



**Compradores plaza por estado
COMPRADORES DE SEPTIEMBRE 2019**

| Estado | SEPTIEMBRE 2018 | % respecto al total | SEPTIEMBRE 2019 | % respecto al total | Variación % Anual |
|---------------------|-----------------|---------------------|-----------------|---------------------|-------------------|
| Aguascalientes | 1,539 | 1.3% | 1,421 | 1.4% | -7.7% |
| Baja California | 2,590 | 2.3% | 2,634 | 2.6% | 1.7% |
| Baja California Sur | 917 | 0.8% | 647 | 0.6% | -29.4% |
| Campeche | 674 | 0.6% | 580 | 0.6% | -13.9% |
| Chiapas | 1,634 | 1.4% | 1,433 | 1.4% | -12.3% |
| Chihuahua | 2,688 | 2.4% | 2,464 | 2.5% | -8.3% |
| Coahuila | 2,838 | 2.5% | 2,505 | 2.5% | -11.7% |
| Colima | 834 | 0.7% | 682 | 0.7% | -18.2% |
| CDMX | 18,637 | 16.3% | 21,244 | 21.2% | 14.0% |
| Durango | 922 | 0.8% | 817 | 0.8% | -11.4% |
| Edo. de México | 12,948 | 11.3% | 10,325 | 10.3% | -20.3% |
| Guanajuato | 4,418 | 3.9% | 3,558 | 3.5% | -19.5% |
| Guerrero | 1,024 | 0.9% | 755 | 0.8% | -26.3% |
| Hidalgo | 1,365 | 1.2% | 991 | 1.0% | -27.4% |
| Jalisco | 8,587 | 7.5% | 7,289 | 7.3% | -15.1% |
| Michoacán | 2,409 | 2.1% | 1,883 | 1.9% | -21.8% |
| Morelos | 1,328 | 1.2% | 1,013 | 1.0% | -23.7% |
| Nayarit | 740 | 0.6% | 667 | 0.7% | -9.9% |
| Nuevo León | 9,190 | 8.0% | 8,478 | 8.4% | -7.7% |
| Oaxaca | 1,505 | 1.3% | 1,248 | 1.2% | -17.1% |
| Puebla | 6,155 | 5.4% | 4,909 | 4.9% | -20.2% |
| Querétaro | 2,686 | 2.3% | 2,066 | 2.1% | -23.1% |
| Quintana Roo | 1,941 | 1.7% | 1,517 | 1.5% | -21.8% |
| San Luis Potosí | 2,133 | 1.9% | 1,698 | 1.7% | -20.4% |
| Sinaloa | 3,342 | 2.9% | 2,294 | 2.3% | -31.4% |
| Sonora | 2,495 | 2.2% | 2,054 | 2.0% | -17.7% |
| Tabasco | 1,298 | 1.1% | 1,146 | 1.1% | -11.7% |
| Tamaulipas | 3,365 | 2.9% | 2,408 | 2.4% | -28.4% |
| Tlaxcala | 641 | 0.6% | 555 | 0.6% | -13.4% |
| Veracruz | 4,197 | 3.7% | 3,332 | 3.3% | -20.6% |
| Yucatán | 2,207 | 1.9% | 1,961 | 2.0% | -11.1% |
| Zacatecas | 740 | 0.6% | 576 | 0.6% | -22.2% |
| Otras Marcas | 6,352 | 5.6% | 5,208 | 5.2% | -18.0% |
| Total | 114,339 | 100.0% | 100,358 | 100.0% | -12.2% |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de a 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 | SEPTIEMBRE 2019 | Lugar |
|------------------------|-----------------|-------|
| CDMX | 21,244 | 1 |
| Edo. de México | 10,325 | 2 |
| Nuevo León | 8,478 | 3 |
| Jalisco | 7,289 | 4 |
| Puebla | 4,909 | 5 |
| Guanajuato | 3,558 | 6 |
| Veracruz | 3,332 | 7 |
| MEDIA NACIONAL | 2,973 | |
| Baja California | 2,634 | 8 |
| Coahuila | 2,505 | 9 |
| Chihuahua | 2,464 | 10 |
| Tamaulipas | 2,408 | 11 |
| Sinaloa | 2,294 | 12 |
| Querétaro | 2,066 | 13 |
| Sonora | 2,054 | 14 |
| Yucatán | 1,961 | 15 |
| Michoacán | 1,883 | 16 |
| San Luis Potosí | 1,698 | 17 |
| Quintana Roo | 1,517 | 18 |
| Chiapas | 1,433 | 19 |
| Aguascalientes | 1,421 | 20 |
| Oaxaca | 1,248 | 21 |
| Tabasco | 1,146 | 22 |
| Morelos | 1,013 | 23 |
| Hidalgo | 991 | 24 |
| Durango | 817 | 25 |
| Guerrero | 755 | 26 |
| Colima | 682 | 27 |
| Nayarit | 667 | 28 |
| Baja California Sur | 647 | 29 |
| Campeche | 580 | 30 |
| Zacatecas | 576 | 31 |
| Tlaxcala | 555 | 32 |
| Otras Marcas | 5,208 | 0 |
| Total República | 100,358 | |



Compradores plaza por estado
ACUMULADO DE COMPRADORES DE ENERO A SEPTIEMBRE 2019

| Estado | ENERO A SEPTIEMBRE 2018 | % respecto al total | ENERO A SEPTIEMBRE 2019 | % respecto al total | Variación % Anual |
|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------|
| Aguascalientes | 13,956 | 1.4% | 14,924 | 1.6% | 6.9% |
| Baja California | 23,627 | 2.3% | 24,504 | 2.6% | 3.7% |
| Baja California Sur | 7,099 | 0.7% | 7,213 | 0.8% | 1.6% |
| Campeche | 5,878 | 0.6% | 5,751 | 0.6% | -2.2% |
| Chiapas | 15,806 | 1.5% | 14,323 | 1.5% | -9.4% |
| Chihuahua | 25,963 | 2.5% | 24,808 | 2.6% | -4.4% |
| Coahuila | 27,662 | 2.7% | 25,647 | 2.7% | -7.3% |
| Colima | 7,389 | 0.7% | 6,782 | 0.7% | -8.2% |
| CDMX | 170,627 | 16.6% | 167,075 | 17.6% | -2.1% |
| Durango | 8,823 | 0.9% | 8,071 | 0.8% | -8.5% |
| Edo. de México | 121,403 | 11.8% | 102,644 | 10.8% | -15.5% |
| Guanajuato | 41,193 | 4.0% | 35,607 | 3.7% | -13.6% |
| Guerrero | 9,671 | 0.9% | 8,129 | 0.9% | -15.9% |
| Hidalgo | 13,204 | 1.3% | 11,310 | 1.2% | -14.3% |
| Jalisco | 78,008 | 7.6% | 70,098 | 7.4% | -10.1% |
| Michoacán | 21,634 | 2.1% | 18,859 | 2.0% | -12.8% |
| Morelos | 12,345 | 1.2% | 10,590 | 1.1% | -14.2% |
| Nayarit | 6,486 | 0.6% | 6,627 | 0.7% | 2.2% |
| Nuevo León | 82,163 | 8.0% | 79,709 | 8.4% | -3.0% |
| Oaxaca | 14,194 | 1.4% | 12,470 | 1.3% | -12.1% |
| Puebla | 49,986 | 4.9% | 48,205 | 5.1% | -3.6% |
| Querétaro | 23,736 | 2.3% | 21,388 | 2.2% | -9.9% |
| Quintana Roo | 18,260 | 1.8% | 16,545 | 1.7% | -9.4% |
| San Luis Potosí | 20,289 | 2.0% | 17,488 | 1.8% | -13.8% |
| Sinaloa | 27,255 | 2.7% | 24,323 | 2.6% | -10.8% |
| Sonora | 23,044 | 2.2% | 21,093 | 2.2% | -8.5% |
| Tabasco | 11,610 | 1.1% | 11,171 | 1.2% | -3.8% |
| Tamaulipas | 24,789 | 2.4% | 23,937 | 2.5% | -3.4% |
| Tlaxcala | 6,301 | 0.6% | 5,835 | 0.6% | -7.4% |
| Veracruz | 39,131 | 3.8% | 34,546 | 3.6% | -11.7% |
| Yucatán | 18,300 | 1.8% | 17,499 | 1.8% | -4.4% |
| Zacatecas | 7,079 | 0.7% | 6,149 | 0.6% | -13.1% |
| Otras Marcas | 50,123 | 4.9% | 48,150 | 5.1% | -3.9% |
| Total | 1,027,034 | 100.0% | 951,470 | 100.0% | -7.4% |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de a 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 SEPTIEMBRE 2019 | Lugar |
|------------------------|-------------------------|-------|
| CDMX | 167,075 | 1 |
| Edo. de México | 102,644 | 2 |
| Nuevo León | 79,709 | 3 |
| Jalisco | 70,098 | 4 |
| Puebla | 48,205 | 5 |
| Guanajuato | 35,607 | 6 |
| Veracruz | 34,546 | 7 |
| MEDIA NACIONAL | 28,228 | |
| Coahuila | 25,647 | 8 |
| Chihuahua | 24,808 | 9 |
| Baja California | 24,504 | 10 |
| Sinaloa | 24,323 | 11 |
| Tamaulipas | 23,937 | 12 |
| Querétaro | 21,388 | 13 |
| Sonora | 21,093 | 14 |
| Michoacán | 18,859 | 15 |
| Yucatán | 17,499 | 16 |
| San Luis Potosí | 17,488 | 17 |
| Quintana Roo | 16,545 | 18 |
| Aguascalientes | 14,924 | 19 |
| Chiapas | 14,323 | 20 |
| Oaxaca | 12,470 | 21 |
| Hidalgo | 11,310 | 22 |
| Tabasco | 11,171 | 23 |
| Morelos | 10,590 | 24 |
| Guerrero | 8,129 | 25 |
| Durango | 8,071 | 26 |
| Baja California Sur | 7,213 | 27 |
| Colima | 6,782 | 28 |
| Nayarit | 6,627 | 29 |
| Zacatecas | 6,149 | 30 |
| Tlaxcala | 5,835 | 31 |
| Campeche | 5,751 | 32 |
| Otras Marcas | 48,150 | - |
| Total República | 951,470 | |



Compradores plaza por estado
ACUMULADO DE COMPRADORES FLOTILLA DE ENERO A SEPTIEMBRE 2019

| Estado | ENERO A SEPTIEMBRE 2018 | % respecto al total | ENERO A SEPTIEMBRE 2019 | % respecto al total | Variación % Anual |
|---------------------|-------------------------|---------------------|-------------------------|---------------------|-------------------|
| Aguascalientes | 1,629 | 1.2% | 2,986 | 2.1% | 83.3% |
| Baja California | 836 | 0.6% | 1,125 | 0.8% | 34.6% |
| Baja California Sur | 837 | 0.6% | 819 | 0.6% | -2.2% |
| Campeche | 193 | 0.1% | 226 | 0.2% | 17.1% |
| Chiapas | 409 | 0.3% | 408 | 0.3% | -0.2% |
| Chihuahua | 1,357 | 1.0% | 1,550 | 1.1% | 14.2% |
| Coahuila | 2,068 | 1.6% | 2,006 | 1.4% | -3.0% |
| Colima | 455 | 0.3% | 460 | 0.3% | 1.1% |
| CDMX | 51,389 | 39.1% | 62,406 | 43.4% | 21.4% |
| Durango | 552 | 0.4% | 461 | 0.3% | -16.5% |
| Edo. de México | 17,289 | 13.1% | 14,577 | 10.1% | -15.7% |
| Guanajuato | 4,956 | 3.8% | 4,587 | 3.2% | -7.4% |
| Guerrero | 755 | 0.6% | 770 | 0.5% | 2.0% |
| Hidalgo | 543 | 0.4% | 562 | 0.4% | 3.5% |
| Jalisco | 9,575 | 7.3% | 8,681 | 6.0% | -9.3% |
| Michoacán | 1,096 | 0.8% | 1,273 | 0.9% | 16.1% |
| Morelos | 344 | 0.3% | 457 | 0.3% | 32.8% |
| Nayarit | 392 | 0.3% | 508 | 0.4% | 29.6% |
| Nuevo León | 17,232 | 13.1% | 18,674 | 13.0% | 8.4% |
| Oaxaca | 420 | 0.3% | 277 | 0.2% | -34.0% |
| Puebla | 2,662 | 2.0% | 3,424 | 2.4% | 28.6% |
| Querétaro | 2,044 | 1.6% | 2,066 | 1.4% | 1.1% |
| Quintana Roo | 1,515 | 1.2% | 1,404 | 1.0% | -7.3% |
| San Luis Potosí | 993 | 0.8% | 1,028 | 0.7% | 3.5% |
| Sinaloa | 3,540 | 2.7% | 3,441 | 2.4% | -2.8% |
| Sonora | 1,232 | 0.9% | 1,211 | 0.8% | -1.7% |
| Tabasco | 443 | 0.3% | 681 | 0.5% | 53.7% |
| Tamaulipas | 2,724 | 2.1% | 1,521 | 1.1% | -44.2% |
| Tlaxcala | 255 | 0.2% | 498 | 0.3% | 95.3% |
| Veracruz | 1,919 | 1.5% | 1,957 | 1.4% | 2.0% |
| Yucatán | 1,553 | 1.2% | 2,155 | 1.5% | 38.8% |
| Zacatecas | 229 | 0.2% | 270 | 0.2% | 17.9% |
| Otras Marcas | 61 | 0.0% | 1,486 | 1.0% | 2336.1% |
| Total | 131,497 | 100.0% | 143,955 | 100.0% | 9.5% |

Fuente: Urban Science

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| Estado | ENERO A SEPTIEMBRE 2019 | Lugar |
|------------------------|-------------------------|-------|
| CDMX | 62,406 | 1 |
| Nuevo León | 18,674 | 2 |
| Edo. de México | 14,577 | 3 |
| Jalisco | 8,681 | 4 |
| Guanajuato | 4,587 | 5 |
| MEDIA NACIONAL | 4,452 | |
| Sinaloa | 3,441 | 6 |
| Puebla | 3,424 | 7 |
| Aguascalientes | 2,986 | 8 |
| Yucatán | 2,155 | 9 |
| Querétaro | 2,066 | 10 |
| Coahuila | 2,006 | 11 |
| Veracruz | 1,957 | 12 |
| Chihuahua | 1,550 | 13 |
| Tamaulipas | 1,521 | 14 |
| Quintana Roo | 1,404 | 15 |
| Michoacán | 1,273 | 16 |
| Sonora | 1,211 | 17 |
| Baja California | 1,125 | 18 |
| San Luis Potosí | 1,028 | 19 |
| Baja California Sur | 819 | 20 |
| Guerrero | 770 | 21 |
| Tabasco | 681 | 22 |
| Hidalgo | 562 | 23 |
| Nayarit | 508 | 24 |
| Tlaxcala | 498 | 25 |
| Durango | 461 | 26 |
| Colima | 460 | 27 |
| Morelos | 457 | 28 |
| Chiapas | 408 | 29 |
| Oaxaca | 277 | 30 |
| Zacatecas | 270 | 31 |
| Campeche | 226 | 32 |
| Otras Marcas | 1,486 | 0 |
| Total República | 143,955 | |