.6%                | 666            | 0.6%                | 3.7%         |
| Baja California         | 1,994          | 1.7%                | 1,644          | 1.5%                | -17.6%       |
| Baja California Sur     | 636            | 0.6%                | 520            | 0.5%                | -18.2%       |
| Campeche                | 435            | 0.4%                | 421            | 0.4%                | -3.2%        |
| Chiapas                 | 987            | 0.9%                | 993            | 0.9%                | 0.6%         |
| Chihuahua               | 2,194          | 1.9%                | 1,596          | 1.5%                | -27.3%       |
| Coahuila                | 2,013          | 1.8%                | 2,093          | 1.9%                | 4.0%         |
| Colima                  | 523            | 0.5%                | 443            | 0.4%                | -15.3%       |
| Distrito Federal        | 11,340         | 9.9%                | 12,837         | 11.7%               | 13.2%        |
| Durango                 | 646            | 0.6%                | 636            | 0.6%                | -1.5%        |
| Edo. de México          | 8,111          | 7.1%                | 7,989          | 7.3%                | -1.5%        |
| Guanajuato              | 2,860          | 2.5%                | 2,852          | 2.6%                | -0.3%        |
| Guerrero                | 564            | 0.5%                | 517            | 0.5%                | -8.3%        |
| Hidalgo                 | 865            | 0.8%                | 888            | 0.8%                | 2.7%         |
| Jalisco                 | 5,410          | 4.7%                | 5,618          | 5.1%                | 3.8%         |
| Michoacán               | 1,472          | 1.3%                | 1,338          | 1.2%                | -9.1%        |
| Morelos                 | 639            | 0.6%                | 714            | 0.7%                | 11.7%        |
| Nayarit                 | 423            | 0.4%                | 411            | 0.4%                | -2.8%        |
| Nuevo León              | 5,195          | 4.5%                | 5,590          | 5.1%                | 7.6%         |
| Oaxaca                  | 757            | 0.7%                | 762            | 0.7%                | 0.7%         |
| Puebla                  | 2,310          | 2.0%                | 2,308          | 2.1%                | -0.1%        |
| Querétaro               | 1,472          | 1.3%                | 1,551          | 1.4%                | 5.4%         |
| Quintana Roo            | 1,466          | 1.3%                | 1,271          | 1.2%                | -13.3%       |
| San Luis Potosí         | 1,254          | 1.1%                | 1,249          | 1.1%                | -0.4%        |
| Sinaloa                 | 1,912          | 1.7%                | 1,769          | 1.6%                | -7.5%        |
| Sonora                  | 1,639          | 1.4%                | 1,502          | 1.4%                | -8.4%        |
| Tabasco                 | 713            | 0.6%                | 759            | 0.7%                | 6.5%         |
| Tamaulipas              | 1,501          | 1.3%                | 1,567          | 1.4%                | 4.4%         |
| Tlaxcala                | 421            | 0.4%                | 441            | 0.4%                | 4.8%         |
| Veracruz                | 2,215          | 1.9%                | 2,473          | 2.3%                | 11.6%        |
| Yucatán                 | 1,210          | 1.1%                | 1,344          | 1.2%                | 11.1%        |
| Zacatecas               | 425            | 0.4%                | 402            | 0.4%                | -5.4%        |
| Marcas que no Comparten | 50,233         | 43.9%               | 44,101         | 40.4%               | -12.2%       |
| <b>Total</b>            | <b>114,477</b> | <b>100.0%</b>       | <b>109,265</b> | <b>100.0%</b>       | <b>-4.6%</b> |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Nissan, Renault, Seat, Volkswagen, Infiniti, Isuzu, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes Benz y Porsche.  
La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

| Estado                  | ABRIL 2018     | Lugar |
|-------------------------|----------------|-------|
| Distrito Federal        | 12,837         | 1     |
| Edo. de México          | 7,989          | 2     |
| Jalisco                 | 5,618          | 3     |
| Nuevo León              | 5,590          | 4     |
| Guanajuato              | 2,852          | 5     |
| Veracruz                | 2,473          | 6     |
| Puebla                  | 2,308          | 7     |
| Coahuila                | 2,093          | 8     |
| <b>MEDIA NACIONAL</b>   | <b>2,036</b>   |       |
| Sinaloa                 | 1,769          | 9     |
| Baja California         | 1,644          | 10    |
| Chihuahua               | 1,596          | 11    |
| Tamaulipas              | 1,567          | 12    |
| Querétaro               | 1,551          | 13    |
| Sonora                  | 1,502          | 14    |
| Yucatán                 | 1,344          | 15    |
| Michoacán               | 1,338          | 16    |
| Quintana Roo            | 1,271          | 17    |
| San Luis Potosí         | 1,249          | 18    |
| Chiapas                 | 993            | 19    |
| Hidalgo                 | 888            | 20    |
| Oaxaca                  | 762            | 21    |
| Tabasco                 | 759            | 22    |
| Morelos                 | 714            | 23    |
| Aguaascalientes         | 666            | 24    |
| Durango                 | 636            | 25    |
| Baja California Sur     | 520            | 26    |
| Guerrero                | 517            | 27    |
| Colima                  | 443            | 28    |
| Tlaxcala                | 441            | 29    |
| Campeche                | 421            | 30    |
| Nayarit                 | 411            | 31    |
| Zacatecas               | 402            | 32    |
| Marcas que no Comparten | 44,101         |       |
| <b>Total República</b>  | <b>109,265</b> |       |



**Compradores plaza por estado**  
**ACUMULADO DE COMPRADORES DE ENERO A ABRIL 2018**

| Estado                  | ENERO A ABRIL 2017 | % respecto al total | ENERO A ABRIL 2018 | % respecto al total | Var(%) |
|-------------------------|--------------------|---------------------|--------------------|---------------------|--------|
| Aguaascalientes         | 2,940              | 0.6%                | 2,682              | 0.6%                | -8.8%  |
| Baja California         | 8,580              | 1.7%                | 6,812              | 1.5%                | -20.6% |
| Baja California Sur     | 2,369              | 0.5%                | 1,992              | 0.4%                | -15.9% |
| Campeche                | 1,843              | 0.4%                | 1,780              | 0.4%                | -3.4%  |
| Chiapas                 | 4,139              | 0.8%                | 3,702              | 0.8%                | -10.6% |
| Chihuahua               | 9,341              | 1.9%                | 7,195              | 1.6%                | -23.0% |
| Coahuila                | 8,737              | 1.8%                | 8,329              | 1.9%                | -4.7%  |
| Colima                  | 2,066              | 0.4%                | 1,822              | 0.4%                | -11.8% |
| Distrito Federal        | 46,663             | 9.5%                | 44,978             | 10.1%               | -3.6%  |
| Durango                 | 2,795              | 0.6%                | 2,679              | 0.6%                | -4.2%  |
| Edo. de México          | 31,903             | 6.5%                | 31,014             | 6.9%                | -2.8%  |
| Guanajuato              | 11,356             | 2.3%                | 11,064             | 2.5%                | -2.6%  |
| Guerrero                | 2,463              | 0.5%                | 2,199              | 0.5%                | -10.7% |
| Hidalgo                 | 3,709              | 0.8%                | 3,762              | 0.8%                | 1.4%   |
| Jalisco                 | 24,136             | 4.9%                | 22,742             | 5.1%                | -5.8%  |
| Michoacán               | 6,019              | 1.2%                | 5,475              | 1.2%                | -9.0%  |
| Morelos                 | 2,754              | 0.6%                | 2,789              | 0.6%                | 1.3%   |
| Nayarit                 | 1,757              | 0.4%                | 1,760              | 0.4%                | 0.2%   |
| Nuevo León              | 22,281             | 4.5%                | 22,323             | 5.0%                | 0.2%   |
| Oaxaca                  | 3,282              | 0.7%                | 3,104              | 0.7%                | -5.4%  |
| Puebla                  | 9,763              | 2.0%                | 9,037              | 2.0%                | -7.4%  |
| Querétaro               | 6,090              | 1.2%                | 6,186              | 1.4%                | 1.6%   |
| Quintana Roo            | 5,948              | 1.2%                | 5,135              | 1.2%                | -13.7% |
| San Luis Potosí         | 5,242              | 1.1%                | 5,280              | 1.2%                | 0.7%   |
| Sinaloa                 | 8,381              | 1.7%                | 7,209              | 1.6%                | -14.0% |
| Sonora                  | 6,766              | 1.4%                | 6,238              | 1.4%                | -7.8%  |
| Tabasco                 | 3,211              | 0.7%                | 3,040              | 0.7%                | -5.3%  |
| Tamaulipas              | 6,909              | 1.4%                | 6,246              | 1.4%                | -9.6%  |
| Tlaxcala                | 1,772              | 0.4%                | 1,754              | 0.4%                | -1.0%  |
| Veracruz                | 9,893              | 2.0%                | 9,988              | 2.2%                | 1.0%   |
| Yucatán                 | 5,151              | 1.0%                | 5,430              | 1.2%                | 5.4%   |
| Zacatecas               | 1,882              | 0.4%                | 1,871              | 0.4%                | -0.6%  |
| Marcas que no Comparten | 222,603            | 45.2%               | 190,879            | 42.8%               | -14.3% |
| Total                   | 492,744            | 100.0%              | 446,496            | 100.0%              | -9.4%  |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Nissan, Renault, Seat, Volkswagen, Infiniti, Isuzu, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes Benz y Porsche.  
 La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

| Estado                  | ENERO A ABRIL 2018 | Lugar |
|-------------------------|--------------------|-------|
| Distrito Federal        | 44,978             | 1     |
| Edo. de México          | 31,014             | 2     |
| Jalisco                 | 22,742             | 3     |
| Nuevo León              | 22,323             | 4     |
| Guanajuato              | 11,064             | 5     |
| Veracruz                | 9,988              | 6     |
| Puebla                  | 9,037              | 7     |
| Coahuila                | 8,329              | 8     |
| <b>MEDIA NACIONAL</b>   | <b>7,988</b>       |       |
| Sinaloa                 | 7,209              | 9     |
| Chihuahua               | 7,195              | 10    |
| Baja California         | 6,812              | 11    |
| Tamaulipas              | 6,246              | 12    |
| Sonora                  | 6,238              | 13    |
| Querétaro               | 6,186              | 14    |
| Michoacán               | 5,475              | 15    |
| Yucatán                 | 5,430              | 16    |
| San Luis Potosí         | 5,280              | 17    |
| Quintana Roo            | 5,135              | 18    |
| Hidalgo                 | 3,762              | 19    |
| Chiapas                 | 3,702              | 20    |
| Oaxaca                  | 3,104              | 21    |
| Tabasco                 | 3,040              | 22    |
| Morelos                 | 2,789              | 23    |
| Aguaascalientes         | 2,682              | 24    |
| Durango                 | 2,679              | 25    |
| Guerrero                | 2,199              | 26    |
| Baja California Sur     | 1,992              | 27    |
| Zacatecas               | 1,871              | 28    |
| Colima                  | 1,822              | 29    |
| Campeche                | 1,780              | 30    |
| Nayarit                 | 1,760              | 31    |
| Tlaxcala                | 1,754              | 32    |
| Marcas que no Comparten | 190,879            |       |
| <b>Total República</b>  | <b>446,496</b>     |       |