



Asociación Mexicana de
Distribuidores de Automotores

Reporte sobre comercialización de la ZMVM

Abril 2017



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1. Comparativo de 2017 - 2016 por Estado incluyendo ZMVM* (Enero-Abril)

Estado	ENERO A ABRIL 2016	% respecto al total	ENERO A ABRIL 2017	% respecto al total	VAR %
ZMVM	122,983	26.4%	130,804	26.5%	6.4%
Aguascalientes	6,168	1.3%	8,221	1.7%	33.3%
Baja California	10,741	2.3%	14,494	2.9%	34.9%
Baja California Sur	2,903	0.6%	3,635	0.7%	25.2%
Campeche	2,916	0.6%	2,617	0.5%	-10.3%
Chiapas	7,942	1.7%	8,007	1.6%	0.8%
Chihuahua	14,101	3.0%	15,779	3.2%	11.9%
Coahuila	14,098	3.0%	14,578	3.0%	3.4%
Colima	3,411	0.7%	3,921	0.8%	15.0%
Distrito Federal	82,676	17.8%	88,804	18.0%	7.4%
Durango	3,250	0.7%	3,376	0.7%	3.9%
Edo. de México	53,577	11.5%	55,112	11.2%	2.9%
Guanajuato	19,705	4.2%	20,777	4.2%	5.4%
Guerrero	4,304	0.9%	4,449	0.9%	3.4%
Hidalgo	5,412	1.2%	5,565	1.1%	2.8%
Jalisco	38,041	8.2%	43,793	8.9%	15.1%
Michoacán	11,265	2.4%	12,117	2.5%	7.6%
Morelos	7,081	1.5%	7,368	1.5%	4.1%
Nayarit	1,894	0.4%	2,324	0.5%	22.7%
Nuevo León	36,269	7.8%	38,496	7.8%	6.1%
Oaxaca	7,926	1.7%	7,364	1.5%	-7.1%
Puebla	24,840	5.3%	25,298	5.1%	1.8%
Querétaro	11,922	2.6%	12,149	2.5%	1.9%
Quintana Roo	8,710	1.9%	9,624	2.0%	10.5%
San Luis Potosí	9,587	2.1%	10,077	2.0%	5.1%
Sinaloa	12,564	2.7%	13,960	2.8%	11.1%
Sonora	10,354	2.2%	11,381	2.3%	9.9%
Tabasco	7,042	1.5%	6,079	1.2%	-13.7%
Tamaulipas	12,088	2.6%	12,018	2.4%	-0.6%
Tlaxcala	2,097	0.5%	2,283	0.5%	8.9%
Veracruz	21,452	4.6%	17,707	3.6%	-17.5%
Yucatán	8,445	1.8%	8,319	1.7%	-1.5%
Zacatecas	2,952	0.6%	3,052	0.6%	3.4%
Total República	465,733	100.0%	492,744	100.0%	5.8%

- El desempeño durante el periodo enero-abril de 2017 es positivo tanto a nivel nacional como para la ZMVM, gracias al crecimiento presentado tanto en el Distrito Federal como en el Estado de México.

- Las ventas cayeron en
 - Campeche
 - Oaxaca
 - Tabasco
 - Tamaulipas
 - Veracruz
 - Yucatán

Fuente: AMDA. Con información de Urban Science *ZMVM conforme definición CONAPO (16 delegaciones DF más municipios conurbados Estado de México



1. Comparativo de 2017 - 2016 por Estado incluyendo ZMVM* (Abril)

Estado	ABRIL 2016	% respecto al total	ABRIL 2017	% respecto al total	VAR %
ZMVM	31,570	26.7%	31,835	27.8%	0.8%
Aguascalientes	1,611	1.4%	1,690	1.5%	4.9%
Baja California	2,825	2.4%	3,327	2.9%	17.8%
Baja California Sur	690	0.6%	822	0.7%	19.1%
Campeche	655	0.6%	596	0.5%	-9.0%
Chiapas	1,878	1.6%	1,844	1.6%	-1.8%
Chihuahua	3,478	2.9%	3,588	3.1%	3.2%
Coahuila	3,403	2.9%	3,317	2.9%	-2.5%
Colima	832	0.7%	921	0.8%	10.7%
Distrito Federal	21,252	17.9%	21,774	19.0%	2.5%
Durango	796	0.7%	724	0.6%	-9.0%
Edo. de México	13,760	11.6%	13,108	11.5%	-4.7%
Guanajuato	5,026	4.2%	4,760	4.2%	-5.3%
Guerrero	1,044	0.9%	1,065	0.9%	2.0%
Hidalgo	1,350	1.1%	1,344	1.2%	-0.4%
Jalisco	9,973	8.4%	10,159	8.9%	1.9%
Michoacán	2,916	2.5%	2,909	2.5%	-0.2%
Morelos	1,847	1.6%	1,710	1.5%	-7.4%
Nayarit	516	0.4%	509	0.4%	-1.4%
Nuevo León	9,292	7.8%	8,647	7.6%	-6.9%
Oaxaca	1,895	1.6%	1,684	1.5%	-11.1%
Puebla	6,388	5.4%	5,983	5.2%	-6.3%
Querétaro	3,065	2.6%	2,866	2.5%	-6.5%
Quintana Roo	2,263	1.9%	2,172	1.9%	-4.0%
San Luis Potosí	2,482	2.1%	2,273	2.0%	-8.4%
Sinaloa	3,312	2.8%	3,106	2.7%	-6.2%
Sonora	2,649	2.2%	2,560	2.2%	-3.4%
Tabasco	1,557	1.3%	1,335	1.2%	-14.3%
Tamaulipas	2,921	2.5%	2,643	2.3%	-9.5%
Tlaxcala	544	0.5%	514	0.4%	-5.5%
Veracruz	5,470	4.6%	3,944	3.4%	-27.9%
Yucatán	2,014	1.7%	1,875	1.6%	-6.9%
Zacatecas	703	0.6%	708	0.6%	0.7%
Total República	118,407	100.0%	114,477	100.0%	-3.3%

- El desempeño durante el mes de abril de 2017 es positivo tanto a nivel nacional como para la ZMVM, gracias al crecimiento presentado tanto en el Distrito Federal.

Fuente: AMDA. Con información de Urban Science *ZMVM conforme definición CONAPO (16 delegaciones DF más municipios conurbados Estado de México



2.1 Comparativo de 2017 vs 2016 por segmento nacional y ZMVM

	Nacional				TOTAL	USOS	CAMIONES	TOTAL	TOTAL
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	AUTOMOVILES	MULTIPLE		CAMIONES	
Enero-Abril 2017	179,606	114,470	23,044	3,245	320,365	106,939	65,440	172,379	492,744
Enero-Abril 2016	158,098	118,139	22,841	4,383	303,461	98,734	63,537	162,271	465,732
Var(%)	13.6%	-3.1%	0.9%	-26.0%	5.6%	8.3%	3.0%	6.2%	5.8%

Fuente: AMDA. Con información de Urban Science



	ZMVM				TOTAL	USOS	CAMIONES	TOTAL	TOTAL
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	AUTOMOVILES	MULTIPLE		CAMIONES	
Enero-Abril 2017	47,330	31,828	9,454	1,138	89,750	28,847	12,207	41,054	130,804
Enero-Abril 2016	42,160	33,565	8,396	1,480	85,601	28,173	9,209	37,382	122,983
Var(%)	12.3%	-5.2%	12.6%	-23.1%	4.8%	2.4%	32.6%	9.8%	6.4%

Fuente: AMDA. Con información de Urban Science

Se presenta una caída en los segmentos de compactos y usos múltiples en la ZMVM. La caída del segmento de compactos es mayor en la ZMVM que a nivel nacional, aunque muestra una recuperación respecto al mes anterior, cuando caía 5.6%.



2.2 Desempeño por Segmentos en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)

	MUNICIPIO/DELEGACIÓN	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Distrito Federal	ÁLVARO OBREGÓN	4.3%	-16.9%	36.6%	-41.6%	3.3%	4.9%	-32.6%	-3.1%	1.4%
	AZCAPOTZALCO	-4.8%	-10.9%	33.9%	19.0%	-6.3%	-1.9%	-372.7%	285.7%	23.9%
	BENITO JUÁREZ	5.4%	-6.4%	13.5%	-39.8%	0.3%	0.0%	33.2%	6.2%	1.9%
	COYOACÁN	-5.7%	-8.2%	-31.9%	-10.8%	-7.8%	-4.6%	13.6%	-0.5%	-5.4%
	CUAJIMALPA DE MORELOS	-0.3%	6.3%	0.7%	78.8%	3.6%	-17.1%	6.5%	-12.0%	-2.9%
	CUAUHTÉMOC	5.5%	-1.0%	-73.6%	107.1%	1.0%	-9.3%	7.8%	-3.8%	-0.9%
	GUSTAVO A. MADERO	22.1%	-7.9%	-46.4%	-6.3%	7.1%	14.7%	0.5%	9.3%	7.7%
	IZTACALCO	50.9%	11.4%	-50.0%	-29.3%	35.7%	15.1%	-1.6%	8.0%	27.0%
	IZTAPALAPA	31.6%	-3.9%	-8.9%	-83.8%	15.4%	36.3%	184.7%	79.2%	29.7%
	LA MAGDALENA CONTRERAS	88.9%	-41.2%	-4.3%	-50.0%	25.7%	67.2%	-22.7%	43.4%	27.9%
	MIGUEL HIDALGO	4.8%	4.1%	10.7%	-31.6%	5.2%	8.8%	10.1%	9.1%	6.4%
	TLÁHUAC	18.4%	-6.2%	40.0%	-70.0%	1.2%	26.3%	-10.7%	8.0%	2.8%
	TLALPAN	-3.4%	-8.0%	2.8%	0.0%	-4.9%	-26.8%	-4.1%	-23.3%	-10.8%
	VENUSTIANO CARRANZA	24.7%	-1.7%	101.2%	-5.4%	14.7%	13.1%	-16.2%	7.7%	12.5%
	XOCHIMILCO	-3.0%	12.7%	-38.1%	28.6%	3.7%	52.8%	24.8%	42.1%	15.2%
ATIZAPÁN DE ZARAGOZA	17.3%	15.7%	-55.6%	-40.0%	5.8%	47.6%	-9.2%	13.1%	7.4%	
CHALCO	1.8%	4.2%	-50.0%	0.0%	2.5%	52.1%	64.9%	56.5%	17.5%	
COACALCO DE BERRIOZÁBAL	8.6%	-3.3%	15.4%	-12.5%	1.6%	15.8%	12.1%	14.7%	5.9%	
CUAUTITLÁN IZCALLI	13.8%	-11.7%	95.2%	-60.0%	3.8%	16.9%	32.0%	21.1%	9.0%	
ECATEPEC DE MORELOS	39.0%	14.9%	9.1%	10.3%	28.3%	-2.1%	-0.2%	-1.5%	18.8%	
HUIXQUILUCAN	-4.1%	-17.3%	18.4%	1.6%	-3.5%	-8.3%	-2.6%	-6.6%	-4.8%	
IXTAPALUCA	14.3%	-9.1%	-44.4%	0.0%	2.5%	28.6%	-9.8%	17.5%	6.0%	
LA PAZ	-14.4%	-12.8%	-14.3%	0.0%	-13.8%	10.5%	-13.6%	0.0%	-11.0%	
NAUCALPAN DE JUÁREZ	7.5%	-9.5%	-7.0%	-21.5%	-0.1%	-8.8%	12.5%	-4.3%	-1.6%	
NEZAHUALCÓYOTL	9.3%	6.3%	-20.0%	50.0%	8.5%	-90.9%	-77.8%	-85.0%	4.0%	
TECÁMAC	27.1%	21.8%	-100.0%	0.0%	22.8%	52.4%	67.7%	61.5%	33.5%	
TEXCOCO	13.5%	-11.2%	-38.5%	-71.4%	1.5%	8.0%	43.5%	18.5%	6.6%	
TLALNEPANTLA DE BAZ	17.3%	-16.3%	18.5%	-47.0%	4.6%	0.5%	-12.3%	-3.3%	2.0%	
TULTITLÁN	8.9%	-9.4%	-50.0%	66.7%	3.2%	216.7%	-47.8%	6.9%	3.4%	
TOTAL ZMVM	12.3%	-5.2%	12.6%	-23.1%	4.8%	2.4%	32.6%	9.8%	6.4%	



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016) [1/6]

		CHRYSLER			FORD			GENERAL MOTORS			HONDA			HYUNDAI		
		2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
Distrito Federal	ÁLVARO OBREGÓN	301	301	0.0%	1,242	539	-56.6%	0	0	0.0%	549	567	3.3%	225	237	5.3%
	AZCAPOTZALCO	0	0	0.0%	239	230	-3.8%	-53	1,402	-2745.3%	0	0	0.0%	229	231	0.9%
	BENITO JUÁREZ	567	529	-6.7%	454	399	-12.1%	1,285	1,286	0.1%	435	480	10.3%	377	398	5.6%
	COYOACÁN	281	249	-11.4%	326	250	-23.3%	1,516	1,345	-11.3%	734	683	-6.9%	233	294	26.2%
	CUAJIMALPA DE MORELOS	680	663	-2.5%	347	253	-27.1%	750	709	-5.5%	610	530	-13.1%	0	0	0.0%
	CUAUHTÉMOC	287	205	-28.6%	956	869	-9.1%	474	635	34.0%	147	146	-0.7%	254	257	1.2%
	GUSTAVO A. MADERO	648	369	-43.1%	495	392	-20.8%	1,161	1,478	27.3%	418	473	13.2%	0	0	0.0%
	IZTACALCO	417	583	39.8%	0	141	0.0%	2,294	2,600	13.3%	0	0	0.0%	0	0	0.0%
	IZTAPALAPA	325	515	58.5%	-51	855	-1776.5%	2,041	2,358	15.5%	615	698	13.5%	10	145	1350.0%
	LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	288	496	72.2%	0	0	0.0%	0	0	0.0%
	MIGUEL HIDALGO	106	133	25.5%	0	0	0.0%	2,051	1,694	-17.4%	930	833	-10.4%	225	527	134.2%
	TLÁHUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	TLALPAN	104	0	-100.0%	0	144	0.0%	0	0	0.0%	360	335	-6.9%	298	330	10.7%
	VENUSTIANO CARRANZA	0	0	0.0%	0	0	0.0%	955	875	-8.4%	362	457	26.2%	253	265	4.7%
	XOCHIMILCO	178	402	125.8%	2	0	-100.0%	828	623	-24.8%	165	153	-7.3%	0	0	0.0%
Edo. de México	ATIZAPÁN DE ZARAGOZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	93	141	51.6%	0	0	0.0%
	CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	COACALCO DE BERRIOZÁBAL	66	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	CUAUTITLÁN IZCALLI	138	407	194.9%	337	307	-8.9%	1,338	1,200	-10.3%	393	416	5.9%	459	299	-34.9%
	ECATEPEC DE MORELOS	264	338	28.0%	484	352	-27.3%	1,369	1,562	14.1%	591	591	0.0%	223	206	-7.6%
	HUIXQUILUCAN	268	435	62.3%	290	200	-31.0%	498	364	-26.9%	397	301	-24.2%	180	232	28.9%
	IXTAPALUCA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	LA PAZ	0	0	0.0%	195	136	-30.3%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	NAUCALPAN DE JUÁREZ	369	528	43.1%	555	444	-20.0%	1,486	1,190	-19.9%	390	353	-9.5%	281	347	23.5%
	NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	TECÁMAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	TEXCOCO	0	6	0.0%	0	28	0.0%	447	442	-1.1%	126	158	25.4%	0	0	0.0%
	TLALNEPANTLA DE BAZ	583	454	-22.1%	1,207	785	-35.0%	1,617	1,999	23.6%	495	572	15.6%	291	332	14.1%
	TULTITLÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
	TOTAL ZMVM	5,582	6,117	9.6%	7,078	6,324	-10.7%	20,345	22,258	9.4%	7,810	7,887	1.0%	3,538	4,100	15.9%



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[2/6]

	ISUZU**			KIA			MAZDA			MINI**			MITSUBISHI		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	0	0	0.0%	0	369	0.0%	672	675	0.4%	346	326	-5.8%	147	134	-8.8%
AZCAPOTZALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
BENITO JUÁREZ	0	0	0.0%	433	652	50.6%	1,075	1,038	-3.4%	0	0	0.0%	223	191	-14.3%
COYOACÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CUAJIMALPA DE MORELOS	0	0	0.0%	235	345	46.8%	254	274	7.9%	12	12	0.0%	85	83	-2.4%
CUAUHTÉMOC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
GUSTAVO A. MADERO	0	0	0.0%	166	358	115.7%	324	304	-6.2%	0	0	0.0%	0	0	0.0%
IZTACALCO	0	0	0.0%	0	0	0.0%	437	475	8.7%	0	0	0.0%	57	80	40.4%
IZTAPALAPA	0	0	0.0%	0	353	0.0%	0	0	0.0%	0	0	0.0%	179	110	-38.5%
LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
MIGUEL HIDALGO	310	373	20.3%	316	865	173.7%	0	0	0.0%	245	247	0.8%	36	50	38.9%
TLÁHUAC	0	0	0.0%	0	0	0.0%	271	226	-16.6%	0	0	0.0%	0	0	0.0%
TLALPAN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
VENUSTIANO CARRANZA	0	0	0.0%	666	410	-38.4%	0	0	0.0%	0	0	0.0%	0	0	0.0%
XOCHIMILCO	0	0	0.0%	289	505	74.7%	504	393	-22.0%	0	0	0.0%	9	55	511.1%
ATIZAPÁN DE ZARAGOZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	0	0	0.0%	224	396	76.8%	184	195	6.0%	0	0	0.0%	90	61	-32.2%
CUAUTILÁN IZCALLI	0	0	0.0%	213	340	59.6%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ECATEPEC DE MORELOS	0	0	0.0%	193	358	85.5%	0	0	0.0%	0	0	0.0%	0	0	0.0%
HUIXQUILUCAN	0	0	0.0%	282	351	24.5%	735	605	-17.7%	55	99	80.0%	168	61	-63.7%
IXTAPALUCA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
LA PAZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	0	0	0.0%	215	380	76.7%	272	269	-1.1%	0	0	0.0%	0	0	0.0%
NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TECÁMAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TEXCOCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	2	0.0%
TLALNEPANTLA DE BAZ	0	0	0.0%	410	713	73.9%	748	474	-36.6%	133	133	0.0%	224	190	-15.2%
TULTITLÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TOTAL ZMVM	310	373	20.3%	3,642	6,395	75.6%	5,476	4,928	-10.0%	791	817	3.3%	1,218	1,017	-16.5%



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[3/6]

	NISSAN			PEUGEOT			RENAULT			SEAT			SMART**		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	2,036	1,599	-21.5%	9	11	22.2%	187	232	24.1%	520	581	11.7%	11	27	145.5%
AZCAPOTZALCO	3,265	3,255	-0.3%	0	0	0.0%	145	136	-6.2%	271	371	36.9%	0	0	0.0%
BENITO JUÁREZ	1,526	1,761	15.4%	190	162	-14.7%	313	39	-87.5%	429	449	4.7%	4	0	-100.0%
COYOACÁN	1,388	1,614	16.3%	67	52	-22.4%	116	139	19.8%	0	0	0.0%	0	0	0.0%
CUAJIMALPA DE MORELOS	1,468	1,170	-20.3%	44	6	-86.4%	51	9	-82.4%	90	98	8.9%	2	3	50.0%
CUAUHTÉMOC	991	908	-8.4%	0	0	0.0%	137	243	77.4%	0	0	0.0%	0	0	0.0%
GUSTAVO A. MADERO	1,687	2,006	18.9%	83	91	9.6%	89	132	48.3%	155	183	18.1%	0	0	0.0%
IZTACALCO	739	965	30.6%	0	0	0.0%	0	0	0.0%	80	132	65.0%	0	0	0.0%
IZTAPALAPA	2,265	2,249	-0.7%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
MIGUEL HIDALGO	754	791	4.9%	99	96	-3.0%	333	253	-24.0%	455	406	-10.8%	12	26	116.7%
TLÁHUAC	503	517	2.8%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TLALPAN	797	948	18.9%	0	0	0.0%	331	273	-17.5%	0	0	0.0%	0	0	0.0%
VENUSTIANO CARRANZA	366	433	18.3%	0	0	0.0%	255	263	3.1%	268	370	38.1%	0	0	0.0%
XOCHIMILCO	1,149	1,136	-1.1%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	638	704	10.3%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHALCO	388	456	17.5%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	844	777	-7.9%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CUAUTITLÁN IZCALLI	1,276	1,619	26.9%	0	0	0.0%	111	155	39.6%	192	203	5.7%	0	0	0.0%
ECATEPEC DE MORELOS	1,539	1,852	20.3%	0	0	0.0%	120	96	-20.0%	41	171	317.1%	0	0	0.0%
HUIXQUILUCAN	719	671	-6.7%	0	36	0.0%	0	0	0.0%	89	100	12.4%	4	13	225.0%
IXTAPALUCA	256	302	18.0%	0	0	0.0%	104	118	13.5%	0	0	0.0%	0	0	0.0%
LA PAZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	1,137	1,020	-10.3%	91	67	-26.4%	184	157	-14.7%	33	163	393.9%	0	0	0.0%
NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TECÁMAC	188	251	33.5%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TEXCOCO	340	390	14.7%	0	0	0.0%	103	122	18.4%	0	0	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	677	671	-0.9%	164	162	-1.2%	170	164	-3.5%	339	298	-12.1%	32	62	93.8%
TULTITLÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TOTAL ZMVM	26,936	28,065	4.2%	747	683	-8.6%	2,749	2,531	-7.9%	2,962	3,525	19.0%	65	131	101.5%



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[4/6]

	SUZUKI			TOYOTA			VOLKSWAGEN			ACURA			AUDI		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	0	0	0.0%	453	568	25.4%	1,051	1,394	32.6%	60	72	20.0%	0	0	0.0%
AZCAPOTZALCO	151	146	-3.3%	479	562	17.3%	1,426	1,284	-10.0%	0	0	0.0%	0	0	0.0%
BENITO JUÁREZ	210	206	-1.9%	930	1,000	7.5%	2,472	2,527	2.2%	51	54	5.9%	297	290	-2.4%
COYOACÁN	265	272	2.6%	0	0	0.0%	1,110	818	-26.3%	0	0	0.0%	0	0	0.0%
CUAJIMALPA DE MORELOS	54	38	-29.6%	509	784	54.0%	647	658	1.7%	0	0	0.0%	166	169	1.8%
CUAUHTÉMOC	0	0	0.0%	0	0	0.0%	431	379	-12.1%	0	0	0.0%	0	0	0.0%
GUSTAVO A. MADERO	0	38	0.0%	0	0	0.0%	1,073	994	-7.4%	0	0	0.0%	85	53	-37.6%
IZTACALCO	0	0	0.0%	0	0	0.0%	150	323	115.3%	0	0	0.0%	0	0	0.0%
IZTAPALAPA	0	0	0.0%	322	377	17.1%	1,006	1,047	4.1%	0	0	0.0%	0	0	0.0%
LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	343	341	-0.6%
MIGUEL HIDALGO	90	75	-16.7%	429	535	24.7%	1,334	1,344	0.7%	52	54	3.8%	332	295	-11.1%
TLÁHUAC	0	0	0.0%	0	0	0.0%	190	248	30.5%	0	0	0.0%	0	0	0.0%
TLALPAN	0	0	0.0%	697	822	17.9%	1,051	1,031	-1.9%	0	0	0.0%	141	78	-44.7%
VENUSTIANO CARRANZA	127	119	-6.3%	456	619	35.7%	615	630	2.4%	0	0	0.0%	0	0	0.0%
XOCHIMILCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	0	0	0.0%	0	0	0.0%	343	385	12.2%	0	0	0.0%	115	47	-59.1%
CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	113	111	-1.8%	368	461	25.3%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CUAUTITLÁN IZCALLI	91	124	36.3%	198	285	43.9%	620	494	-20.3%	0	0	0.0%	0	0	0.0%
ECATEPEC DE MORELOS	0	0	0.0%	0	0	0.0%	512	812	58.6%	0	0	0.0%	0	0	0.0%
HUIXQUILUCAN	56	46	-17.9%	423	464	9.7%	1,235	933	-24.5%	64	70	9.4%	167	229	37.1%
IXTAPALUCA	0	0	0.0%	0	0	0.0%	409	395	-3.4%	0	0	0.0%	0	0	0.0%
LA PAZ	0	0	0.0%	0	0	0.0%	304	308	1.3%	0	0	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	142	131	-7.7%	505	479	-5.1%	1,226	1,259	2.7%	66	56	-15.2%	0	0	0.0%
NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	422	439	4.0%	0	0	0.0%	0	0	0.0%
TECÁMAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TEXCOCO	0	0	0.0%	0	0	0.0%	266	219	-17.7%	0	0	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	154	120	-22.1%	603	712	18.1%	590	624	5.8%	0	0	0.0%	264	221	-16.3%
TULTITLÁN	0	0	0.0%	0	0	0.0%	468	484	3.4%	0	0	0.0%	0	0	0.0%
TOTAL ZMVM	1,453	1,426	-1.9%	6,372	7,668	20.3%	18,951	19,029	0.4%	293	306	4.4%	1,910	1,723	-9.8%



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[5/6]

	BMW**			INFINITI			JAGUAR			LAND ROVER			LINCOLN		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	704	779	10.7%	49	30	-38.8%	0	0	0.0%	0	0	0.0%	118	47	-60.2%
AZCAPOTZALCO	12	18	50.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
BENITO JUÁREZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	40	22	-45.0%
COYOACÁN	0	0	0.0%	79	69	-12.7%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CUAJIMALPA DE MORELOS	143	137	-4.2%	0	0	0.0%	4	0	-100.0%	0	0	0.0%	0	0	0.0%
CUAUHTÉMOC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	40	43	7.5%
GUSTAVO A. MADERO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	36	43	19.4%
IZTACALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
IZTAPALAPA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	15	7	-53.3%	29	19	-34.5%	0	0	0.0%
MIGUEL HIDALGO	558	667	19.5%	122	115	-5.7%	15	10	-33.3%	55	29	-47.3%	0	0	0.0%
TLÁHUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TLALPAN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
VENUSTIANO CARRANZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
XOCHIMILCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CUAUTILÁN IZCALLI	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ECATEPEC DE MORELOS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
HUIXQUILUCAN	113	133	17.7%	72	90	25.0%	11	8	-27.3%	39	14	-64.1%	45	35	-22.2%
IXTAPALUCA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
LA PAZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	0	0	0.0%	0	25	0.0%	0	0	0.0%	0	0	0.0%	33	29	-12.1%
NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TECÁMAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TEXCOCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	238	302	26.9%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TULTITLÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TOTAL ZMVM	1,768	2,036	15.2%	322	329	2.2%	45	25	-44.4%	123	62	-49.6%	312	219	-29.8%



3. Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016) [6/6]

	MERCEDES-BENZ**			PORSCHE			SUBARU			VOLVO			TOTAL		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	595	915	53.8%	49	42	-14.3%	22	12	-45.5%	37	53	43.2%	9,383	9,510	1.4%
AZCAPOTZALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	6,164	7,635	23.9%
BENITO JUÁREZ	186	240	29.0%	0	0	0.0%	26	14	-46.2%	0	0	0.0%	11,523	11,737	1.9%
COYOACÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	6,115	5,785	-5.4%
CUAJIMALPA DE MORELOS	179	198	10.6%	33	33	0.0%	0	0	0.0%	90	96	6.7%	6,453	6,268	-2.9%
CUAUHTÉMOC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	3,717	3,685	-0.9%
GUSTAVO A. MADERO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	6,420	6,914	7.7%
IZTACALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	4,174	5,299	27.0%
IZTAPALAPA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	6,712	8,707	29.7%
LA MAGDALENA CONTRERAS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	675	863	27.9%
MIGUEL HIDALGO	207	265	28.0%	24	26	8.3%	23	22	-4.3%	31	0	-100.0%	9,144	9,731	6.4%
TLÁHUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	964	991	2.8%
TLALPAN	6	10	66.7%	0	0	0.0%	0	0	0.0%	0	0	0.0%	3,785	3,971	4.9%
VENUSTIANO CARRANZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	4,323	4,441	2.7%
XOCHIMILCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	3,124	3,267	4.6%
ATIZAPÁN DE ZARAGOZA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,189	1,277	7.4%
CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	388	456	17.5%
COACALCO DE BERRIOZÁBAL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,889	2,001	5.9%
CUAUTITLÁN IZCALLI	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	5,366	5,849	9.0%
ECATEPEC DE MORELOS	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	5,336	6,338	18.8%
HUIXQUILUCAN	264	361	36.7%	53	74	39.6%	0	0	0.0%	0	0	0.0%	6,227	5,925	-4.8%
IXTAPALUCA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	769	815	6.0%
LA PAZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	499	444	-11.0%
NAUCALPAN DE JUÁREZ	0	0	0.0%	0	0	0.0%	0	0	0.0%	26	0	-100.0%	7,011	6,897	-1.6%
NEZAHUALCÓYOTL	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	422	439	4.0%
TECÁMAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	188	251	33.5%
TEXCOCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,282	1,367	6.6%
TLALNEPANTLA DE BAZ	304	448	47.4%	0	0	0.0%	30	21	-30.0%	0	0	0.0%	9,273	9,457	2.0%
TULTITLÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	468	484	3.4%
TOTAL ZMVM	1,741	2,437	40.0%	159	175	10.1%	101	69	-31.7%	184	149	-19.0%	122,983	130,804	6.4%



4.1 Comparativo de compradores de 2017 - 2016 por Estado incluyendo ZMVM* (Enero-Abril)

Estado	ENERO A ABRIL 2016	% respecto al total	ENERO A ABRIL 2017	% respecto al total	VAR %
ZMVM	125,317	26.9%	132,371	26.9%	5.6%
Aguascalientes	5,535	1.2%	6,713	1.4%	21.3%
Baja California	10,517	2.3%	14,312	2.9%	36.1%
Baja California Sur	3,318	0.7%	3,741	0.8%	12.7%
Campeche	3,230	0.7%	2,878	0.6%	-10.9%
Chiapas	8,192	1.8%	8,371	1.7%	2.2%
Chihuahua	13,593	2.9%	15,643	3.2%	15.1%
Coahuila	12,880	2.8%	13,494	2.7%	4.8%
Colima	3,164	0.7%	3,583	0.7%	13.2%
Distrito Federal	84,232	18.1%	87,937	17.8%	4.4%
Durango	4,178	0.9%	4,389	0.9%	5.1%
Edo. de México	55,937	12.0%	59,689	12.1%	6.7%
Guanajuato	19,753	4.2%	20,838	4.2%	5.5%
Guerrero	5,199	1.1%	5,388	1.1%	3.6%
Hidalgo	6,643	1.4%	6,655	1.4%	0.2%
Jalisco	34,718	7.5%	40,523	8.2%	16.7%
Michoacán	10,661	2.3%	11,528	2.3%	8.1%
Morelos	6,301	1.4%	6,433	1.3%	2.1%
Nayarit	2,518	0.5%	3,098	0.6%	23.0%
Nuevo León	37,871	8.1%	38,862	7.9%	2.6%
Oaxaca	7,953	1.7%	7,652	1.6%	-3.8%
Puebla	23,528	5.1%	24,917	5.1%	5.9%
Querétaro	11,080	2.4%	11,497	2.3%	3.8%
Quintana Roo	8,752	1.9%	9,966	2.0%	13.9%
San Luis Potosí	9,269	2.0%	9,824	2.0%	6.0%
Sinaloa	11,798	2.5%	13,455	2.7%	14.0%
Sonora	10,106	2.2%	11,361	2.3%	12.4%
Tabasco	6,608	1.4%	5,758	1.2%	-12.9%
Tamaulipas	11,192	2.4%	11,572	2.3%	3.4%
Tlaxcala	2,889	0.6%	2,986	0.6%	3.4%
Veracruz	22,773	4.9%	18,103	3.7%	-20.5%
Yucatán	7,902	1.7%	8,102	1.6%	2.5%
Zacatecas	3,443	0.7%	3,476	0.7%	1.0%
Total República	465,733	100.0%	492,744	100.0%	5.8%

- El desempeño en el acumulado enero-abril de 2017 es positivo tanto para la ZMVM como a nivel nacional.
- Se presentan caídas en:
 - Campeche
 - Oaxaca
 - Tabasco
 - Veracruz

Fuente: AMDA. Con información de Urban Science
 *ZMVM conforme definición CONAPO (16 delegaciones DF más municipios conurbados Estado de México



4.1 Comparativo de compradores de 2017 - 2016 por Estado incluyendo ZMVM* (Abril)

Estado	ABRIL 2016	% respecto al total	ABRIL 2017	% respecto al total	VAR %
ZMVM	32,037	27.1%	32,345	28.3%	1.0%
Aguascalientes	1,474	1.2%	1,501	1.3%	1.8%
Baja California	2,754	2.3%	3,260	2.8%	18.4%
Baja California Sur	801	0.7%	936	0.8%	16.9%
Campeche	744	0.6%	648	0.6%	-12.9%
Chiapas	1,973	1.7%	1,880	1.6%	-4.7%
Chihuahua	3,377	2.9%	3,514	3.1%	4.1%
Coahuila	3,158	2.7%	3,039	2.7%	-3.8%
Colima	755	0.6%	879	0.8%	16.4%
Distrito Federal	21,061	17.8%	21,372	18.7%	1.5%
Durango	1,031	0.9%	954	0.8%	-7.5%
Edo. de México	14,955	12.6%	14,557	12.7%	-2.7%
Guanajuato	5,262	4.4%	4,900	4.3%	-6.9%
Guerrero	1,216	1.0%	1,222	1.1%	0.5%
Hidalgo	1,611	1.4%	1,557	1.4%	-3.4%
Jalisco	9,060	7.7%	8,785	7.7%	-3.0%
Michoacán	2,780	2.3%	2,681	2.3%	-3.6%
Morelos	1,643	1.4%	1,486	1.3%	-9.6%
Nayarit	639	0.5%	747	0.7%	16.9%
Nuevo León	9,591	8.1%	8,920	7.8%	-7.0%
Oaxaca	1,891	1.6%	1,742	1.5%	-7.9%
Puebla	6,198	5.2%	6,103	5.3%	-1.5%
Querétaro	2,892	2.4%	2,723	2.4%	-5.8%
Quintana Roo	2,220	1.9%	2,271	2.0%	2.3%
San Luis Potosí	2,372	2.0%	2,246	2.0%	-5.3%
Sinaloa	3,088	2.6%	2,935	2.6%	-5.0%
Sonora	2,547	2.2%	2,600	2.3%	2.1%
Tabasco	1,499	1.3%	1,260	1.1%	-15.9%
Tamaulipas	2,717	2.3%	2,506	2.2%	-7.8%
Tlaxcala	739	0.6%	678	0.6%	-8.3%
Veracruz	5,737	4.8%	4,004	3.5%	-30.2%
Yucatán	1,833	1.5%	1,819	1.6%	-0.8%
Zacatecas	789	0.7%	752	0.7%	-4.7%
Total República	118,407	100.0%	114,477	100.0%	-3.3%

- El desempeño de compradores durante el mes de abril de 2017 fue positivo para la ZMVM, mejorando su participación en las compras nacionales respecto del año anterior

Fuente: AMDA. Con información de Urban Science
 *ZMVM conforme definición CONAPO (16 delegaciones DF más municipios conurbados Estado de México)



4.2 Desempeño de compradores por Segmentos en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)

	MUNICIPIO/DELEGACIÓN	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Distrito Federal	ÁLVARO OBREGÓN	11.3%	-11.0%	8.7%	-44.9%	0.8%	3.6%	-211.5%	203.3%	34.9%
	AZCAPOTZALCO	-23.0%	-30.3%	12.2%	-7.7%	-23.8%	-3.7%	-39.8%	-22.2%	-23.2%
	BENITO JUÁREZ	-16.4%	-5.4%	-2.4%	-31.9%	-10.9%	-31.5%	-8.3%	-24.0%	-16.1%
	COYOACÁN	11.3%	-18.9%	13.3%	-27.2%	-1.8%	25.4%	-18.2%	14.9%	2.4%
	CUAJIMALPA DE MORELOS	5.7%	-11.4%	6.7%	16.7%	1.1%	9.7%	9.3%	9.6%	4.0%
	CUAUHTÉMOC	-11.7%	-1.4%	14.5%	-22.9%	-5.3%	4.9%	59.1%	23.1%	4.2%
	GUSTAVO A. MADERO	12.3%	-7.0%	4.5%	-7.1%	3.2%	20.8%	-5.7%	13.7%	5.6%
	IZTACALCO	21.2%	-8.1%	7.5%	-17.2%	7.5%	-0.7%	9.0%	1.8%	6.0%
	IZTAPALAPA	16.0%	-2.3%	24.7%	-13.6%	8.9%	20.3%	-6.1%	11.3%	9.4%
	LA MAGDALENA CONTRERAS	23.4%	-10.3%	25.8%	-42.9%	10.0%	1.4%	1.1%	1.3%	7.0%
	MIGUEL HIDALGO	41.2%	-0.6%	5.1%	-78.1%	15.1%	12.4%	14.2%	12.9%	14.3%
	MILPA ALTA	33.1%	13.7%	-33.3%	100.0%	22.0%	-25.0%	43.5%	1.7%	15.1%
	TLÁHUAC	23.9%	-1.9%	111.1%	-37.5%	13.2%	10.0%	14.9%	11.4%	12.7%
	TLALPAN	8.3%	-15.6%	-15.9%	-49.4%	-5.1%	-5.0%	-2.8%	-4.3%	-4.9%
	VENUSTIANO CARRANZA	11.6%	3.3%	34.9%	13.3%	9.4%	16.5%	13.5%	15.7%	10.9%
XOCHIMILCO	-1.4%	-4.0%	22.6%	-31.6%	-1.4%	0.0%	-6.6%	-1.6%	-1.4%	
Edo. de México	ACOLMAN	-11.3%	11.6%	0.0%	200.0%	-0.6%	-21.8%	117.6%	11.1%	2.8%
	ATENCO	27.3%	20.0%	0.0%	0.0%	25.0%	50.0%	50.0%	50.0%	32.1%
	ATIZAPÁN DE ZARAGOZA	19.1%	10.9%	14.4%	-25.5%	14.7%	-2.4%	-13.5%	-4.9%	8.6%
	CHALCO	34.6%	7.1%	-27.3%	-28.6%	20.9%	45.0%	59.1%	49.3%	28.2%
	CHIAUTLA	4.5%	6.7%	-100.0%	0.0%	5.1%	0.0%	50.0%	11.5%	7.7%
	CHICOLOAPAN	60.2%	32.8%	-20.0%	-33.3%	47.2%	42.3%	33.3%	40.6%	45.5%
	CHICONCUAC	0.0%	-22.2%	0.0%	-50.0%	-13.9%	19.2%	25.0%	20.0%	1.5%
	CHIMALHUACÁN	46.4%	5.1%	-37.5%	-50.0%	27.1%	-7.1%	43.4%	9.1%	21.7%
	COACALCO DE BERRIOZÁBAL	24.4%	-12.1%	10.3%	-50.0%	7.2%	-7.1%	1.5%	-5.5%	3.9%
	CUAUTITLÁN	41.4%	-7.2%	-61.1%	150.0%	18.6%	-15.9%	22.2%	-6.7%	12.0%
	CUAUTITLÁN IZCALLI	22.5%	-8.2%	9.4%	-48.1%	8.1%	7.8%	3.9%	6.6%	7.6%
	ECATEPEC DE MORELOS	30.5%	0.9%	7.5%	-22.9%	16.8%	-1.1%	24.5%	6.4%	14.0%
	HUIXQUILUCAN	14.6%	-12.6%	10.8%	-33.3%	3.7%	-4.2%	38.7%	0.1%	2.4%
	IXTAPALUCA	36.7%	12.0%	-18.8%	-28.6%	24.7%	19.1%	-20.2%	6.7%	19.6%
	JALTENCO	8.3%	50.0%	0.0%	0.0%	23.3%	-35.7%	25.0%	-22.2%	9.8%
	LA PAZ	39.4%	-10.7%	-28.6%	200.0%	19.5%	1.3%	2.9%	1.8%	14.9%
	MELCHOR OCAMPO	27.3%	38.7%	-100.0%	-50.0%	28.1%	26.2%	-46.2%	9.1%	20.8%
	NAUCALPAN DE JUÁREZ	5.0%	-9.5%	-12.3%	-41.6%	-3.4%	1.1%	-21.2%	-4.4%	-3.7%
	NEZAHUALCÓYOTL	24.3%	3.0%	-13.4%	-7.1%	13.9%	-2.9%	-14.9%	-5.6%	9.1%
	NICOLÁS ROMERO	38.3%	-6.9%	-9.1%	-54.5%	16.5%	22.2%	-13.2%	11.1%	14.9%
	TECÁMAC	27.6%	6.2%	-13.3%	18.2%	17.8%	1.2%	-31.9%	-7.6%	11.0%
	TEPOTZOTLÁN	-4.7%	-1.8%	40.0%	-66.7%	-3.5%	2.0%	5.9%	2.9%	-1.7%
	TEXCOCO	6.5%	-4.9%	78.3%	-9.1%	4.1%	14.9%	2.2%	10.9%	6.5%
	TEZOYUCA	63.2%	-39.1%	0.0%	-100.0%	9.3%	-16.7%	0.0%	-13.0%	1.5%
	TLALNEPANTLA DE BAZ	24.1%	4.2%	12.5%	-48.3%	13.9%	41.1%	12.2%	28.6%	18.9%
	TULTEPEC	13.6%	11.8%	60.0%	-75.0%	12.4%	-20.0%	-18.9%	-19.7%	1.4%
	TULTITLÁN	31.3%	1.1%	5.3%	-40.0%	17.4%	-0.3%	-18.8%	-6.3%	10.6%
VALLE DE CHALCO SOLIDARIDAD	2.1%	33.3%	0.0%	0.0%	12.5%	29.1%	0.0%	16.5%	13.5%	
TOTAL ZMVM		12.6%	-5.8%	6.1%	-38.8%	3.9%	3.7%	25.7%	9.5%	5.6%



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016) [1/6]

	CHRYSLER			FORD			GENERAL MOTORS			HONDA			HYUNDAI			
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	
Distrito Federal	ÁLVARO OBREGÓN	521	566	8.6%	-167	632	-478.4%	-449	1,170	-360.6%	510	515	1.0%	359	362	0.8%
	AZCAPOTZALCO	265	210	-20.8%	652	320	-50.9%	1,754	599	-65.8%	305	299	-2.0%	225	166	-26.2%
	BENITO JUÁREZ	574	459	-20.0%	798	392	-50.9%	2,077	1,380	-33.6%	543	486	-10.5%	281	239	-14.9%
	COYOACÁN	189	221	16.9%	285	250	-12.3%	763	884	15.9%	517	477	-7.7%	149	218	46.3%
	CUAJIMALPA DE MORELOS	610	552	-9.5%	205	143	-30.2%	310	290	-6.5%	163	152	-6.7%	52	61	17.3%
	CUAUHTÉMOC	520	437	-16.0%	446	501	12.3%	1,560	1,067	-31.6%	417	366	-12.2%	190	255	34.2%
	GUSTAVO A. MADERO	270	244	-9.6%	355	295	-16.9%	968	1,081	11.7%	399	409	2.5%	160	170	6.3%
	IZTACALCO	93	119	28.0%	114	109	-4.4%	423	459	8.5%	154	158	2.6%	67	65	-3.0%
	IZTAPALAPA	309	360	16.5%	327	341	4.3%	1,905	2,052	7.7%	443	476	7.4%	132	168	27.3%
	LA MAGDALENA CONTRERAS	76	60	-21.1%	82	64	-22.0%	253	320	26.5%	122	130	6.6%	51	79	54.9%
	MIGUEL HIDALGO	788	895	13.6%	1,091	559	-48.8%	1,957	3,304	68.8%	719	638	-11.3%	287	413	43.9%
	MILPA ALTA	14	19	35.7%	24	27	12.5%	62	61	-1.6%	24	20	-16.7%	4	17	325.0%
	TLÁHUAC	38	38	0.0%	58	64	10.3%	245	269	9.8%	60	110	83.3%	38	34	-10.5%
	TLALPAN	524	190	-63.7%	279	284	1.8%	670	666	-0.6%	383	348	-9.1%	175	168	-4.0%
	VENUSTIANO CARRANZA	79	95	20.3%	131	147	12.2%	494	513	3.8%	143	177	23.8%	71	95	33.8%
XOCHIMILCO	82	91	11.0%	95	76	-20.0%	359	298	-17.0%	140	153	9.3%	68	64	-5.9%	
Edo. de México	ACOLMAN	6	7	16.7%	28	18	-35.7%	48	48	0.0%	15	5	-66.7%	11	7	-36.4%
	ATENCO	1	1	0.0%	5	7	40.0%	14	18	28.6%	3	3	0.0%	0	1	0.0%
	ATIZAPÁN DE ZARAGOZA	140	149	6.4%	222	170	-23.4%	503	482	-4.2%	220	265	20.5%	114	120	5.3%
	CHALCO	21	31	47.6%	23	23	0.0%	154	203	31.8%	19	23	21.1%	9	14	55.6%
	CHIAUTLA	3	2	-33.3%	8	9	12.5%	9	11	22.2%	8	11	37.5%	1	0	-100.0%
	CHICOLOAPAN	7	17	142.9%	31	22	-29.0%	61	119	95.1%	18	23	27.8%	3	8	166.7%
	CHICONCUAC	2	0	-100.0%	8	3	-62.5%	14	9	-35.7%	7	16	128.6%	0	2	0.0%
	CHIMALHUACÁN	14	22	57.1%	49	45	-8.2%	141	180	27.7%	24	19	-20.8%	6	15	150.0%
	COACALCO DE BERRIOZÁBAL	55	64	16.4%	71	56	-21.1%	265	300	13.2%	67	54	-19.4%	37	28	-24.3%
	CUAUTITLÁN	19	30	57.9%	22	28	27.3%	126	157	24.6%	39	35	-10.3%	24	28	16.7%
	CUAUTITLÁN IZCALLI	178	182	2.2%	377	292	-22.5%	651	678	4.1%	257	239	-7.0%	156	168	7.7%
	ECATEPEC DE MORELOS	213	267	25.4%	294	255	-13.3%	1,120	1,296	15.7%	327	306	-6.4%	158	178	12.7%
	HUIXQUILUCAN	104	102	-1.9%	85	72	-15.3%	184	168	-8.7%	161	127	-21.1%	71	105	47.9%
	IXTAPALUCA	38	29	-23.7%	44	40	-9.1%	209	241	15.3%	22	51	131.8%	14	26	85.7%
	LA PAZ	16	15	-6.3%	30	26	-13.3%	112	164	46.4%	19	20	5.3%	8	5	-37.5%
	MELCHOR OCAMPO	7	4	-42.9%	9	6	-33.3%	17	36	111.8%	6	14	133.3%	8	7	-12.5%
	NAUCALPAN DE JUÁREZ	258	257	-0.4%	501	430	-14.2%	1,298	1,071	-17.5%	541	461	-14.8%	201	220	9.5%
	NEZAHUALCÓYOTL	125	140	12.0%	172	136	-20.9%	688	732	6.4%	215	246	14.4%	72	102	41.7%
	NICOLÁS ROMERO	34	30	-11.8%	48	53	10.4%	153	188	22.9%	40	53	32.5%	29	21	-27.6%
	TECÁMAC	52	58	11.5%	69	31	-55.1%	271	352	29.9%	80	82	2.5%	43	45	4.7%
	TEPOTZOTLÁN	7	17	142.9%	8	7	-12.5%	51	27	-47.1%	4	12	200.0%	12	8	-33.3%
	TEXCOCO	14	23	64.3%	71	63	-11.3%	178	174	-2.2%	74	85	14.9%	5	17	240.0%
	TEZOYUCA	3	2	-33.3%	8	7	-12.5%	8	9	12.5%	7	4	-42.9%	2	3	50.0%
	TLALNEPANTLA DE BAZ	425	395	-7.1%	391	315	-19.4%	927	1,459	57.4%	278	319	14.7%	173	225	30.1%
TULTEPEC	8	13	62.5%	23	12	-47.8%	76	88	15.8%	23	18	-21.7%	14	11	-21.4%	
TULTITLÁN	75	73	-2.7%	83	89	7.2%	278	316	13.7%	60	99	65.0%	49	40	-18.4%	
VALLE DE CHALCO SOLIDARIDAD	12	20	66.7%	16	16	0.0%	119	115	-3.4%	13	14	7.7%	3	9	200.0%	
TOTAL ZMVM	6,792	6,508	-4.2%	7,478	6,438	-13.9%	21,038	23,073	9.7%	7,592	7,522	-0.9%	3,534	3,988	12.8%	



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016) [2/6]

	ISUZU**			KIA			MAZDA			MINI**			MITSUBISHI		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	12	12	0.0%	207	383	85.0%	451	433	-4.0%	67	81	20.9%	140	74	-47.1%
AZCAPOTZALCO	0	0	0.0%	113	244	115.9%	174	191	9.8%	14	22	57.1%	21	60	185.7%
BENITO JUÁREZ	0	1	0.0%	239	388	62.3%	436	382	-12.4%	101	98	-3.0%	220	191	-13.2%
COYOACÁN	0	0	0.0%	145	259	78.6%	327	233	-28.7%	44	40	-9.1%	57	40	-29.8%
CUAJIMALPA DE MORELOS	0	1	0.0%	110	188	70.9%	310	374	20.6%	50	52	4.0%	81	68	-16.0%
CUAUHTÉMOC	0	0	0.0%	167	306	83.2%	312	249	-20.2%	61	67	9.8%	76	55	-27.6%
GUSTAVO A. MADERO	0	0	0.0%	163	329	101.8%	240	217	-9.6%	22	30	36.4%	35	31	-11.4%
IZTACALCO	0	0	0.0%	68	115	69.1%	113	98	-13.3%	22	14	-36.4%	11	19	72.7%
IZTAPALAPA	0	0	0.0%	168	413	145.8%	334	269	-19.5%	21	17	-19.0%	62	78	25.8%
LA MAGDALENA CONTRERAS	0	0	0.0%	74	148	100.0%	81	73	-9.9%	17	19	11.8%	16	11	-31.3%
MIGUEL HIDALGO	0	0	0.0%	333	640	92.2%	499	507	1.6%	111	93	-16.2%	215	163	-24.2%
MILPA ALTA	0	0	0.0%	7	6	-14.3%	17	11	-35.3%	0	0	0.0%	1	7	600.0%
TLÁHUAC	0	0	0.0%	35	50	42.9%	94	73	-22.3%	2	5	150.0%	5	7	40.0%
TLALPAN	0	0	0.0%	170	271	59.4%	254	199	-21.7%	38	33	-13.2%	32	40	25.0%
YENUSTIANO CARRANZA	9	10	11.1%	72	123	70.8%	118	120	1.7%	6	14	133.3%	21	14	-33.3%
XOCHIMILCO	0	0	0.0%	64	104	62.5%	115	88	-23.5%	10	8	-20.0%	15	20	33.3%
ACOLMAN	0	0	0.0%	10	9	-10.0%	5	5	0.0%	1	1	0.0%	1	2	100.0%
ATENCO	0	0	0.0%	2	0	-100.0%	2	1	-50.0%	1	1	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	0	0	0.0%	134	208	55.2%	182	162	-11.0%	30	26	-13.3%	29	21	-27.6%
CHALCO	0	0	0.0%	6	14	133.3%	19	17	-10.5%	1	1	0.0%	3	4	33.3%
CHIAUTLA	0	0	0.0%	1	0	-100.0%	3	1	-66.7%	0	0	0.0%	1	1	0.0%
CHICOLOAPAN	0	0	0.0%	4	4	0.0%	5	5	0.0%	0	0	0.0%	0	1	0.0%
CHICONCUAC	0	0	0.0%	1	8	700.0%	5	5	0.0%	0	0	0.0%	0	1	0.0%
CHIMALHUACÁN	0	0	0.0%	8	10	25.0%	11	14	27.3%	0	0	0.0%	1	0	-100.0%
COACALCO DE BERRIOZÁBAL	0	0	0.0%	109	128	17.4%	36	53	47.2%	4	1	-75.0%	16	11	-31.3%
CUAUTITLÁN	0	0	0.0%	21	37	76.2%	17	10	-41.2%	2	0	-100.0%	5	3	-40.0%
CUAUTITLÁN IZCALLI	0	0	0.0%	157	264	68.2%	167	130	-22.2%	20	12	-40.0%	31	31	0.0%
ECATEPEC DE MORELOS	0	0	0.0%	152	308	102.6%	115	116	0.9%	11	12	9.1%	26	44	69.2%
HUIXQUILUCAN	0	0	0.0%	114	165	44.7%	160	114	-28.8%	31	49	58.1%	21	21	0.0%
IXTAPALUCA	0	0	0.0%	14	29	107.1%	24	31	29.2%	1	3	200.0%	3	8	166.7%
JALTENCO	0	0	0.0%	3	6	100.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%
LA PAZ	0	0	0.0%	14	22	57.1%	19	7	-63.2%	0	0	0.0%	2	2	0.0%
MELCHOR OCAMPO	0	0	0.0%	4	7	75.0%	1	5	400.0%	0	0	0.0%	0	1	0.0%
NAUCALPAN DE JUÁREZ	0	0	0.0%	214	389	81.8%	379	355	-6.3%	57	73	28.1%	61	47	-23.0%
NEZAHUALCÓYOTL	0	0	0.0%	87	144	65.5%	106	111	4.7%	6	12	100.0%	14	21	50.0%
NICOLÁS ROMERO	0	0	0.0%	14	41	192.9%	21	26	23.8%	0	2	0.0%	0	7	0.0%
TECÁMAC	0	0	0.0%	43	79	83.7%	52	35	-32.7%	4	4	0.0%	12	16	33.3%
TEPOTZOTLÁN	0	0	0.0%	7	15	114.3%	12	5	-58.3%	1	0	-100.0%	0	4	0.0%
TEXCOCO	0	0	0.0%	14	28	100.0%	26	32	23.1%	4	2	-50.0%	4	5	25.0%
TEZOYUCA	0	0	0.0%	2	5	150.0%	3	1	-66.7%	0	0	0.0%	1	2	100.0%
TLALNEPANTLA DE BAZ	7	8	14.3%	184	300	63.0%	205	169	-17.6%	29	35	20.7%	80	89	11.3%
TULTEPEC	0	0	0.0%	21	20	-4.8%	8	10	25.0%	0	0	0.0%	2	2	0.0%
TULTITLÁN	0	0	0.0%	63	165	161.9%	43	37	-14.0%	1	4	300.0%	14	8	-42.9%
VALLE DE CHALCO SOLIDARIDAD	0	0	0.0%	6	10	66.7%	8	8	0.0%	0	0	0.0%	2	0	-100.0%
TOTAL ZMVM	28	32	14.3%	3,544	6,382	80.1%	5,510	4,982	-9.6%	790	831	5.2%	1,337	1,230	-8.0%



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[3/6]

	NISSAN			PEUGEOT			RENAULT			SEAT			SMART**		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	2,621	2,326	-11.3%	57	36	-36.8%	268	314	17.2%	150	168	12.0%	7	9	28.6%
AZCAPOTZALCO	1,546	1,260	-18.5%	51	64	25.5%	120	156	30.0%	89	119	33.7%	1	4	300.0%
BENITO JUÁREZ	1,455	1,546	6.3%	81	42	-48.1%	160	81	-49.4%	180	208	15.6%	8	20	150.0%
COYOACÁN	1,057	1,111	5.1%	49	30	-38.8%	155	139	-10.3%	153	162	5.9%	6	5	-16.7%
CUAJIMALPA DE MORELOS	886	1,003	13.2%	13	9	-30.8%	38	36	-5.3%	117	109	-6.8%	12	16	33.3%
CUAUHTÉMOC	1,482	2,160	45.7%	54	63	16.7%	163	182	11.7%	116	122	5.2%	6	12	100.0%
GUSTAVO A. MADERO	1,403	1,418	1.1%	40	38	-5.0%	144	142	-1.4%	204	230	12.7%	2	4	100.0%
IZTACALCO	479	475	-0.8%	9	14	55.6%	52	41	-21.2%	72	92	27.8%	1	2	100.0%
IZTAPALAPA	1,602	1,657	3.4%	21	19	-9.5%	149	167	12.1%	194	242	24.7%	0	5	0.0%
LA MAGDALENA CONTRERAS	307	328	6.8%	24	5	-79.2%	26	26	0.0%	42	45	7.1%	2	2	0.0%
MIGUEL HIDALGO	2,245	2,439	8.6%	74	60	-18.9%	182	133	-26.9%	131	134	2.3%	1	8	700.0%
MILPA ALTA	103	136	32.0%	1	0	-100.0%	13	12	-7.7%	8	10	25.0%	0	0	0.0%
TLÁHUAC	301	359	19.3%	4	6	50.0%	34	16	-52.9%	30	38	26.7%	0	0	0.0%
TLALPAN	959	1,097	14.4%	21	16	-23.8%	171	127	-25.7%	127	142	11.8%	2	5	150.0%
VENUSTIANO CARRANZA	632	629	-0.5%	16	11	-31.3%	96	99	3.1%	80	100	25.0%	2	0	-100.0%
XOCHIMILCO	524	527	0.6%	7	4	-42.9%	71	49	-31.0%	58	56	-3.4%	1	0	-100.0%
ACOLMAN	56	75	33.9%	1	0	-100.0%	4	13	225.0%	4	12	200.0%	1	0	-100.0%
ATENCO	8	14	75.0%	0	0	0.0%	2	5	150.0%	3	1	-66.7%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	645	761	18.0%	43	20	-53.5%	59	59	0.0%	92	110	19.6%	2	9	350.0%
CHALCO	177	243	37.3%	2	0	-100.0%	27	23	-14.8%	7	9	28.6%	0	0	0.0%
CHIAUTLA	10	18	80.0%	0	0	0.0%	1	6	500.0%	0	1	0.0%	0	0	0.0%
CHICHOAPAN	48	73	52.1%	0	2	0.0%	14	17	21.4%	5	9	80.0%	0	0	0.0%
CHICONCUAC	11	10	-9.1%	0	0	0.0%	3	2	-33.3%	0	0	0.0%	0	0	0.0%
CHIMALHUACÁN	167	171	2.4%	1	1	0.0%	8	17	112.5%	12	24	100.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	293	315	7.5%	9	4	-55.6%	23	17	-26.1%	35	39	11.4%	0	1	0.0%
CUAUTLÁN	115	147	27.8%	5	2	-60.0%	15	13	-13.3%	15	24	60.0%	0	1	0.0%
CUAUTLÁN IZCALLI	789	912	15.6%	48	72	50.0%	107	92	-14.0%	97	125	28.9%	0	1	0.0%
ECATEPEC DE MORELOS	1,198	1,349	12.6%	21	13	-38.1%	148	120	-18.9%	137	188	37.2%	1	0	-100.0%
HUIXQUILUCAN	298	322	8.1%	5	19	280.0%	21	10	-52.4%	53	59	11.3%	4	3	-25.0%
IXTAPALUCA	259	337	30.1%	3	2	-33.3%	54	61	13.0%	21	19	-9.5%	1	0	-100.0%
JALTENCO	15	10	-33.3%	0	1	0.0%	0	0	0.0%	3	4	33.3%	0	0	0.0%
LA PAZ	92	95	3.3%	1	1	0.0%	20	11	-45.0%	8	14	75.0%	0	0	0.0%
MELCHOR OCAMPO	47	44	-6.4%	1	0	-100.0%	3	5	66.7%	0	2	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	1,298	1,140	-12.2%	34	43	26.5%	110	85	-22.7%	163	202	23.9%	4	14	250.0%
NEZAHUALCÓYOTL	684	724	5.8%	11	11	0.0%	63	59	-6.3%	88	129	46.6%	0	0	0.0%
NICOLÁS ROMERO	267	292	9.4%	3	5	66.7%	18	22	22.2%	31	37	19.4%	1	0	-100.0%
TECÁMAC	328	358	9.1%	6	10	66.7%	38	26	-31.6%	39	54	38.5%	0	0	0.0%
TEPOTZOTLÁN	55	51	-7.3%	0	0	0.0%	9	6	-33.3%	5	12	140.0%	0	0	0.0%
TEXCOCO	212	222	4.7%	2	1	-50.0%	46	54	17.4%	9	10	11.1%	0	0	0.0%
TEZOYUCA	19	18	-5.3%	0	0	0.0%	1	0	-100.0%	0	1	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	1,098	1,061	-3.4%	48	53	10.4%	102	110	7.8%	133	165	24.1%	6	6	0.0%
TULTEPEC	86	87	1.2%	3	0	-100.0%	7	9	28.6%	10	12	20.0%	0	0	0.0%
TULTITLÁN	387	397	2.6%	9	8	-11.1%	37	25	-32.4%	30	58	93.3%	0	1	0.0%
VALLE DE CHALCO SOLIDARIDAD	98	140	42.9%	0	1	0.0%	12	17	41.7%	12	10	-16.7%	0	0	0.0%
TOTAL ZMVM	26,362	27,857	5.7%	778	686	-11.8%	2,794	2,604	-6.8%	2,763	3,307	19.7%	71	128	80.3%



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[4/6]

	SUZUKI			TOYOTA			VOLKSWAGEN			ACURA			AUDI		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	74	63	-14.9%	481	691	43.7%	1,315	1,251	-4.9%	29	40	37.9%	156	187	19.9%
AZCAPOTZALCO	59	85	44.1%	236	275	16.5%	633	660	4.3%	7	5	-28.6%	53	76	43.4%
BENITO JUÁREZ	94	97	3.2%	701	649	-7.4%	2,351	1,835	-21.9%	41	39	-4.9%	213	158	-25.8%
COYOACÁN	102	98	-3.9%	373	417	11.8%	920	820	-10.9%	21	12	-42.9%	99	93	-6.1%
CUAJIMALPA DE MORELOS	33	27	-18.2%	675	486	-28.0%	447	600	34.2%	15	11	-26.7%	62	85	37.1%
CUAUHTÉMOC	70	45	-35.7%	360	581	61.4%	1,267	1,081	-14.7%	16	18	12.5%	130	131	0.8%
GUSTAVO A. MADERO	80	89	11.3%	244	368	50.8%	1,026	1,016	-1.0%	8	4	-50.0%	60	59	-1.7%
IZTACALCO	13	21	61.5%	119	143	20.2%	377	389	3.2%	4	1	-75.0%	19	13	-31.6%
IZTAPALAPA	68	54	-20.6%	281	368	31.0%	1,176	1,169	-0.6%	2	6	200.0%	49	56	14.3%
LA MAGDALENA CONTRERAS	20	22	10.0%	102	115	12.7%	267	210	-21.3%	1	11	1000.0%	42	44	4.8%
MIGUEL HIDALGO	65	68	4.6%	708	948	33.9%	2,093	2,260	8.0%	40	49	22.5%	359	253	-29.5%
MILPA ALTA	2	5	150.0%	19	19	0.0%	42	49	16.7%	1	0	-100.0%	4	1	-75.0%
TLÁHUAC	14	8	-42.9%	52	68	30.8%	186	201	8.1%	1	1	0.0%	3	6	100.0%
TLALPAN	42	61	45.2%	282	337	19.5%	856	736	-14.0%	14	7	-50.0%	69	72	4.3%
VENUSTIANO CARRANZA	27	43	59.3%	143	191	33.6%	422	461	9.2%	3	6	100.0%	23	21	-8.7%
XOCHIMILCO	23	31	34.8%	101	133	31.7%	227	224	-1.3%	1	1	0.0%	19	21	10.5%
ACOLMAN	6	2	-66.7%	16	10	-37.5%	29	33	13.8%	0	0	0.0%	1	0	-100.0%
ATENCO	0	1	0.0%	1	3	200.0%	12	16	33.3%	0	0	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	61	53	-13.1%	176	181	2.8%	497	621	24.9%	7	12	71.4%	74	50	-32.4%
CHALCO	1	5	400.0%	13	21	61.5%	74	84	13.5%	1	0	-100.0%	2	4	100.0%
CHIAUTLA	1	0	-100.0%	3	1	-66.7%	14	9	-35.7%	0	0	0.0%	1	0	-100.0%
CHICOLOAPAN	2	3	50.0%	7	17	142.9%	49	50	2.0%	0	0	0.0%	1	2	100.0%
CHICONCUAC	1	0	-100.0%	5	3	-40.0%	9	8	-11.1%	0	0	0.0%	0	0	0.0%
CHIMALHUACÁN	3	3	0.0%	28	28	0.0%	72	121	68.1%	1	0	-100.0%	5	2	-60.0%
COACALCO DE BERRIOZÁBAL	35	38	8.6%	81	77	-4.9%	168	166	-1.2%	0	1	0.0%	5	6	20.0%
CUAUTITLÁN	8	9	12.5%	33	36	9.1%	97	78	-19.6%	3	0	-100.0%	5	4	-20.0%
CUAUTITLÁN IZCALLI	78	89	14.1%	191	244	27.7%	464	507	9.3%	7	32	357.1%	36	30	-16.7%
ECATEPEC DE MORELOS	73	58	-20.5%	192	256	33.3%	669	769	14.9%	1	6	500.0%	24	19	-20.8%
HUIXQUILUCAN	23	13	-43.5%	145	179	23.4%	220	185	-15.9%	18	16	-11.1%	71	61	-14.1%
IXTAPALUCA	11	15	36.4%	25	27	8.0%	179	188	5.0%	0	0	0.0%	4	4	0.0%
JALTENCO	2	2	0.0%	1	1	0.0%	7	12	71.4%	0	0	0.0%	0	1	0.0%
LA PAZ	4	9	125.0%	17	21	23.5%	68	85	25.0%	0	0	0.0%	0	0	0.0%
MELCHOR OCAMPO	3	1	-66.7%	17	31	82.4%	19	11	-42.1%	0	0	0.0%	1	0	-100.0%
NAUCALPAN DE JUÁREZ	87	87	0.0%	388	459	18.3%	999	1,032	3.3%	25	19	-24.0%	142	110	-22.5%
NEZAHUALCÓYOTL	51	44	-13.7%	179	171	-4.5%	492	556	13.0%	3	1	-66.7%	17	15	-11.8%
NICOLÁS ROMERO	19	13	-31.6%	33	40	21.2%	133	138	3.8%	1	1	0.0%	1	4	300.0%
TECÁMAC	16	26	62.5%	42	60	42.9%	182	180	-1.1%	0	0	0.0%	7	7	0.0%
TEPOTZOTLÁN	4	5	25.0%	18	21	16.7%	44	38	-13.6%	0	0	0.0%	0	2	0.0%
TEXCOCO	1	2	100.0%	44	39	-11.4%	138	107	-22.5%	1	0	-100.0%	2	32	1500.0%
TEZOYUCA	1	0	-100.0%	3	5	66.7%	8	9	12.5%	0	0	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	89	93	4.5%	297	412	38.7%	771	1,018	32.0%	7	7	0.0%	79	85	7.6%
TULTEPEC	9	6	-33.3%	15	21	40.0%	47	47	0.0%	0	0	0.0%	1	1	0.0%
TULTITLÁN	20	29	45.0%	72	86	19.4%	319	272	-14.7%	1	1	0.0%	12	9	-25.0%
VALLE DE CHALCO SOLIDARIDAD	1	0	-100.0%	15	14	-6.7%	74	69	-6.8%	0	0	0.0%	0	1	0.0%
TOTAL ZMVM	1,396	1,423	1.9%	6,934	8,253	19.0%	19,459	19,371	-0.5%	280	307	9.6%	1,851	1,725	-6.8%



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016)[5/6]

	BMW**			INFINITI			JAGUAR			LAND ROVER			LINCOLN		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	234	277	18.4%	74	44	-40.5%	7	2	-71.4%	21	9	-57.1%	24	10	-58.3%
AZCAPOTZALCO	35	53	51.4%	13	4	-69.2%	0	0	0.0%	2	2	0.0%	8	2	-75.0%
BENITO JUÁREZ	176	218	23.9%	31	27	-12.9%	3	1	-66.7%	6	4	-33.3%	41	25	-39.0%
COYOACÁN	76	88	15.8%	5	8	60.0%	2	0	-100.0%	2	2	0.0%	19	6	-68.4%
CUAJIMALPA DE MORELOS	181	184	1.7%	13	21	61.5%	0	1	0.0%	6	1	-83.3%	14	12	-14.3%
CUAUHTÉMOC	131	144	9.9%	37	22	-40.5%	2	0	-100.0%	15	5	-66.7%	32	15	-53.1%
GUSTAVO A. MADERO	66	57	-13.6%	2	7	250.0%	1	0	-100.0%	2	0	-100.0%	15	11	-26.7%
IZTACALCO	23	19	-17.4%	4	3	-25.0%	0	0	0.0%	1	0	-100.0%	4	5	25.0%
IZTAPALAPA	38	45	18.4%	3	3	0.0%	1	0	-100.0%	0	1	0.0%	4	3	-25.0%
LA MAGDALENA CONTRERAS	39	58	48.7%	9	13	44.4%	6	2	-66.7%	4	4	0.0%	4	1	-75.0%
MIGUEL HIDALGO	298	352	18.1%	47	93	97.9%	6	8	33.3%	33	25	-24.2%	114	92	-19.3%
MILPA ALTA	1	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1	0	-100.0%
TLÁHUAC	2	3	50.0%	3	0	-100.0%	0	0	0.0%	2	0	-100.0%	0	0	0.0%
TLALPAN	65	76	16.9%	11	9	-18.2%	4	0	-100.0%	5	1	-80.0%	6	2	-66.7%
VENUSTIANO CARRANZA	16	21	31.3%	3	2	-33.3%	0	0	0.0%	0	0	0.0%	3	1	-66.7%
XOCHIMILCO	21	30	42.9%	3	1	-66.7%	0	0	0.0%	1	0	-100.0%	0	0	0.0%
ACOLMAN	0	2	0.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ATENCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
ATIZAPÁN DE ZARAGOZA	48	68	41.7%	5	5	0.0%	3	0	-100.0%	2	0	-100.0%	6	4	-33.3%
CHALCO	1	0	-100.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHIAUTLA	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHICOLOAPAN	1	2	100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1	0	-100.0%
CHICONCUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
CHIMALHUACÁN	1	1	0.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%
COACALCO DE BERRIOZÁBAL	2	4	100.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	1	0	-100.0%
CUAUTITLÁN	2	0	-100.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	1	0	-100.0%
CUAUTITLÁN IZCALLI	23	21	-8.7%	3	13	333.3%	1	0	-100.0%	4	0	-100.0%	14	14	0.0%
ECATEPEC DE MORELOS	23	26	13.0%	4	1	-75.0%	0	0	0.0%	0	0	0.0%	3	4	33.3%
HUIXQUILUCAN	136	169	24.3%	29	28	-3.4%	4	5	25.0%	9	6	-33.3%	7	4	-42.9%
IXTAPALUCA	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1	1	0.0%
JALTENCO	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
LA PAZ	2	3	50.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
MELCHOR OCAMPO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
NAUCALPAN DE JUÁREZ	118	111	-5.9%	16	25	56.3%	5	1	-80.0%	4	1	-75.0%	20	13	-35.0%
NEZAHUALCÓYOTL	5	7	40.0%	1	1	0.0%	0	0	0.0%	2	0	-100.0%	2	0	-100.0%
NICOLÁS ROMERO	3	3	0.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TECÁMAC	4	4	0.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	1	1	0.0%
TEPOTZOTLÁN	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TEXCOCO	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	7	0.0%
TEZOYUCA	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TLALNEPANTLA DE BAZ	55	90	63.6%	6	5	-16.7%	0	0	0.0%	0	0	0.0%	7	8	14.3%
TULTEPEC	1	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TULTITLÁN	7	12	71.4%	2	2	0.0%	0	0	0.0%	0	0	0.0%	2	0	-100.0%
VALLE DE CHALCO SOLIDARIDAD	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%
TOTAL ZMVM	1,839	2,152	17.0%	327	339	3.7%	46	20	-56.5%	121	62	-48.8%	355	241	-32.1%



4.3 Desempeño de compradores por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac Abril 2017 vs Ac Abril 2016) [6/6]

	MERCEDES-BENZ**			PORSCHÉ			SUBARU			VOLVO			TOTAL		
	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%	2016	2017	VAR%
ÁLVARO OBREGÓN	230	310	34.8%	26	16	-38.5%	6	6	0.0%	11	53	381.8%	7,442	10,040	34.9%
AZCAPOTZALCO	39	55	41.0%	4	1	-75.0%	9	6	-33.3%	0	0	0.0%	6,428	4,938	-23.2%
BENITO JUÁREZ	166	258	55.4%	17	10	-41.2%	11	4	-63.6%	9	0	-100.0%	11,013	9,238	-16.1%
COYOACÁN	65	102	56.9%	1	4	300.0%	5	2	-60.0%	2	0	-100.0%	5,588	5,721	2.4%
CUAJIMALPA DE MORELOS	409	507	24.0%	18	18	0.0%	6	2	-66.7%	71	96	35.2%	4,907	5,105	4.0%
CUAUHTÉMOC	144	214	48.6%	12	17	41.7%	10	8	-20.0%	1	0	-100.0%	7,797	8,123	4.2%
GUSTAVO A. MADERO	37	34	-8.1%	2	5	150.0%	5	2	-60.0%	3	0	-100.0%	5,956	6,290	5.6%
IZTACALCO	4	13	225.0%	1	0	-100.0%	5	2	-60.0%	1	0	-100.0%	2,253	2,389	6.0%
IZTAPALAPA	24	39	62.5%	4	2	-50.0%	1	2	100.0%	3	0	-100.0%	7,321	8,012	9.4%
LA MAGDALENA CONTRERAS	40	59	47.5%	2	2	0.0%	5	3	-40.0%	19	0	-100.0%	1,733	1,854	7.0%
MIGUEL HIDALGO	267	369	38.2%	25	41	64.0%	9	6	-33.3%	34	0	-100.0%	12,731	14,550	14.3%
MILPA ALTA	2	1	-50.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	350	403	15.1%
TLÁHUAC	1	5	400.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	1,208	1,362	12.7%
TLALPAN	63	87	38.1%	5	8	60.0%	9	0	-100.0%	0	0	0.0%	5,236	4,982	-4.9%
VENUSTIANO CARRANZA	29	36	24.1%	2	2	0.0%	2	2	0.0%	1	0	-100.0%	2,644	2,933	10.9%
XOCHIMILCO	20	17	-15.0%	0	1	0.0%	1	0	-100.0%	0	0	0.0%	2,026	1,997	-1.4%
ACOLMAN	2	4	100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	246	253	2.8%
ATENCO	2	2	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	56	74	32.1%
ATIZAPÁN DE ZARAGOZA	32	56	75.0%	3	5	66.7%	3	2	-33.3%	1	0	-100.0%	3,333	3,619	8.6%
CHALCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	561	719	28.2%
CHIAUTLA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	65	70	7.7%
CHICOLOAPAN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	257	374	45.5%
CHICONCUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	66	67	1.5%
CHIMALHUACÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	553	673	21.7%
COACALCO DE BERRIOZÁBAL	3	3	0.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	1,316	1,367	3.9%
CUAUTILÁN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	574	643	12.0%
CUAUTILÁN IZCALLI	15	21	40.0%	1	1	0.0%	4	0	-100.0%	0	0	0.0%	3,876	4,170	7.6%
ECATEPEC DE MORELOS	7	13	85.7%	1	2	100.0%	0	2	0.0%	1	0	-100.0%	4,919	5,608	14.0%
HUIXQUILUCAN	55	71	29.1%	9	15	66.7%	1	2	100.0%	2	0	-100.0%	2,041	2,090	2.4%
IXTAPALUCA	1	0	-100.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	930	1,112	19.6%
JALTENCO	1	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	61	67	9.8%
LA PAZ	3	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	435	500	14.9%
MELCHOR OCAMPO	0	0	0.0%	0	0	0.0%	0	0	0.0%	1	0	-100.0%	144	174	20.8%
NAUCALPAN DE JUÁREZ	82	128	56.1%	7	7	0.0%	8	5	-37.5%	29	0	-100.0%	7,049	6,785	-3.7%
NEZAHUALCÓYOTL	2	0	-100.0%	1	2	100.0%	0	2	0.0%	0	0	0.0%	3,086	3,366	9.1%
NICOLÁS ROMERO	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	850	977	14.9%
TECÁMAC	1	3	200.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,290	1,432	11.0%
TEPOTZOTLÁN	2	2	0.0%	0	0	0.0%	0	2	0.0%	0	0	0.0%	239	235	-1.7%
TEXCOCO	2	1	-50.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	849	904	6.5%
TEZOYUCA	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	66	67	1.5%
TLALNEPANTLA DE BAZ	94	112	19.1%	4	0	-100.0%	7	5	-28.6%	1	0	-100.0%	5,503	6,544	18.9%
TULTEPEC	2	3	50.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	356	361	1.4%
TULTITLÁN	6	6	0.0%	1	1	0.0%	0	0	0.0%	0	0	0.0%	1,571	1,738	10.6%
VALLE DE CHALCO SOLIDARIDAD	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	392	445	13.5%
TOTAL ZMVM	1,852	2,534	36.8%	146	161	10.3%	110	66	-40.0%	190	149	-21.6%	125,317	132,371	5.6%



5.1 Balance compras y ventas en ZMVM

ENERO - ABRIL 2017				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	47,330	48,449	-1,119	-2.4%
COMPACTOS	31,828	31,658	170	0.5%
LUJO	9,454	9,413	41	0.4%
DEPORTIVO	1,138	945	193	17.0%
TOTAL AUTOMOVILES	89,750	90,465	-715	-0.8%
USOS MULTIPLE	28,847	29,174	-327	-1.1%
CAMIONES	12,207	12,732	-525	-4.3%
TOTAL CAMIONES	41,054	41,906	-852	-2.1%
TOTAL	130,804	132,371	-1,567	-1.2%

Fuente: AMDA. Con información de Urban Science

Se observa un menor número de ventas que de compras en la ZMVM, excepto los segmentos de COMPACTOS, LUJO y DEPORTIVOS, lo cual da como resultado un balance negativo de 1,567 unidades.



5.2 Balance compras y ventas en ZMVM

ENERO - ABRIL 2017				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
GENERAL MOTORS	22,258	23,073	-815	-3.7%
TOYOTA	7,668	8,253	-585	-7.6%
CHRYSLER	6,117	6,508	-391	-6.4%
VOLKSWAGEN	19,029	19,371	-342	-1.8%
MITSUBISHI	1,017	1,230	-213	-20.9%
BMW**	2,036	2,152	-116	-5.7%
FORD	6,324	6,438	-114	-1.8%
MERCEDES-BENZ**	2,437	2,534	-97	-4.0%
RENAULT	2,531	2,604	-73	-2.9%
MAZDA	4,928	4,982	-54	-1.1%
LINCOLN	219	241	-22	-10.0%
MINI**	817	831	-14	-1.7%
INFINITI	329	339	-10	-3.0%
PEUGEOT	683	686	-3	-0.4%
AUDI**	1,723	1,725	-2	-0.1%
ACURA	306	307	-1	-0.3%
LAND ROVER	62	62	0	0.0%
VOLVO	149	149	0	0.0%
SMART**	131	128	3	2.3%
SUBARU	69	66	3	4.3%
SUZUKI	1,426	1,423	3	0.2%
JAGUAR	25	20	5	20.0%
KIA	6,395	6,382	13	0.2%
PORSCHE**	175	161	14	8.0%
HYUNDAI	4,100	3,988	112	2.7%
NISSAN	28,065	27,857	208	0.7%
SEAT	3,525	3,307	218	6.2%
ISUZU**	373	32	341	91.4%
HONDA	7,887	7,522	365	4.6%
TOTAL	130,804	132,371	-1,567	-1.2%

Se observa que hay un comportamiento diferenciado en el saldo entre compras y ventas a nivel de marca.



Top 10 ventas en la ZMVM (Enero – Abril 2017)

Top 10 Ventas en ZMVM					
	Segmento	Marca	Modelo	Unidades	Participación en ZMVM
1	COMPACTOS	NISSAN	VERSA	8,087	6.2%
2	SUBCOMPACTOS	VOLKSWAGEN	VENTO	7,597	5.8%
3	SUBCOMPACTOS	GENERAL MOTORS	Aveo 4 puertas	6,998	5.3%
4	SUBCOMPACTOS	GENERAL MOTORS	SPARK 5PTS	5,002	3.8%
5	SUBCOMPACTOS	NISSAN	MARCH	4,242	3.2%
6	CAMIONES	NISSAN	NP300	3,879	3.0%
7	COMPACTOS	VOLKSWAGEN	Nuevo Jetta	3,690	2.8%
8	COMPACTOS	NISSAN	SENTRA	2,918	2.2%
9	SUBCOMPACTOS	GENERAL MOTORS	Sonic 4 puertas	2,285	1.7%
10	USOS MULTIPLE	NISSAN	XTRAIL	2,080	1.6%
Total ZMVM				130,804	

Estos 10 modelos representan el 35.8% de las ventas en la ZMVM durante el periodo enero-abril de 2017. Juntos suman 46,778 unidades.



6.1 Participación de flotillas en las ventas totales de cada estado. (Ac Abril 2017 vs Ac Abril 2016)

	2016			2017			CAMBIO EN LA PARTICIPACIÓN
	VENTAS TOTALES	VENTA DE FLOTILLAS	PARTICIPACIÓN DE FLOTILLAS	VENTAS TOTALES	VENTA DE FLOTILLAS	PARTICIPACIÓN DE FLOTILLAS	
ZMVM	122,983	25,104	20.4%	130,804	27,806	21.3%	0.8%
Aguascalientes	6,168	955	15.5%	8,221	1,054	12.8%	-2.7%
Baja California	10,760	692	6.4%	14,494	571	3.9%	-2.5%
Baja California Sur	2,903	253	8.7%	3,635	378	10.4%	1.7%
Campeche	2,916	162	5.6%	2,617	86	3.3%	-2.3%
Chiapas	7,942	286	3.6%	8,007	343	4.3%	0.7%
Chihuahua	14,101	1,160	8.2%	15,779	755	4.8%	-3.4%
Coahuila	14,122	1,564	11.1%	14,578	1,255	8.6%	-2.5%
Colima	3,416	251	7.3%	3,921	256	6.5%	-0.8%
Distrito Federal	82,676	18,155	22.0%	88,804	21,349	24.0%	2.1%
Durango	3,226	234	7.3%	3,376	97	2.9%	-4.4%
Edo. de México	53,578	8,892	16.6%	55,112	7,746	14.1%	-2.5%
Guanajuato	19,705	3,009	15.3%	20,777	3,172	15.3%	0.0%
Guerrero	4,304	308	7.2%	4,449	389	8.7%	1.6%
Hidalgo	5,412	110	2.0%	5,565	212	3.8%	1.8%
Jalisco	38,066	7,236	19.0%	43,793	7,035	16.1%	-2.9%
Michoacán	11,235	1,006	9.0%	12,117	1,076	8.9%	-0.1%
Morelos	7,081	721	10.2%	7,368	584	7.9%	-2.3%
Nayarit	1,894	168	8.9%	2,324	313	13.5%	4.6%
Nuevo León	36,269	8,201	22.6%	38,496	7,327	19.0%	-3.6%
Oaxaca	7,906	411	5.2%	7,364	328	4.5%	-0.7%
Puebla	24,824	7,252	29.2%	25,298	6,681	26.4%	-2.8%
Querétaro	11,922	1,612	13.5%	12,149	1,307	10.8%	-2.8%
Quintana Roo	8,710	751	8.6%	9,624	1,109	11.5%	2.9%
San Luis Potosí	9,568	695	7.3%	10,077	504	5.0%	-2.3%
Sinaloa	12,564	1,576	12.5%	13,960	1,085	7.8%	-4.8%
Sonora	10,334	1,357	13.1%	11,381	886	7.8%	-5.3%
Tabasco	7,042	351	5.0%	6,079	280	4.6%	-0.4%
Tamaulipas	12,107	978	8.1%	12,018	843	7.0%	-1.1%
Tlaxcala	2,104	63	3.0%	2,283	86	3.8%	0.8%
Veracruz	21,480	1,109	5.2%	17,707	743	4.2%	-1.0%
Yucatán	8,445	1,365	16.2%	8,319	927	11.1%	-5.0%
Zacatecas	2,952	103	3.5%	3,052	72	2.4%	-1.1%
Total República	465,732	70,986	15.2%	492,744	68,849	14.0%	-1.3%



6.2 Balance compras y ventas de flotillas en ZMVM

ENERO - ABRIL 2017				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	10,320	12,068	-1,748	-16.9%
COMPACTOS	5,861	6,013	-152	-2.6%
LUJO	1,074	867	207	19.3%
DEPORTIVO	270	129	141	52.2%
TOTAL AUTOMOVILES	17,525	19,077	-1,552	-8.9%
USOS MULTIPLE	4,744	5,267	-523	-11.0%
CAMIONES	5,537	6,570	-1,033	-18.7%
TOTAL CAMIONES	10,281	11,837	-1,556	-15.1%
TOTAL	27,806	30,914	-3,108	-11.2%

Fuente: AMDA. Con información de Urban Science

Se observa un saldo negativo entre compras y ventas de flotillas en la ZMVM, excepto en los segmentos de lujo y deportivo, resultando en un saldo de negativo de 3,108 unidades.



6.3 Balance compras y ventas de flotillas en ZMVM

ENERO - ABRIL 2017				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
GENERAL MOTORS	6,341	7,555	-1,214	-19.1%
NISSAN	7,076	7,781	-705	-10.0%
TOYOTA	1,034	1,560	-526	-50.9%
FORD	1,907	2,135	-228	-12.0%
CHRYSLER	1,958	2,140	-182	-9.3%
MITSUBISHI	239	406	-167	-69.9%
VOLKSWAGEN	7,043	7,133	-90	-1.3%
RENAULT	190	218	-28	-14.7%
HONDA	203	219	-16	-7.9%
MAZDA	363	373	-10	-2.8%
HYUNDAI	143	147	-4	-2.8%
BMW**	137	137	0	0.0%
INFINITI	30	30	0	0.0%
MINI**	12	12	0	0.0%
SMART**	3	3	0	0.0%
LINCOLN	66	64	2	3.0%
SEAT	456	449	7	1.5%
MERCEDES-BENZ**	196	181	15	7.7%
KIA	409	371	38	9.3%
TOTAL	27,806	30,914	-3,108	-11.2%

Se observa que hay un comportamiento diferenciado en el saldo entre compras y ventas a nivel de marca.

Las marcas con saldos positivos son KIA, Mercedes-Benz, SEAT y Lincoln