



Asociación Mexicana de  
Distribuidores de Automotores

# Reporte sobre comercialización de la ZMVM

Enero – Noviembre 2016 -2015





# Contenido

1. Comparativo de 2016 vs 2015 por Estado. Incluyendo Zona Metropolitana.
2. Comparativo de 2016 vs 2015 por segmento y por Estado agregando zona metropolitana.
3. Comparativo de 2016 vs 2015 por estado y por marca.
4. Desempeño compradores por estado incluyendo ZMVM
5. Balance Compras-Ventas
6. Análisis Flotillas
7. Desempeño en Ciudad de México (CDMX).



# 1. Comparativo de 2016 - 2015 por Estado Incluyendo ZMVM\*

## (Enero - Noviembre)

Estado	ENERO A NOVIEMBRE 2015	% respecto al total	ENERO A NOVIEMBRE 2016	% respecto al total	VAR %
<b>ZMVM</b>	<b>360,685</b>	<b>30.3%</b>	<b>377,935</b>	<b>26.8%</b>	<b>4.8%</b>
Aguascalientes	15,484	1.3%	19,154	1.4%	23.7%
Baja California	21,094	1.8%	35,007	2.5%	66.0%
Baja California Sur	7,150	0.6%	9,545	0.7%	33.5%
Campeche	8,388	0.7%	7,982	0.6%	-4.8%
Chiapas	21,656	1.8%	22,639	1.6%	4.5%
Chihuahua	30,552	2.6%	41,847	3.0%	37.0%
Coahuila	33,548	2.8%	41,770	3.0%	24.5%
Colima	7,664	0.6%	10,344	0.7%	35.0%
Distrito Federal	249,080	20.9%	257,228	18.2%	3.3%
Durango	7,376	0.6%	9,708	0.7%	31.6%
Edo. de México	143,162	12.0%	158,764	11.3%	10.9%
Guanajuato	46,156	3.9%	60,133	4.3%	30.3%
Guerrero	11,019	0.9%	11,771	0.8%	6.8%
Hidalgo	12,880	1.1%	15,396	1.1%	19.5%
Jalisco	95,063	8.0%	125,476	8.9%	32.0%
Michoacán	25,320	2.1%	33,158	2.3%	31.0%
Morelos	16,886	1.4%	20,414	1.4%	20.9%
Nayarit	4,281	0.4%	5,758	0.4%	34.5%
Nuevo León	86,549	7.3%	113,615	8.1%	31.3%
Oaxaca	18,116	1.5%	20,903	1.5%	15.4%
Puebla	62,181	5.2%	72,347	5.1%	16.3%
Querétaro	29,253	2.5%	35,999	2.6%	23.1%
Quintana Roo	22,298	1.9%	26,889	1.9%	20.6%
San Luis Potosí	22,941	1.9%	28,500	2.0%	24.2%
Sinaloa	29,347	2.5%	38,801	2.7%	32.2%
Sonora	23,381	2.0%	32,073	2.3%	37.2%
Tabasco	20,794	1.7%	19,057	1.4%	-8.4%
Tamaulipas	30,250	2.5%	34,892	2.5%	15.3%
Tlaxcala	4,793	0.4%	6,267	0.4%	30.8%
Veracruz	54,980	4.6%	60,063	4.3%	9.2%
Yucatán	22,982	1.9%	27,022	1.9%	17.6%
Zacatecas	6,368	0.5%	8,584	0.6%	34.8%
<b>Total República</b>	<b>1,190,992</b>	<b>100.0%</b>	<b>1,411,106</b>	<b>100.0%</b>	<b>18.5%</b>

- El desempeño en los primeros once meses de 2016 es positivo para el mercado nacional, con un avance de 18.5% respecto a similar periodo en 2015.

- No obstante, se observa una tendencia negativa en ventas para:

- Campeche
- Tabasco



# 1.1 Comparativo de 2016 - 2015 por Estado incluyendo ZMVM\* (Noviembre)

Estado	NOVIEMBRE 2015	% respecto al total	NOVIEMBRE 2016	% respecto al total	VAR %
<b>ZMVM</b>	<b>35,906</b>	<b>28.4%</b>	<b>41,333</b>	<b>26.7%</b>	<b>15.1%</b>
Aguascalientes	1,531	1.2%	2,138	1.4%	39.6%
Baja California	2,483	2.0%	4,102	2.7%	65.2%
Baja California Sur	922	0.7%	1,029	0.7%	11.6%
Campeche	860	0.7%	858	0.6%	-0.2%
Chiapas	2,215	1.8%	2,515	1.6%	13.5%
Chihuahua	3,426	2.7%	4,510	2.9%	31.6%
Coahuila	3,605	2.9%	4,531	2.9%	25.7%
Colima	873	0.7%	1,147	0.7%	31.4%
Distrito Federal	25,136	19.9%	28,283	18.3%	12.5%
Durango	779	0.6%	973	0.6%	24.9%
Edo. de México	14,073	11.2%	16,675	10.8%	18.5%
Guanajuato	5,132	4.1%	6,503	4.2%	26.7%
Guerrero	1,119	0.9%	1,286	0.8%	14.9%
Hidalgo	1,375	1.1%	1,602	1.0%	16.5%
Jalisco	11,171	8.9%	15,549	10.1%	39.2%
Michoacán	2,658	2.1%	3,467	2.2%	30.4%
Morelos	1,726	1.4%	2,182	1.4%	26.4%
Nayarit	456	0.4%	628	0.4%	37.7%
Nuevo León	9,159	7.3%	12,496	8.1%	36.4%
Oaxaca	1,791	1.4%	2,245	1.5%	25.3%
Puebla	6,421	5.1%	7,141	4.6%	11.2%
Querétaro	2,961	2.3%	3,750	2.4%	26.6%
Quintana Roo	3,234	2.6%	3,110	2.0%	-3.8%
San Luis Potosí	2,469	2.0%	3,106	2.0%	25.8%
Sinaloa	2,986	2.4%	4,521	2.9%	51.4%
Sonora	2,600	2.1%	3,636	2.4%	39.8%
Tabasco	2,226	1.8%	1,941	1.3%	-12.8%
Tamaulipas	3,156	2.5%	3,740	2.4%	18.5%
Tlaxcala	555	0.4%	750	0.5%	35.1%
Veracruz	5,894	4.7%	6,115	4.0%	3.7%
Yucatán	2,477	2.0%	3,148	2.0%	27.1%
Zacatecas	742	0.6%	939	0.6%	26.5%
<b>Total República</b>	<b>126,211</b>	<b>100.0%</b>	<b>154,616</b>	<b>100.0%</b>	<b>22.5%</b>

- El desempeño en noviembre de 2016 es positivo a nivel nacional y también para la ZMVM, esto se debe a que las ventas crecieron tanto en el Distrito Federal como en el Estado de México en 12.5% y 18.5% respectivamente.
- Las ventas cayeron en
  - Campeche
  - Quintana Roo
  - Tabasco



## 2. Comparativo de 2016 vs 2015 por segmento nacional y ZMVM

	Nacional								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Noviembre 2016	518,290	337,069	68,754	10,774	934,887	291,936	184,283	476,219	1,411,106
Enero-Noviembre 2015	432,842	292,609	58,163	9,181	792,795	244,642	153,552	398,194	1,190,989
Var(%)	19.7%	15.2%	18.2%	17.4%	17.9%	19.3%	20.0%	19.6%	18.5%

Fuente: AMDA. Con información de Urban Science



	ZMVM								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Noviembre 2016	139,133	94,902	25,935	3,731	263,701	82,812	31,422	114,234	377,935
Enero-Noviembre 2015	134,515	93,077	22,315	3,428	253,335	76,087	31,263	107,350	360,685
Var(%)	3.4%	2.0%	16.2%	8.8%	4.1%	8.8%	0.5%	6.4%	4.8%

Fuente: AMDA. Con información de Urban Science

Las ventas en los segmentos de subcompactos y camiones continúan la tendencia positiva en el acumulado noviembre, pasando de crecimientos de 1.8% y 1.7% en el periodo ene-oct, a crecimientos de 3.4% y 0.5% respectivamente.



## 2.1 Desempeño de Segmentos Subcompactos y Camiones en Estados y ZMMV

PLAZA / ESTADO	Enero - Noviembre 2016		Enero - Noviembre 2015		Variación (%)	
	SUBCOMPACTOS	CAMIONES	SUBCOMPACTOS	CAMIONES	SUBCOMPACTOS	CAMIONES
ZMMV	139,133	31,422	134,515	31,263	3.43%	0.51%
Aguascalientes	7,134	2363	6,130	1957	16.38%	20.75%
Baja California	10,890	3,742	5,878	2710	85.27%	38.08%
Baja California Sur	3175	1543	2110	1261	50.47%	22.36%
Campeche	3,482	1012	3,542	1033	-1.69%	-2.03%
Chiapas	8,309	4,588	8,030	4,745	3.47%	-3.31%
Chihuahua	12,701	7,173	8,353	5,320	52.05%	34.83%
Coahuila	15,383	6,415	12,044	5,102	27.72%	25.74%
Colima	3023	1808	2215	1233	36.48%	46.63%
Distrito Federal	93,982	20,747	93,031	22,199	1.02%	-6.54%
Durango	3245	2106	2483	1477	30.69%	42.59%
Edo. de México	60,419	15,735	53,597	13,450	12.73%	16.99%
Guanajuato	22,337	10,975	17,030	7,797	31.16%	40.76%
Guerrero	4,193	2024	3,822	1872	9.71%	8.12%
Hidalgo	5,395	2263	4,441	1674	21.48%	35.19%
Jalisco	42,334	18,867	31,121	13,933	36.03%	35.41%
Michoacán	9,903	7,837	7,577	5,017	30.70%	56.21%
Morelos	8,758	1868	6,415	1957	36.52%	-4.55%
Nayarit	2113	1041	1530	780	38.10%	33.46%
Nuevo León	40,856	12,076	30,173	10,132	35.41%	19.19%
Oaxaca	8,520	5,269	7,208	4,655	18.20%	13.19%
Puebla	28,949	8,271	22,851	7,218	26.69%	14.59%
Querétaro	12,493	5,479	10,797	4,107	15.71%	33.41%
Quintana Roo	11,111	2530	9,276	1818	19.78%	39.16%
San Luis Potosí	9,985	4,359	7,773	3,465	28.46%	25.80%
Sinaloa	13,097	6,776	9,678	4,603	35.33%	47.21%
Sonora	9,207	6,141	5,887	4,572	56.40%	34.32%
Tabasco	7,656	2676	7,790	3,226	-1.72%	-17.05%
Tamaulipas	13,043	5,130	11,677	4,471	11.70%	14.74%
Tlaxcala	2332	994	1825	856	27.78%	16.12%
Veracruz	29,897	7,652	26,581	6,935	12.48%	10.34%
Yucatán	11,558	3,307	9,866	2796	17.15%	18.28%
Zacatecas	2810	1516	2111	1181	33.11%	28.37%
<b>Total</b>	<b>518,290</b>	<b>184,283</b>	<b>432,842</b>	<b>153,552</b>	<b>19.74%</b>	<b>20.01%</b>



## 2.2 Desempeño por Segmentos en Estados y ZMVM.

PLAZA / ESTADO	VAR %								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
ZMVM	3.4%	2.0%	16.2%	8.8%	4.1%	8.8%	0.5%	6.4%	4.8%
Aguascalientes	16.4%	23.9%	23.8%	36.3%	19.9%	44.6%	20.7%	33.6%	23.7%
Baja California	85.3%	78.9%	25.2%	45.5%	77.1%	54.8%	38.1%	49.5%	66.0%
Baja California Sur	50.5%	34.7%	93.0%	-3.6%	45.8%	15.6%	22.4%	18.3%	33.5%
Campeche	-1.7%	-17.7%	72.5%	2.4%	-6.5%	-0.8%	-2.0%	-1.3%	-4.8%
Chiapas	3.5%	6.7%	6.3%	19.2%	4.7%	12.3%	-3.3%	4.3%	4.5%
Chihuahua	52.1%	29.1%	11.3%	14.6%	37.9%	36.1%	34.8%	35.5%	37.0%
Coahuila	27.7%	15.9%	26.2%	8.0%	23.1%	27.9%	25.7%	27.0%	24.5%
Colima	36.5%	19.8%	-0.7%	115.6%	27.7%	46.2%	46.6%	46.4%	35.0%
Distrito Federal	1.0%	1.9%	17.1%	8.9%	2.9%	7.0%	-6.5%	2.9%	2.9%
Durango	30.7%	16.2%	51.3%	45.5%	25.6%	38.7%	42.6%	40.7%	31.6%
Edo. de México	12.7%	3.7%	14.9%	22.6%	9.7%	11.9%	17.0%	13.5%	10.9%
Guanajuato	31.2%	29.8%	14.1%	35.7%	29.6%	26.5%	40.8%	33.1%	30.9%
Guerrero	9.7%	9.7%	33.6%	20.0%	10.4%	-2.2%	8.1%	1.9%	6.8%
Hidalgo	21.5%	2.4%	39.6%	13.1%	14.3%	25.7%	35.2%	29.2%	19.5%
Jalisco	36.0%	28.5%	27.4%	33.5%	32.3%	34.3%	35.4%	34.8%	33.2%
Michoacán	30.7%	13.3%	25.3%	11.0%	22.8%	30.3%	56.2%	43.0%	31.0%
Morelos	36.5%	12.1%	15.6%	-0.8%	25.6%	19.3%	-4.5%	10.4%	20.9%
Nayarit	38.1%	34.7%	12.5%	-10.8%	35.4%	32.9%	33.5%	33.2%	34.5%
Nuevo León	35.4%	43.5%	19.2%	34.2%	36.7%	21.4%	19.2%	20.7%	31.3%
Oaxaca	18.2%	8.0%	37.4%	-21.9%	15.3%	19.3%	13.2%	15.5%	15.4%
Puebla	26.7%	8.9%	-4.8%	11.1%	17.0%	12.5%	14.6%	13.4%	16.0%
Querétaro	15.7%	27.5%	27.6%	13.6%	20.7%	23.5%	33.4%	27.6%	23.1%
Quintana Roo	19.8%	18.8%	3.0%	52.9%	18.4%	20.5%	39.2%	25.3%	20.6%
San Luis Potosí	28.5%	16.3%	19.7%	35.7%	23.1%	26.7%	25.8%	26.3%	24.2%
Sinaloa	35.3%	21.0%	35.5%	10.8%	29.5%	29.3%	47.2%	37.1%	32.2%
Sonora	56.4%	29.3%	14.3%	1.0%	40.1%	32.6%	34.3%	33.4%	37.2%
Tabasco	-1.7%	-16.8%	22.6%	-9.4%	-6.0%	-9.0%	-17.0%	-12.5%	-8.4%
Tamaulipas	11.7%	10.0%	7.3%	9.3%	10.9%	30.7%	14.7%	23.8%	15.3%
Tlaxcala	27.8%	27.3%	65.5%	-2.6%	27.9%	55.2%	16.1%	35.8%	30.8%
Veracruz	12.5%	-2.1%	16.9%	1.1%	8.6%	11.0%	10.3%	10.7%	9.2%
Yucatán	17.1%	25.0%	26.9%	47.6%	20.4%	5.5%	18.3%	10.7%	17.6%
Zacatecas	33.1%	33.6%	38.5%	56.3%	33.6%	45.7%	28.4%	36.9%	34.8%
<b>Total</b>	<b>19.7%</b>	<b>15.2%</b>	<b>18.2%</b>	<b>17.4%</b>	<b>17.9%</b>	<b>19.3%</b>	<b>20.0%</b>	<b>19.6%</b>	<b>18.5%</b>



## 2.3 Desempeño por Segmentos en delegaciones y municipios de la ZMVM. (Variación % Ac. Noviembre 2016 Vs Ac. Noviembre 2015)

	MUNICIPIO/DELEGACIÓN	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Distrito Federal	ÁLVARO OBREGÓN	15.9%	-5.4%	19.4%	-17.0%	7.1%	8.3%	43.7%	14.1%	9.3%
	AZCAPO TZALCO	-10.8%	2.4%	14.5%	14.4%	-4.9%	23.9%	-64.4%	-33.0%	-13.3%
	BENITO JUÁREZ	-0.1%	-7.5%	22.9%	37.1%	-0.6%	4.3%	9.4%	5.3%	0.9%
	CO YO ACÁN	-0.4%	7.3%	-7.3%	3.3%	2.2%	5.7%	47.2%	13.1%	5.3%
	CUAJIMALPA DE MORELOS	10.2%	11.0%	21.0%	10.6%	12.5%	3.8%	28.0%	8.4%	11.0%
	CUAUHTÉMOC	-12.8%	-6.8%	-15.6%	4.5%	-10.4%	-1.6%	-9.2%	-4.2%	-8.3%
	GUSTAVO A. MADERO	9.9%	3.2%	1.1%	-7.7%	6.8%	-6.3%	37.5%	6.6%	6.8%
	IZTACALCO	-3.5%	-6.0%	27.3%	164.3%	-2.5%	-1.6%	66.2%	15.7%	1.7%
	IZTAPALAPA	11.9%	19.7%	-8.2%	29.6%	14.3%	14.8%	-28.9%	-7.8%	7.0%
	LA MAG DALENA CO NTRERAS	-29.8%	-31.4%	12.7%	16.7%	-12.2%	3.0%	-66.7%	-22.9%	-13.7%
	MIGUEL HIDALGO	0.9%	7.2%	13.4%	-15.8%	5.4%	6.1%	-12.2%	0.9%	3.9%
	MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	TLÁHUAC	-27.5%	-7.5%	-53.8%	220.0%	-15.1%	13.4%	25.7%	19.2%	-8.9%
	TLALPAN	1.9%	-8.6%	48.3%	50.0%	0.2%	-13.4%	-1.7%	-11.3%	-3.1%
	VENUSTIANO CARRANZA	5.2%	9.8%	48.5%	17.1%	8.2%	24.5%	22.4%	24.1%	12.6%
XOCHIMILCO	-3.0%	20.5%	22.2%	-31.5%	6.3%	44.0%	57.8%	48.3%	18.6%	
Edo. de México	ATIZAPÁN DE ZARAGOZA	1.2%	27.1%	-9.5%	80.0%	10.2%	7.7%	30.6%	18.5%	12.1%
	CHALCO	10.3%	13.1%	83.3%	0.0%	12.6%	24.1%	-18.7%	2.4%	9.0%
	COACALCO DE BERRIOZÁBAL	17.7%	19.1%	42.6%	466.7%	19.8%	95.9%	24.4%	68.4%	34.0%
	CUAUTTLÁN IZCALLI	-2.1%	17.6%	1.0%	-5.2%	4.0%	22.3%	8.9%	18.2%	7.8%
	ECATEPEC DE MORELOS	28.1%	15.4%	-27.9%	-25.0%	21.9%	22.6%	15.2%	20.3%	21.5%
	HUIXQUILUCAN	20.6%	-6.2%	7.8%	-3.8%	6.4%	4.8%	32.2%	10.1%	8.0%
	IXTAPALUCA	11.3%	-5.5%	21.4%	20.0%	3.7%	22.7%	11.2%	18.9%	7.1%
	LA PAZ	19.0%	-19.4%	111.1%	20.0%	6.8%	4.6%	9.9%	6.8%	6.8%
	NAUCALPAN DE JUÁREZ	6.6%	-1.0%	15.9%	32.4%	4.7%	12.7%	30.9%	16.3%	8.3%
	NEZAHUALCÓYO TL	13.6%	-12.9%	-9.5%	25.0%	5.0%	-26.1%	-49.0%	-41.7%	2.2%
	TECÁMAC	36.8%	14.8%	300.0%	0.0%	22.7%	24.4%	55.3%	44.6%	28.6%
	TEXCOCO	7.5%	-13.4%	-2.9%	0.0%	-1.6%	22.4%	55.9%	32.2%	6.7%
	TLALNEPANTLA DE BAZ	1.8%	-10.2%	26.8%	14.5%	0.8%	1.2%	5.6%	2.4%	1.3%
	TULTILÁN	6.1%	-14.1%	26.7%	50.0%	-0.5%	-60.6%	-9.9%	-40.0%	-5.2%
ZMVM	3.4%	2.0%	16.2%	8.8%	4.1%	8.8%	0.5%	6.4%	4.8%	

Fuente: AMDA. Con información de Urban Science



### 3. Comparativo de Ac. Noviembre 2016 vs Ac. Noviembre 2015 por estado y por marca.

ESTADO	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	ISUZU**	KIA	MAZDA	MINI**	MITSUBISHI	NISSAN	PEUGEOT	RENAULT	SEAT
ZMVM	-11.6%	-3.0%	0.8%	4.1%	11.5%	-20.3%	306.4%	-11.7%	18.8%	-29.5%	1.9%	-18.2%	6.4%	-3.9%
Agua Calientes	61.9%	19.4%	51.6%	28.9%	-2.8%	0.0%	6430.0%	-0.9%	5.9%	0.0%	3.3%	-22.9%	66.7%	13.4%
Baja California	44.3%	38.3%	64.5%	102.9%	124.4%	0.0%	3838.2%	25.4%	9.7%	35.5%	56.0%	0.0%	141.3%	0.0%
Baja California Sur	-19.0%	33.6%	36.2%	45.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	20.3%	0.0%	0.0%	-7.6%
Campeche	-3.4%	-4.2%	-3.7%	-8.4%	0.0%	0.0%	0.0%	1.2%	0.0%	4.7%	-19.7%	0.0%	0.0%	-12.5%
Chiapas	-16.1%	-4.5%	10.0%	12.3%	0.0%	0.0%	0.0%	-6.0%	0.0%	-27.9%	0.6%	150.0%	5.4%	5.8%
Chihuahua	0.7%	58.7%	35.3%	39.3%	400.0%	0.0%	514.8%	17.0%	0.0%	22.0%	25.2%	31.5%	30.8%	48.1%
Coahuila	4.6%	17.4%	34.7%	13.0%	403.9%	0.0%	2512.5%	-1.2%	20.5%	24.9%	21.7%	20.4%	15.4%	26.0%
Colima	-9.4%	78.7%	27.4%	48.3%	0.0%	0.0%	0.0%	22.3%	0.0%	20.6%	16.8%	106.4%	68.6%	45.1%
Distrito Federal	-12.9%	-8.7%	-2.6%	2.1%	7.3%	-20.3%	277.3%	-12.5%	17.8%	-28.1%	0.8%	-20.2%	3.4%	-3.7%
Durango	25.1%	20.1%	38.4%	31.9%	0.0%	0.0%	0.0%	-3.7%	0.0%	-1.6%	23.9%	0.0%	1323.1%	0.0%
Edo. de México	-6.8%	5.9%	12.4%	8.5%	14.7%	0.0%	423.3%	-9.5%	20.7%	-26.4%	8.7%	-18.4%	15.6%	-3.7%
Guanajuato	1.9%	34.2%	28.4%	16.3%	66.3%	0.0%	2690.0%	2.1%	14.9%	15.3%	34.7%	565.2%	87.7%	36.0%
Guerrero	-9.1%	-9.9%	15.3%	2.5%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	-1.8%	0.0%	202.9%	10.6%
Hidalgo	-1.7%	0.0%	30.6%	17.2%	43.5%	0.0%	2656.5%	-6.7%	0.0%	17.7%	14.5%	-1.6%	-6.8%	4.5%
Jalisco	15.2%	49.4%	29.3%	43.8%	38.4%	0.0%	268.4%	11.3%	11.0%	6.7%	24.1%	29.8%	24.2%	20.7%
Michoacán	18.7%	20.7%	39.6%	18.4%	0.0%	0.0%	3230.0%	6.8%	13.0%	34.9%	22.2%	-26.2%	11.7%	15.0%
Morelos	-36.7%	6.6%	17.3%	12.9%	1845.8%	0.0%	2025.8%	12.9%	-100.0%	-8.7%	26.6%	211.1%	17.3%	2.8%
Nayarit	7.8%	9.8%	26.1%	38.8%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	38.7%	0.0%	0.0%	37.3%
Nuevo León	19.7%	21.0%	25.7%	22.3%	3.5%	0.0%	333.3%	1.7%	6.4%	-13.1%	40.2%	36.3%	16.0%	18.2%
Oaxaca	1.0%	14.5%	23.5%	18.2%	2.8%	0.0%	1212.2%	-1.0%	0.0%	5.3%	13.3%	-16.9%	0.9%	-5.4%
Puebla	18.5%	12.7%	25.4%	35.2%	24.4%	0.0%	376.3%	1.3%	3.5%	9.7%	15.5%	-4.1%	6.1%	-3.3%
Querétaro	7.7%	23.2%	21.3%	29.7%	34.1%	0.0%	247.9%	3.5%	-15.4%	1.3%	20.0%	25.0%	46.3%	2.7%
Quintana Roo	-35.2%	2.5%	41.6%	18.4%	36.4%	0.0%	2666.0%	16.1%	11.4%	17.3%	24.3%	25.2%	-3.0%	-1.9%
San Luis Potosí	22.1%	44.4%	29.5%	26.0%	586.1%	0.0%	254.2%	-1.8%	0.0%	15.1%	6.3%	-8.7%	53.6%	1.2%
Sinaloa	0.7%	20.7%	33.2%	56.3%	51.9%	0.0%	3936.5%	17.8%	0.0%	-0.9%	20.5%	0.0%	13.1%	4.4%
Sonora	37.5%	26.8%	41.3%	56.7%	70.9%	0.0%	3534.3%	-0.1%	0.0%	33.3%	30.9%	39.5%	62.2%	4.7%
Tabasco	-23.2%	-19.9%	-11.0%	3.0%	99.6%	0.0%	162.3%	-24.6%	9.3%	-13.0%	-20.1%	-3.4%	-24.5%	-20.0%
Tamaulipas	-21.1%	8.4%	22.7%	23.2%	8633.3%	0.0%	3724.0%	-2.5%	0.0%	38.6%	7.8%	0.0%	16.4%	10.3%
Tlaxcala	-4.5%	18.4%	26.5%	40.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	19.9%
Veracruz	-18.9%	-1.3%	25.5%	-3.4%	128.1%	0.0%	2843.7%	-16.5%	-0.7%	3.5%	-1.4%	-11.7%	69.8%	-11.6%
Yucatán	-25.6%	17.6%	30.4%	20.1%	4.0%	0.0%	214.3%	-13.1%	0.0%	6.9%	29.6%	18.1%	34.8%	732.0%
Zacatecas	-4.3%	12.2%	23.5%	29.9%	0.0%	0.0%	0.0%	59.4%	0.0%	0.0%	14.0%	0.0%	32.5%	0.0%
TOTAL REPÚBLICA	-1.4%	14.1%	19.4%	20.5%	40.4%	-20.3%	484.8%	-2.0%	11.9%	-2.7%	14.6%	7.5%	24.6%	3.7%



### 3. Comparativo de Ac. Noviembre 2016 vs Ac. Noviembre 2015 por estado y por marca.

ESTADO	SMART**	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW**	INFINITI	JAGUAR	LAND ROVER	LINCOLN	MERCEDES-BENZ**	PORSCHE	SUBARU	TOYOTA	TOTAL
ZMMV	-9.2%	0.3%	15.9%	9.1%	-20.5%	-0.2%	22.5%	20.2%	27.3%	-45.6%	18.3%	30.6%	23.9%	-45.3%	6.7%	4.8%
Aguascalientes	-15.8%	63.3%	-5.0%	33.7%	0.0%	12.5%	-2.3%	0.0%	0.0%	0.0%	0.0%	32.4%	0.0%	0.0%	0.0%	23.7%
Baja California	26.7%	11.8%	40.5%	67.3%	0.0%	-2.2%	14.4%	0.0%	0.0%	0.0%	42.4%	38.2%	0.0%	0.0%	0.0%	66.0%
Baja California Sur	-12.5%	0.0%	18.7%	88.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.7%	0.0%	0.0%	0.0%	33.5%
Campeche	0.0%	32.4%	-5.9%	-2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.8%
Chiapas	0.0%	-14.7%	-2.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-30.9%	0.0%	0.0%	24.1%	0.0%	4.5%
Chihuahua	0.0%	27.8%	28.5%	35.8%	39.2%	24.3%	0.0%	218.2%	0.0%	0.0%	55.8%	30.1%	0.0%	-31.6%	0.0%	37.0%
Coahuila	-10.0%	11.6%	18.3%	2.8%	0.0%	10.3%	50.8%	0.0%	0.0%	0.0%	-3.4%	46.2%	-1.4%	-24.6%	44.4%	24.5%
Colima	0.0%	24.1%	35.3%	31.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.0%
Distrito Federal	-10.9%	-2.5%	18.0%	9.4%	-20.5%	0.4%	23.8%	25.8%	18.6%	-47.6%	17.4%	30.7%	33.9%	-28.3%	18.9%	2.9%
Durango	0.0%	0.0%	22.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.6%
Edo. de México	4.6%	5.6%	13.3%	11.9%	-20.6%	2.6%	9.2%	6.1%	61.1%	-39.7%	9.9%	32.4%	6.3%	-56.7%	-25.0%	10.9%
Guanajuato	30.0%	18.6%	32.5%	24.9%	0.9%	4.3%	15.8%	16.0%	41.7%	-13.6%	43.7%	35.5%	6.3%	76.5%	23.2%	30.9%
Guerrero	0.0%	-100.0%	17.6%	13.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
Hidalgo	0.0%	13.4%	21.2%	13.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%
Jalisco	24.3%	37.2%	38.9%	32.6%	1.7%	22.0%	12.3%	14.9%	135.0%	-33.0%	23.5%	32.1%	30.8%	-30.3%	43.4%	33.2%
Michoacán	100.0%	16.7%	9.2%	39.5%	0.0%	-3.7%	29.7%	0.0%	0.0%	0.0%	0.0%	26.3%	0.0%	0.0%	19.4%	31.0%
Morelos	-100.0%	49.3%	16.6%	19.6%	0.0%	15.5%	-100.0%	0.0%	0.0%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	20.9%
Nayarit	0.0%	0.0%	0.0%	34.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%
Nuevo León	-11.5%	29.6%	32.2%	36.3%	-1.1%	19.0%	16.2%	25.1%	23.5%	-32.1%	27.5%	31.7%	46.0%	-48.8%	39.1%	31.3%
Oaxaca	0.0%	-11.3%	10.4%	14.8%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	110.5%	0.0%	15.4%
Puebla	21.7%	61.2%	21.5%	6.7%	13.9%	-7.5%	10.7%	7.0%	18.8%	-43.3%	15.4%	29.9%	-3.5%	10.3%	-30.6%	16.0%
Querétaro	12.5%	5.7%	19.5%	19.4%	0.0%	18.9%	24.8%	0.0%	0.0%	0.0%	0.0%	47.6%	0.0%	-52.4%	48.3%	23.1%
Quintana Roo	-25.0%	52.3%	21.8%	14.8%	9.4%	-4.4%	14.8%	0.0%	0.0%	0.0%	0.0%	-21.0%	13.5%	-55.0%	60.0%	20.6%
San Luis Potosí	7.1%	21.7%	40.1%	17.1%	0.0%	12.4%	41.1%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	-35.8%	5.9%	24.2%
Sinaloa	-7.7%	-6.1%	33.4%	19.2%	8.7%	-3.4%	55.2%	0.0%	171.4%	0.0%	-7.5%	30.0%	0.0%	0.0%	105.3%	32.2%
Sonora	100.0%	44.7%	16.1%	24.1%	0.0%	0.0%	39.4%	0.0%	0.0%	0.0%	-1.4%	34.5%	0.0%	385.7%	-100.0%	37.2%
Tabasco	7.1%	17.4%	11.1%	-7.3%	0.0%	8.2%	68.7%	0.0%	0.0%	0.0%	0.0%	28.7%	0.0%	0.0%	0.0%	-8.4%
Tamaulipas	0.0%	-6.2%	19.5%	6.7%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%
Tlaxcala	0.0%	0.0%	154.8%	38.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.8%
Veracruz	-22.2%	-21.1%	10.7%	9.4%	0.0%	43.2%	6.7%	0.0%	0.0%	0.0%	115.2%	20.3%	270.0%	0.0%	-33.8%	9.2%
Yucatán	66.7%	35.3%	18.2%	5.6%	0.0%	-6.8%	0.0%	17.0%	37.5%	44.4%	-6.8%	0.0%	-3.1%	-50.6%	-30.0%	17.6%
Zacatecas	0.0%	2740.0%	966.0%	31.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%
TOTAL REPÚBLICA	3.0%	16.4%	24.2%	15.6%	-9.5%	7.9%	19.2%	23.3%	46.4%	-34.1%	17.8%	32.1%	21.7%	-27.7%	18.1%	18.5%



### 3.1 Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac. Noviembre 2016 Vs Ac. Noviembre 2015)

MUNICIPIO/ DELEGACIÓN	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	ISUZU**	KIA	MAZDA	MINI**	MITSUBISHI	NISSAN	PEUGEOT	RENAULT	SEAT
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO	0.0%	10.0%	-55.0%	0.0%	-7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.6%	0.0%	13.4%	27.0%
BENITO JUÁREZ	-41.2%	-8.8%	8.7%	-5.7%	-7.3%	0.0%	193.0%	-14.2%	0.0%	-13.8%	-14.1%	-22.6%	3.9%	-6.3%
COYOACÁN	-18.3%	-1.4%	5.8%	5.4%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	-7.2%	10.1%	0.0%
CUAJIMALPA DE MORELOS	8.2%	4.4%	-0.1%	9.6%	0.0%	0.0%	214.4%	-12.0%	0.0%	-24.8%	25.0%	-48.3%	12.3%	-12.1%
CUAUHTÉMOC	-16.1%	-7.8%	-22.1%	29.0%	-24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	0.0%
GUSTAVO A. MADERO	5.0%	-3.3%	7.1%	-53.2%	0.0%	0.0%	2152.6%	-14.2%	0.0%	0.0%	6.9%	-14.9%	7.7%	-18.2%
IZTACALCO	3.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	-14.0%	0.0%	-25.3%	-9.4%	0.0%	0.0%	-6.5%
IZTAPALAPA	-15.1%	-11.0%	19.7%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-59.5%	-0.7%	0.0%	0.0%	0.0%
LA MAGDALENA CONTRERAS	0.0%	0.0%	-26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIGUEL HIDALGO	-62.0%	0.0%	-0.1%	-4.1%	77.8%	-20.3%	457.1%	0.0%	3.9%	-78.7%	-17.7%	21.6%	-13.2%	-22.4%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.4%	0.0%	0.0%	-3.4%	0.0%	0.0%	0.0%
TIALPÁN	-100.0%	0.0%	0.0%	-2.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.1%	0.0%	15.2%	0.0%
VENUSTIANO CARRANZA	0.0%	0.0%	7.3%	-0.6%	-0.3%	0.0%	25.7%	0.0%	0.0%	0.0%	-3.9%	0.0%	3.1%	9.2%
XOCHIMILCO	67.5%	-99.3%	-9.7%	56.7%	0.0%	0.0%	275.7%	-5.1%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO	0.0%	10.0%	-55.0%	0.0%	-7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.6%	0.0%	13.4%	27.0%
BENITO JUÁREZ	-41.2%	-8.8%	8.7%	-5.7%	-7.3%	0.0%	193.0%	-14.2%	0.0%	-13.8%	-14.1%	-22.6%	3.9%	-6.3%
COYOACÁN	-18.3%	-1.4%	5.8%	5.4%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	-7.2%	10.1%	0.0%
CUAJIMALPA DE MORELOS	8.2%	4.4%	-0.1%	9.6%	0.0%	0.0%	214.4%	-12.0%	0.0%	-24.8%	25.0%	-48.3%	12.3%	-12.1%
CUAUHTÉMOC	-16.1%	-7.8%	-22.1%	29.0%	-24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	0.0%
GUSTAVO A. MADERO	5.0%	-3.3%	7.1%	-53.2%	0.0%	0.0%	2152.6%	-14.2%	0.0%	0.0%	6.9%	-14.9%	7.7%	-18.2%
IZTACALCO	3.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	-14.0%	0.0%	-25.3%	-9.4%	0.0%	0.0%	-6.5%
IZTAPALAPA	-15.1%	-11.0%	19.7%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-59.5%	-0.7%	0.0%	0.0%	0.0%
LA MAGDALENA CONTRERAS	0.0%	0.0%	-26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIGUEL HIDALGO	-62.0%	0.0%	-0.1%	-4.1%	77.8%	-20.3%	457.1%	0.0%	3.9%	-78.7%	-17.7%	21.6%	-13.2%	-22.4%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.4%	0.0%	0.0%	-3.4%	0.0%	0.0%	0.0%
TIALPÁN	-100.0%	0.0%	0.0%	-2.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.1%	0.0%	15.2%	0.0%
VENUSTIANO CARRANZA	0.0%	0.0%	7.3%	-0.6%	-0.3%	0.0%	25.7%	0.0%	0.0%	0.0%	-3.9%	0.0%	3.1%	9.2%
XOCHIMILCO	67.5%	-99.3%	-9.7%	56.7%	0.0%	0.0%	275.7%	-5.1%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO	0.0%	10.0%	-55.0%	0.0%	-7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.6%	0.0%	13.4%	27.0%
BENITO JUÁREZ	-41.2%	-8.8%	8.7%	-5.7%	-7.3%	0.0%	193.0%	-14.2%	0.0%	-13.8%	-14.1%	-22.6%	3.9%	-6.3%
COYOACÁN	-18.3%	-1.4%	5.8%	5.4%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	-7.2%	10.1%	0.0%
CUAJIMALPA DE MORELOS	8.2%	4.4%	-0.1%	9.6%	0.0%	0.0%	214.4%	-12.0%	0.0%	-24.8%	25.0%	-48.3%	12.3%	-12.1%
CUAUHTÉMOC	-16.1%	-7.8%	-22.1%	29.0%	-24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	0.0%
GUSTAVO A. MADERO	5.0%	-3.3%	7.1%	-53.2%	0.0%	0.0%	2152.6%	-14.2%	0.0%	0.0%	6.9%	-14.9%	7.7%	-18.2%
IZTACALCO	3.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	-14.0%	0.0%	-25.3%	-9.4%	0.0%	0.0%	-6.5%
IZTAPALAPA	-15.1%	-11.0%	19.7%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-59.5%	-0.7%	0.0%	0.0%	0.0%
LA MAGDALENA CONTRERAS	0.0%	0.0%	-26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIGUEL HIDALGO	-62.0%	0.0%	-0.1%	-4.1%	77.8%	-20.3%	457.1%	0.0%	3.9%	-78.7%	-17.7%	21.6%	-13.2%	-22.4%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.4%	0.0%	0.0%	-3.4%	0.0%	0.0%	0.0%
TIALPÁN	-100.0%	0.0%	0.0%	-2.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.1%	0.0%	15.2%	0.0%
VENUSTIANO CARRANZA	0.0%	0.0%	7.3%	-0.6%	-0.3%	0.0%	25.7%	0.0%	0.0%	0.0%	-3.9%	0.0%	3.1%	9.2%
XOCHIMILCO	67.5%	-99.3%	-9.7%	56.7%	0.0%	0.0%	275.7%	-5.1%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO	0.0%	10.0%	-55.0%	0.0%	-7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.6%	0.0%	13.4%	27.0%
BENITO JUÁREZ	-41.2%	-8.8%	8.7%	-5.7%	-7.3%	0.0%	193.0%	-14.2%	0.0%	-13.8%	-14.1%	-22.6%	3.9%	-6.3%
COYOACÁN	-18.3%	-1.4%	5.8%	5.4%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	-7.2%	10.1%	0.0%
CUAJIMALPA DE MORELOS	8.2%	4.4%	-0.1%	9.6%	0.0%	0.0%	214.4%	-12.0%	0.0%	-24.8%	25.0%	-48.3%	12.3%	-12.1%
CUAUHTÉMOC	-16.1%	-7.8%	-22.1%	29.0%	-24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	0.0%
GUSTAVO A. MADERO	5.0%	-3.3%	7.1%	-53.2%	0.0%	0.0%	2152.6%	-14.2%	0.0%	0.0%	6.9%	-14.9%	7.7%	-18.2%
IZTACALCO	3.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	-14.0%	0.0%	-25.3%	-9.4%	0.0%	0.0%	-6.5%
IZTAPALAPA	-15.1%	-11.0%	19.7%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-59.5%	-0.7%	0.0%	0.0%	0.0%
LA MAGDALENA CONTRERAS	0.0%	0.0%	-26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIGUEL HIDALGO	-62.0%	0.0%	-0.1%	-4.1%	77.8%	-20.3%	457.1%	0.0%	3.9%	-78.7%	-17.7%	21.6%	-13.2%	-22.4%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.4%	0.0%	0.0%	-3.4%	0.0%	0.0%	0.0%
TIALPÁN	-100.0%	0.0%	0.0%	-2.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.1%	0.0%	15.2%	0.0%
VENUSTIANO CARRANZA	0.0%	0.0%	7.3%	-0.6%	-0.3%	0.0%	25.7%	0.0%	0.0%	0.0%	-3.9%	0.0%	3.1%	9.2%
XOCHIMILCO	67.5%	-99.3%	-9.7%	56.7%	0.0%	0.0%	275.7%	-5.1%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO	0.0%	10.0%	-55.0%	0.0%	-7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	-4.6%	0.0%	13.4%	27.0%
BENITO JUÁREZ	-41.2%	-8.8%	8.7%	-5.7%	-7.3%	0.0%	193.0%	-14.2%	0.0%	-13.8%	-14.1%	-22.6%	3.9%	-6.3%
COYOACÁN	-18.3%	-1.4%	5.8%	5.4%	-0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	-7.2%	10.1%	0.0%
CUAJIMALPA DE MORELOS	8.2%	4.4%	-0.1%	9.6%	0.0%	0.0%	214.4%	-12.0%	0.0%	-24.8%	25.0%	-48.3%	12.3%	-12.1%
CUAUHTÉMOC	-16.1%	-7.8%	-22.1%	29.0%	-24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	7.7%	0.0%
GUSTAVO A. MADERO	5.0%	-3.3%	7.1%	-53.2%	0.0%	0.0%	2152.6%	-14.2%	0.0%	0.0%	6.9%	-14.9%	7.7%	-18.2%
IZTACALCO	3.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	-14.0%	0.0%	-25.3%	-9.4%	0.0%	0.0%	-6.5%
IZTAPALAPA	-15.1%	-11.0%	19.7%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-59.5%	-0.7%	0.0%	0.0%	0.0%
LA MAGDALENA CONTRERAS	0.0%	0.0%	-26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIGUEL HIDALGO	-62.0%	0.0%	-0.1%	-4.1%	77.8%	-20.3%	457.1%	0.0%	3.9%	-78.7%	-17.7%	21.6%	-13.2%	-22.4%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.4%	0.0%	0.0%	-3.4%	0.0%	0.0%	0.0%
TIALPÁN	-100.0%	0.0%	0.0%	-2.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.1%	0.0%	15.2%	0.0%
VENUSTIANO CARRANZA	0.0%	0.0%	7.3%	-0.6%	-0.3%	0.0%	25.7%	0.0%	0.0%	0.0%	-3.9%	0.0%	3.1%	9.2%
XOCHIMILCO	67.5%	-99.3%	-9.7%	56.7%	0.0%	0.0%	275.7%	-5.1%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%
ÁLVARO OBREGÓN	4.1%	0.9%	0.0%	3.2%	38.4%	0.0%	0.0%	-14.3%	31.0%	0.6%	-3.3%	-56.2%	-3.9%	6.1%
AZCAPOTZALCO														



### 3.1 Desempeño por Marca en delegaciones y municipios de la ZMVM. (Variación % Ac. Noviembre 2016 Vs Ac. Noviembre 2015)

MUNICIPIO/ DELEGACIÓN	SMART**	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW**	INFINITI	JAGUAR	LAND ROVER	LINCOLN	MERCEDES- BENZ**	PORSCHE	SUBARU	VOLVO	TOTAL
ÁLVARO OBREGÓN	-18.6%	0.0%	24.4%	5.4%	-20.4%	0.0%	49.2%	60.7%	0.0%	0.0%	-7.0%	23.1%	38.6%	-53.5%	25.3%	9.3%
AZCAPO TZALCO	0.0%	8.0%	24.5%	-0.5%	0.0%	0.0%	-14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-13.3%
BENITO JUÁREZ	83.3%	-6.9%	12.5%	19.1%	-28.8%	1.9%	0.0%	0.0%	0.0%	0.0%	49.5%	36.8%	0.0%	600.0%	0.0%	0.9%
COYOACÁN	0.0%	-4.1%	0.0%	-0.6%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
CUAJIMALPA DE MORELOS	-27.8%	-27.0%	22.1%	11.0%	0.0%	-18.3%	1.0%	0.0%	-79.4%	-100.0%	0.0%	30.9%	20.7%	0.0%	59.6%	11.0%
CUAUHTÉMOC	0.0%	0.0%	0.0%	-6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.5%	0.0%	0.0%	0.0%	0.0%	-8.3%
GUSTAVO A. MADERO	0.0%	0.0%	0.0%	15.4%	0.0%	-3.0%	0.0%	0.0%	0.0%	0.0%	54.1%	0.0%	0.0%	0.0%	0.0%	6.8%
IZTACALCO	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
IZTAPALAPA	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%
LA MAG DALENA CONTRERAS	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	106.3%	-48.1%	0.0%	0.0%	0.0%	0.0%	0.0%	-13.7%
MIGUEL HIDALGO	-6.5%	-18.1%	28.8%	19.3%	-10.8%	-5.2%	9.0%	26.9%	115.0%	-32.3%	0.0%	42.9%	43.1%	-57.9%	-48.7%	3.9%
MILPA ALTA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TLÁHUAC	0.0%	0.0%	0.0%	-21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-8.9%
TLAIPAN	0.0%	0.0%	16.5%	13.8%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	57.1%	0.0%	0.0%	0.0%	-3.1%
VENUSTIANO CARRANZA	0.0%	19.3%	16.8%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%
XOCHIMILCO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%
ATIZAPÁN DE ZARAGOZA	0.0%	0.0%	0.0%	5.9%	0.0%	-9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%
CHALCO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%
COACALCO DE BERRIOZÁBAL	0.0%	-12.8%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.0%
CUAUTTLÁN IZCALLI	0.0%	-1.0%	6.9%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
ECATEPEC DE MORELOS	0.0%	0.0%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%
HUIXQUILUCAN	-32.0%	45.1%	12.3%	33.5%	-14.5%	0.9%	-18.3%	6.1%	61.1%	-39.7%	26.7%	27.7%	6.3%	0.0%	-100.0%	8.0%
IXTAPALLUGA	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
LA PAZ	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
NAUCALPAN DE JUÁREZ	0.0%	11.4%	13.8%	-0.6%	-26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	-44.4%	8.3%
NEZAHUALCÓYO TL	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
TECÁMAC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%
TEXCOCO	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%
TLAINEPANTLA DE BAZ	-3.1%	8.2%	5.7%	6.4%	0.0%	0.3%	44.6%	0.0%	0.0%	0.0%	0.0%	32.8%	0.0%	-57.0%	0.0%	1.3%
TULTITLÁN	0.0%	0.0%	0.0%	-5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-5.2%
	-9.2%	0.3%	15.9%	9.1%	-20.5%	-0.2%	22.5%	20.2%	27.3%	-45.6%	18.3%	30.6%	23.9%	-45.3%	6.7%	4.8%

Fuente: AMDA. Con información de Urban Science



# 4. Desempeño de compradores por Estado incluyendo ZMVM\* (Enero - Noviembre)

Estado	ENERO A NOVIEMBRE 2015	% respecto al total	ENERO A NOVIEMBRE 2016	% respecto al total	VAR %
<b>ZMVM</b>	<b>370,435</b>	<b>31.1%</b>	<b>384,963</b>	<b>27.3%</b>	<b>3.9%</b>
Aguascalientes	12,216	1.0%	17,726	1.3%	45.1%
Baja California	20,567	1.7%	34,386	2.4%	67.2%
Baja California Sur	7,968	0.7%	10,820	0.8%	35.8%
Campeche	9,328	0.8%	8,820	0.6%	-5.4%
Chiapas	22,219	1.9%	23,014	1.6%	3.6%
Chihuahua	29,481	2.5%	40,451	2.9%	37.2%
Coahuila	31,495	2.6%	37,349	2.6%	18.6%
Colima	7,220	0.6%	9,533	0.7%	32.0%
Distrito Federal	<b>254,314</b>	<b>21.4%</b>	<b>259,544</b>	<b>18.4%</b>	<b>2.1%</b>
Durango	9,797	0.8%	12,735	0.9%	30.0%
Edo. de México	<b>152,581</b>	<b>12.8%</b>	<b>169,789</b>	<b>12.0%</b>	<b>11.3%</b>
Guanajuato	45,002	3.8%	59,516	4.2%	32.3%
Guerrero	13,348	1.1%	14,045	1.0%	5.2%
Hidalgo	15,887	1.3%	19,019	1.3%	19.7%
Jalisco	85,898	7.2%	115,321	8.2%	34.3%
Michoacán	23,769	2.0%	30,612	2.2%	28.8%
Morelos	14,685	1.2%	18,571	1.3%	26.5%
Nayarit	5,367	0.5%	7,592	0.5%	41.5%
Nuevo León	91,730	7.7%	117,493	8.3%	28.1%
Oaxaca	18,330	1.5%	21,372	1.5%	16.6%
Puebla	60,187	5.1%	69,845	4.9%	16.0%
Querétaro	27,057	2.3%	33,533	2.4%	23.9%
Quintana Roo	20,651	1.7%	26,183	1.9%	26.8%
San Luis Potosí	22,070	1.9%	27,346	1.9%	23.9%
Sinaloa	25,995	2.2%	36,171	2.6%	39.1%
Sonora	23,070	1.9%	31,660	2.2%	37.2%
Tabasco	20,144	1.7%	17,984	1.3%	-10.7%
Tamaulipas	27,863	2.3%	34,061	2.4%	22.2%
Tlaxcala	6,706	0.6%	8,433	0.6%	25.8%
Veracruz	57,697	4.8%	62,829	4.5%	8.9%
Yucatán	20,612	1.7%	25,353	1.8%	23.0%
Zacatecas	7,738	0.6%	10,000	0.7%	29.2%
<b>Total República</b>	<b>1,190,992</b>	<b>100.0%</b>	<b>1,411,106</b>	<b>100.0%</b>	<b>18.5%</b>

- El desempeño en los primeros once meses de 2016 es positivo tanto a nivel nacional como en la ZMVM.

- No obstante, se observa una tendencia negativa en compras de:

- Campeche
- Tabasco



## 4.1 Comparativo de compradores de 2016 - 2015 por Estado incluyendo ZMVM\* (Noviembre)

Estado	NOVIEMBRE 2015	% respecto al total	NOVIEMBRE 2016	% respecto al total	VAR %
<b>ZMVM</b>	<b>37,115</b>	<b>29.4%</b>	<b>41,181</b>	<b>26.6%</b>	<b>11.0%</b>
Aguascalientes	1,385	1.1%	1,997	1.3%	44.2%
Baja California	2,418	1.9%	4,098	2.7%	69.5%
Baja California Sur	1,092	0.9%	1,090	0.7%	-0.2%
Campeche	966	0.8%	925	0.6%	-4.2%
Chiapas	2,278	1.8%	2,571	1.7%	12.9%
Chihuahua	3,396	2.7%	4,464	2.9%	31.4%
Coahuila	3,408	2.7%	4,052	2.6%	18.9%
Colima	817	0.6%	1,076	0.7%	31.7%
Distrito Federal	25,956	20.6%	27,298	17.7%	5.2%
Durango	1,058	0.8%	1,306	0.8%	23.4%
Edo. de México	14,940	11.8%	18,667	12.1%	24.9%
Guanajuato	4,944	3.9%	6,276	4.1%	26.9%
Guerrero	1,337	1.1%	1,468	0.9%	9.8%
Hidalgo	1,708	1.4%	1,983	1.3%	16.1%
Jalisco	9,964	7.9%	14,425	9.3%	44.8%
Michoacán	2,538	2.0%	3,349	2.2%	32.0%
Morelos	1,560	1.2%	2,004	1.3%	28.5%
Nayarit	657	0.5%	858	0.6%	30.6%
Nuevo León	9,739	7.7%	13,192	8.5%	35.5%
Oaxaca	1,835	1.5%	2,315	1.5%	26.2%
Puebla	6,295	5.0%	6,849	4.4%	8.8%
Querétaro	2,901	2.3%	3,633	2.3%	25.2%
Quintana Roo	2,240	1.8%	2,896	1.9%	29.3%
San Luis Potosí	2,384	1.9%	2,958	1.9%	24.1%
Sinaloa	2,798	2.2%	4,279	2.8%	52.9%
Sonora	2,546	2.0%	3,642	2.4%	43.0%
Tabasco	2,183	1.7%	1,830	1.2%	-16.2%
Tamaulipas	2,958	2.3%	3,763	2.4%	27.2%
Tlaxcala	720	0.6%	975	0.6%	35.4%
Vera Cruz	6,176	4.9%	6,248	4.0%	1.2%
Yucatán	2,145	1.7%	3,066	2.0%	42.9%
Zacatecas	869	0.7%	1,063	0.7%	22.3%
<b>Total República</b>	<b>126,211</b>	<b>100.0%</b>	<b>154,616</b>	<b>100.0%</b>	<b>22.5%</b>

- El desempeño en noviembre de 2016 es positivo a nivel nacional y también para la ZMVM, esto se debe a que las compras crecieron tanto en el Distrito Federal como en el Estado de México en 5.2% y 24.9%, respectivamente
- Se presentan caídas en:
  - Baja California Sur
  - Campeche
  - Tabasco



## 4.2 Comparativo de compradores de 2016 vs 2015 por segmento nacional y ZMVM

	Nacional								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Noviembre 2016	518,290	337,069	68,754	10,774	934,887	291,936	184,283	476,219	1,411,106
Enero-Noviembre 2015	432,842	292,609	58,163	9,181	792,795	244,642	153,552	398,194	1,190,989
Var(%)	19.7%	15.2%	18.2%	17.4%	17.9%	19.3%	20.0%	19.6%	18.5%

Fuente: AMDA. Con información de Urban Science



	ZMVM								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Noviembre 2016	141,061	95,652	27,217	3,769	267,699	83,499	33,765	117,264	384,963
Enero-Noviembre 2015	139,561	93,845	22,675	3,406	259,487	77,518	33,430	110,948	370,435
Var(%)	1.1%	1.9%	20.0%	10.7%	3.2%	7.7%	1.0%	5.7%	3.9%

Fuente: AMDA. Con información de Urban Science

Se presenta una mejoría tanto en el segmento subcompactos y camiones, pasando de -0.4% y 3.1% en octubre, a 1.1% y 1.0% respectivamente



## 4.2 Desempeño de compradores de Segmentos Subcompactos y Camiones en Estados y ZMVM

PLAZA / ESTADO	Enero - Noviembre 2016		Enero - Noviembre 2015		Variación (%)	
	SUBCOMPACTOS	CAMIONES	SUBCOMPACTOS	CAMIONES	SUBCOMPACTOS	CAMIONES
ZMVM	141,061	33,765	139,561	33,430	1.07%	1.00%
Aguascalientes	6,548	2424	4,380	1749	49.50%	38.59%
Baja California	10,570	3,796	5,630	2640	87.74%	43.79%
Baja California	3817	1610	2359	1400	61.81%	15.00%
Campeche	3,687	1132	3,785	1223	-2.59%	-7.44%
Chiapas	8,282	4,842	7,958	4,936	4.07%	-1.90%
Chihuahua	12,408	6,831	8,061	5,066	53.93%	34.84%
Coahuila	14,096	4,970	11,937	4,154	18.09%	19.64%
Colima	3097	1460	2251	1070	37.58%	36.45%
Distrito Federal	91,280	22,973	93,903	25,254	-2.79%	-9.03%
Durango	4271	2583	3380	1825	26.36%	41.53%
Edo. de México	67,834	17,621	59,965	13,841	13.12%	27.31%
Guanajuato	21,273	11,034	15,772	7,887	34.88%	39.90%
Guerrero	5,041	2676	4,603	2531	9.52%	5.73%
Hidalgo	6,840	2988	5,466	2380	25.14%	25.55%
Jalisco	40,099	16,227	28,845	11,393	39.02%	42.43%
Michoacán	8,337	7,599	6,593	5,078	26.45%	49.65%
Morelos	7,829	1601	5,500	1445	42.35%	10.80%
Nayarit	2388	1528	1698	999	40.64%	52.95%
Nuevo León	41,806	12,898	32,929	10,988	26.96%	17.38%
Oaxaca	8,550	5,445	7,135	4,721	19.83%	15.34%
Puebla	27,789	7,821	21,873	6,781	27.05%	15.34%
Querétaro	11,538	4,935	9,520	3,797	21.20%	29.97%
Quintana Roo	10,749	2529	8,321	1842	29.18%	37.30%
San Luis Potosí	9,657	4,080	7,462	3,415	29.42%	19.47%
Sinaloa	11,419	6,449	7,451	4,231	53.25%	52.42%
Sonora	9,012	5,750	5,733	4,242	57.20%	35.55%
Tabasco	7,256	2577	7,508	3,127	-3.36%	-17.59%
Tamaulipas	12,782	4,589	10,469	3,885	22.09%	18.12%
Tlaxcala	3257	1100	2470	905	31.86%	21.55%
Veracruz	32,281	7,817	28,931	6,999	11.58%	11.69%
Yucatán	11,193	2,566	8,407	2310	33.14%	11.08%
Zacatecas	3304	1832	2547	1438	29.72%	27.40%
<b>Total</b>	<b>518,290</b>	<b>184,283</b>	<b>432,842</b>	<b>153,552</b>	<b>19.74%</b>	<b>20.01%</b>



## 4.2 Desempeño de compradores por Segmentos en Estados y ZMVM.

PLAZA / ESTADO	VAR %				TOTAL AUTO MOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO					
ZMVM	1.1%	1.9%	20.0%	10.7%	3.2%	7.7%	1.0%	5.7%	3.9%
Aguascalientes	49.5%	36.4%	22.6%	27.6%	42.1%	63.6%	38.6%	51.6%	44.9%
Baja California	87.7%	81.1%	22.8%	50.0%	78.8%	53.7%	43.8%	50.5%	67.4%
Baja California Sur	61.8%	11.6%	97.5%	89.3%	42.0%	36.6%	15.0%	27.8%	35.9%
Campeche	-2.6%	-15.1%	16.2%	-20.4%	-6.6%	-0.6%	-7.4%	-3.3%	-5.5%
Chiapas	4.1%	4.3%	1.9%	15.9%	4.2%	7.5%	-1.9%	2.7%	3.5%
Chihuahua	53.9%	29.2%	9.6%	20.8%	38.7%	35.4%	34.8%	35.1%	37.3%
Coahuila	18.1%	11.2%	17.8%	18.9%	15.5%	27.6%	19.6%	24.5%	18.6%
Colima	37.6%	16.7%	2.2%	69.0%	26.6%	43.3%	36.4%	40.5%	31.8%
Distrito Federal	-2.8%	0.8%	22.7%	18.3%	1.2%	7.5%	-9.0%	2.2%	1.5%
Durango	26.4%	21.4%	41.8%	1.6%	25.0%	34.1%	41.5%	37.6%	30.0%
Edo. de México	13.1%	5.4%	11.6%	-3.6%	10.0%	9.7%	27.3%	15.2%	11.5%
Guanajuato	34.9%	31.5%	13.6%	20.9%	31.9%	27.3%	39.9%	33.2%	32.4%
Guerrero	9.5%	8.0%	13.5%	16.7%	9.1%	-5.1%	5.7%	-0.3%	5.1%
Hidalgo	25.1%	1.2%	29.5%	16.0%	16.2%	25.4%	25.5%	25.4%	19.7%
Jalisco	39.0%	31.5%	20.3%	34.8%	34.4%	30.1%	42.4%	34.8%	34.6%
Michoacán	26.5%	16.6%	17.8%	15.6%	21.5%	28.1%	49.6%	38.7%	29.0%
Morelos	42.3%	12.0%	27.2%	-7.3%	29.0%	25.7%	10.8%	20.8%	26.6%
Nayarit	40.6%	34.6%	14.0%	-7.5%	36.4%	48.8%	53.0%	50.7%	42.3%
Nuevo León	27.0%	42.2%	25.5%	38.1%	32.3%	23.6%	17.4%	21.4%	28.6%
Oaxaca	19.8%	10.0%	19.2%	-20.9%	16.7%	18.4%	15.3%	16.5%	16.6%
Puebla	27.0%	9.7%	-10.3%	10.2%	16.8%	15.1%	15.3%	15.2%	16.3%
Querétaro	21.2%	26.1%	21.7%	6.4%	22.8%	25.0%	30.0%	27.1%	24.3%
Quintana Roo	29.2%	16.7%	18.5%	40.0%	24.4%	29.7%	37.3%	31.9%	26.8%
San Luis Potosí	29.4%	20.5%	27.1%	34.9%	25.7%	22.3%	19.5%	21.1%	24.1%
Sinaloa	53.3%	23.5%	35.7%	0.0%	37.9%	32.9%	52.4%	41.4%	39.2%
Sonora	57.2%	29.3%	10.5%	8.3%	39.8%	32.9%	35.5%	34.0%	37.3%
Tabasco	-3.4%	-18.9%	7.0%	-4.9%	-8.6%	-11.8%	-17.6%	-14.3%	-10.7%
Tamaulipas	22.1%	10.9%	14.2%	-1.8%	17.3%	41.3%	18.1%	31.8%	22.2%
Tlaxcala	31.9%	22.1%	34.9%	29.8%	28.2%	22.1%	21.5%	21.9%	25.9%
Veracruz	11.6%	-2.6%	11.0%	53.4%	8.3%	9.5%	11.7%	10.4%	9.0%
Yucatán	33.1%	23.2%	17.0%	53.3%	28.6%	7.9%	11.1%	9.1%	23.1%
Zacatecas	29.7%	23.9%	34.3%	25.0%	27.3%	34.6%	27.4%	30.9%	28.6%
Total	19.7%	15.2%	18.2%	17.4%	17.9%	19.3%	20.0%	19.6%	18.5%



## 4.3 Desempeño por Segmentos en delegaciones y municipios de la ZMVM. (Variación % Ac. Noviembre 2016 Vs Ac. Noviembre 2015)

	MUNICIPIO/DELEGACIÓN	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Distrito Federal	ÁLVARO OBREGÓN	-0.3%	-0.4%	-0.4%	-19.2%	-0.6%	5.0%	-72.1%	-17.8%	-6.2%
	AZCAPOTZALCO	-8.1%	1.3%	14.9%	-21.5%	-3.2%	39.2%	-16.8%	10.0%	2.0%
	BENITO JUÁREZ	-12.6%	-12.2%	27.7%	26.2%	-7.4%	-1.9%	-25.5%	-11.0%	-8.7%
	COYOACÁN	-7.2%	-5.9%	19.5%	82.0%	-3.4%	-8.4%	18.0%	-3.9%	-3.5%
	CUAJIMALPA DE MORELOS	14.6%	6.7%	36.2%	-13.6%	17.0%	9.0%	12.5%	9.9%	14.4%
	CUAUHTÉMOC	-0.1%	3.7%	18.4%	74.4%	4.1%	15.1%	23.8%	18.0%	9.0%
	GUSTAVO A. MADERO	-4.8%	6.8%	31.3%	-13.8%	1.2%	5.7%	9.1%	6.5%	2.3%
	IZTACALCO	1.1%	4.7%	27.4%	-22.5%	3.2%	2.1%	1.1%	1.8%	2.9%
	IZTAPALAPA	1.1%	8.4%	34.7%	-5.6%	4.6%	1.6%	4.6%	2.5%	4.1%
	LA MAGDALENA CONTRERAS	-1.5%	-8.9%	21.3%	53.1%	-0.8%	6.7%	1.6%	3.8%	1.3%
	MIGUEL HIDALGO	1.5%	4.7%	27.6%	49.4%	6.9%	11.6%	4.7%	9.5%	7.8%
	MILPA ALTA	-12.7%	11.4%	30.0%	-28.6%	-4.1%	32.2%	0.0%	16.2%	0.9%
	TLÁHUAC	-1.2%	5.3%	-12.9%	-27.3%	0.8%	16.5%	18.3%	17.0%	4.3%
	TLAIPAN	-13.0%	-7.0%	52.2%	-12.4%	-6.4%	2.9%	29.9%	8.7%	-2.7%
	VENUSTIANO CARRANZA	1.9%	8.3%	1.5%	38.0%	4.9%	-0.2%	-4.8%	-1.6%	3.3%
XOCHIMILCO	2.4%	5.3%	36.9%	7.8%	5.6%	15.4%	15.5%	15.4%	7.8%	
Edo. de México	ACOLMAN	11.1%	20.5%	175.0%	-66.7%	18.0%	27.2%	41.0%	32.0%	22.2%
	ATENCO	11.5%	-34.7%	22.2%	-100.0%	-9.9%	-11.1%	5.0%	-6.2%	-8.8%
	ATIZAPÁN DE ZARAGOZA	10.1%	0.8%	15.2%	-16.7%	6.6%	5.6%	12.5%	6.9%	6.7%
	CHALCO	5.6%	-5.1%	-3.2%	37.5%	1.6%	6.8%	8.2%	7.3%	2.9%
	CHAUTLA	33.3%	8.3%	16.7%	-100.0%	18.7%	9.5%	-5.9%	5.1%	13.9%
	CHICLOAPAN	22.1%	1.7%	40.0%	-50.0%	14.5%	-13.3%	8.7%	-9.0%	7.5%
	CHICONGUAC	20.0%	-17.4%	0.0%	0.0%	3.6%	30.2%	30.8%	30.4%	14.3%
	CHIMALHUACÁN	14.5%	29.4%	216.7%	-30.0%	20.3%	-16.9%	31.5%	-4.2%	12.7%
	COACALCO DE BERRIOZÁBAL	16.0%	14.9%	22.6%	-15.6%	15.4%	16.9%	27.8%	19.7%	16.5%
	CUAUTTLÁN	8.2%	7.0%	69.2%	0.0%	9.0%	19.2%	26.7%	21.0%	11.8%
	CUAUTTLÁN (ZCALI)	7.4%	8.2%	17.9%	12.1%	8.3%	15.9%	8.2%	13.6%	9.9%
	ECATEPEC DE MORELOS	14.1%	12.4%	6.6%	-13.6%	12.9%	14.8%	46.8%	23.6%	15.5%
	HUIXQUILICAN	-5.8%	-10.0%	5.4%	-6.7%	-4.3%	-5.1%	2.5%	-4.2%	-4.3%
	IXTAPALUCA	20.5%	-3.5%	26.5%	80.0%	11.1%	25.2%	23.6%	24.8%	14.4%
	JALTENCO	30.3%	57.7%	33.3%	0.0%	40.0%	33.3%	-25.0%	15.4%	32.8%
	LA PAZ	24.4%	3.2%	28.0%	37.5%	17.5%	7.4%	9.2%	7.9%	15.1%
	MELCHOR O CAMPO	26.4%	10.1%	0.0%	150.0%	24.6%	1.9%	50.0%	11.5%	20.1%
	NALCALPAN DE JUÁREZ	-6.5%	5.9%	23.9%	13.0%	1.1%	5.4%	17.4%	8.2%	3.2%
	NEZAHUALCÓYOTL	2.6%	4.1%	4.2%	-22.6%	2.9%	2.4%	10.9%	4.2%	3.2%
	NICOLÁS ROMERO	11.8%	20.8%	9.8%	5.6%	15.0%	13.0%	9.7%	11.9%	14.1%
	TECÁMAC	27.2%	14.5%	4.8%	3.4%	21.5%	28.3%	31.4%	29.0%	23.3%
	TEPOTZOTLÁN	14.0%	25.4%	22.2%	200.0%	19.0%	52.6%	8.3%	37.9%	23.8%
	TEXCOCO	19.0%	6.5%	30.8%	20.0%	14.0%	7.4%	33.0%	14.4%	14.2%
TEZCUYUCA	24.1%	-4.0%	50.0%	200.0%	13.8%	11.4%	60.0%	26.0%	17.6%	
TLAINEPANTLA DE BAZ	14.8%	-9.1%	-6.8%	-22.1%	2.9%	6.3%	79.2%	29.7%	11.0%	
TULTEPEC	26.4%	14.2%	-31.6%	80.0%	20.6%	24.0%	55.8%	30.6%	23.5%	
TULTILÁN	13.7%	2.8%	14.7%	-26.2%	9.1%	7.8%	33.2%	14.8%	10.7%	
VALLE DE CHALCO SOLIDARIDAD	23.4%	14.7%	100.0%	-20.0%	20.8%	10.8%	2.6%	7.1%	17.3%	
TOTAL ZMVM	1.1%	1.9%	20.0%	10.7%	3.2%	7.7%	1.0%	5.7%	3.9%	



## 4.3 Comparativo de Ac. Noviembre 2016 vs Ac. Noviembre 2015 por estado y por marca.

ESTADO	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	ISUZU**	KIA	MAZDA	MINI**	MITSUBISHI	NISSAN	PEUGEOT	RENAULT	SEAT
ZMVM	-19.9%	-1.1%	-1.3%	6.9%	10.2%	-14.7%	331.2%	-12.9%	19.2%	-18.4%	-1.0%	-14.7%	4.1%	-6.2%
Aguascalientes	152.1%	29.5%	47.0%	33.9%	17.4%	-16.9%	3381.3%	6.6%	10.5%	12.9%	34.1%	-8.5%	153.6%	31.7%
Baja California	62.4%	30.0%	64.0%	104.3%	123.7%	-22.9%	2861.4%	26.7%	5.9%	32.2%	58.1%	820.0%	144.6%	-37.5%
Baja California Sur	6.6%	28.3%	23.8%	49.7%	75.0%	0.0%	1387.5%	24.1%	400.0%	2.3%	28.4%	0.0%	400.0%	-4.1%
Campeche	-20.4%	-15.8%	-9.2%	-2.0%	17.1%	0.0%	763.9%	3.7%	39.1%	-1.9%	-16.5%	5.3%	7.3%	-3.7%
Chiapas	-17.6%	-7.9%	9.3%	14.9%	80.8%	-2.0%	3403.6%	-6.8%	-5.3%	-24.3%	-0.3%	106.5%	10.0%	1.1%
Chihuahua	6.3%	57.0%	32.0%	41.2%	308.9%	-7.5%	516.8%	16.4%	-25.0%	20.7%	27.1%	26.9%	35.7%	42.4%
Coahuila	0.3%	19.5%	26.5%	12.3%	184.2%	0.0%	1463.9%	2.8%	8.8%	8.1%	16.2%	32.2%	-38.3%	24.5%
Colima	2.0%	28.4%	46.2%	34.9%	1861.5%	-33.3%	1507.1%	23.3%	-33.3%	32.6%	12.5%	35.9%	69.1%	43.0%
Distrito Federal	-24.4%	-3.2%	-9.3%	7.3%	8.9%	-15.1%	314.6%	-10.8%	16.3%	-23.9%	-2.4%	-10.5%	3.4%	-5.5%
Durango	6.1%	27.6%	27.2%	31.3%	1107.3%	0.0%	1632.9%	-7.4%	7.1%	13.8%	26.0%	30.5%	183.2%	24.4%
Edo. de México	-6.4%	0.4%	17.9%	6.5%	17.4%	-23.3%	401.0%	-15.1%	27.3%	-21.4%	9.2%	-22.2%	8.5%	-6.5%
Guanajuato	6.8%	29.6%	34.1%	17.0%	53.3%	-14.9%	1199.3%	2.9%	4.5%	12.2%	37.1%	98.2%	120.4%	36.8%
Guerrero	-9.1%	-15.3%	10.5%	6.8%	352.0%	0.0%	1166.7%	0.0%	-40.0%	-24.1%	-1.7%	66.7%	131.6%	12.8%
Hidalgo	-0.9%	10.8%	26.1%	21.0%	33.1%	-61.5%	1063.6%	-8.4%	28.6%	7.9%	19.7%	-31.3%	-3.1%	12.9%
Jalisco	8.5%	54.7%	38.1%	28.5%	41.1%	0.0%	290.4%	12.7%	13.1%	13.2%	27.6%	28.5%	22.7%	20.7%
Michoacán	9.5%	13.2%	41.7%	24.8%	655.2%	-52.9%	1382.4%	7.7%	14.3%	22.3%	23.1%	-3.0%	15.2%	20.3%
Morelos	-5.2%	15.4%	29.8%	20.6%	341.2%	-63.6%	845.9%	10.9%	7.1%	-2.6%	28.5%	134.8%	16.2%	7.2%
Nayarit	4.5%	6.6%	52.6%	56.1%	13.8%	-63.6%	1512.5%	61.5%	-28.6%	12.7%	44.7%	50.0%	47.4%	52.1%
Nuevo León	20.8%	22.7%	26.7%	22.2%	11.5%	-17.9%	336.3%	0.8%	10.1%	-7.9%	32.1%	41.4%	44.1%	18.6%
Oaxaca	-8.6%	11.0%	22.7%	13.7%	32.4%	-26.5%	892.7%	5.7%	-10.6%	20.8%	16.1%	-6.2%	10.1%	-3.9%
Puebla	11.4%	12.4%	31.1%	35.1%	26.9%	-43.5%	472.8%	15.8%	-6.6%	5.4%	14.5%	-3.3%	11.3%	2.4%
Querétaro	4.2%	24.3%	30.2%	32.2%	27.8%	-21.3%	315.0%	9.0%	-4.0%	2.2%	19.7%	19.2%	31.9%	5.1%
Quintana Roo	7.3%	6.0%	33.4%	18.5%	43.8%	0.0%	1767.2%	10.5%	8.5%	16.8%	25.1%	44.1%	-10.0%	0.4%
San Luis Potosí	21.2%	40.2%	29.4%	23.9%	190.9%	-19.3%	276.5%	-3.2%	-14.8%	5.6%	10.4%	5.6%	70.8%	0.0%
Sinaloa	4.1%	20.7%	52.4%	54.3%	55.4%	-23.0%	3029.2%	16.8%	2.0%	3.9%	26.6%	194.4%	4.4%	9.4%
Sonora	29.2%	39.6%	43.2%	57.6%	90.7%	-22.4%	3218.4%	-0.3%	-13.0%	28.6%	28.3%	57.6%	62.3%	7.6%
Tabasco	-23.7%	-22.9%	-12.3%	-4.8%	65.4%	-6.1%	175.3%	-26.7%	20.2%	-11.0%	-17.7%	-17.0%	-16.8%	-16.3%
Tamaulipas	-13.9%	11.0%	37.9%	20.3%	329.5%	0.0%	1834.0%	-2.0%	-3.6%	10.7%	5.7%	8.9%	16.2%	1.0%
Tlaxcala	5.1%	9.9%	34.0%	38.5%	81.0%	0.0%	1125.9%	15.1%	25.0%	-6.3%	6.4%	3.6%	23.4%	26.2%
Veracruz	-14.6%	6.2%	19.0%	-1.3%	92.5%	-40.0%	1497.8%	-18.9%	6.2%	1.1%	1.2%	-22.3%	37.0%	-12.5%
Yucatán	6.9%	21.4%	25.3%	18.2%	8.2%	-32.0%	271.2%	-13.2%	9.7%	30.8%	21.6%	3.9%	34.1%	287.2%
Zacatecas	-10.2%	4.9%	27.1%	31.2%	200.0%	0.0%	2436.4%	27.4%	50.0%	34.8%	21.7%	-42.9%	23.7%	-20.5%
TOTAL REPÚBLICA	-1.4%	14.1%	19.4%	20.5%	40.4%	-20.3%	484.8%	-2.0%	11.9%	-2.7%	14.6%	7.5%	24.6%	3.7%



### 4.3 Comparativo de Ac. Noviembre 2016 vs Ac. Noviembre 2015 por estado y por marca.

ESTADO	SMART**	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW**	INFINITI	JAGUAR	LAND ROVER	LINCOLN	MERCEDES-BENZ**	PORSCHE	SUBARU	VOLVO	TOTAL
ZMW	-10.3%	-0.1%	21.1%	10.5%	-18.5%	4.4%	21.3%	23.9%	14.6%	-45.4%	42.9%	31.2%	22.9%	-42.6%	18.5%	3.9%
Aguascalientes	7.1%	65.8%	18.1%	38.8%	50.0%	18.4%	-9.1%	-18.2%	0.0%	16.7%	-66.7%	34.3%	100.0%	-66.7%	-100.0%	44.9%
Baja California	5.9%	17.3%	41.7%	67.7%	75.0%	-10.9%	9.9%	100.0%	0.0%	-40.0%	16.1%	38.8%	71.4%	600.0%	0.0%	67.4%
Baja California Sur	66.7%	437.5%	24.4%	88.6%	100.0%	530.0%	100.0%	0.0%	-100.0%	-50.0%	0.0%	35.2%	50.0%	75.0%	0.0%	35.9%
Campeche	-100.0%	41.3%	-10.1%	-3.7%	200.0%	-15.2%	78.8%	100.0%	0.0%	-66.7%	15.4%	21.4%	-100.0%	-30.0%	-100.0%	-5.5%
Chiapas	100.0%	-14.6%	-3.3%	1.1%	-50.0%	-46.9%	48.4%	300.0%	0.0%	-90.0%	-13.5%	35.5%	60.0%	22.7%	-100.0%	3.5%
Chihuahua	20.0%	24.5%	27.6%	43.0%	41.3%	23.1%	1.0%	238.5%	0.0%	87.5%	61.1%	25.2%	7.7%	-20.6%	0.0%	37.3%
Coahuila	-28.6%	11.8%	15.3%	-5.9%	-9.1%	7.9%	29.1%	-9.1%	0.0%	-85.7%	27.8%	42.1%	8.7%	-59.1%	25.0%	18.6%
Colima	0.0%	29.5%	26.8%	32.8%	-33.3%	21.4%	-4.1%	0.0%	-100.0%	-100.0%	-75.0%	30.0%	900.0%	-66.7%	-100.0%	31.8%
Distrito Federal	-9.8%	-6.4%	26.7%	10.1%	-19.5%	4.3%	23.5%	22.7%	-6.9%	-47.4%	53.0%	31.7%	25.7%	-31.2%	53.6%	1.5%
Durango	0.0%	5.6%	26.0%	8.9%	-87.5%	251.6%	-4.0%	-100.0%	0.0%	100.0%	-66.7%	51.9%	-60.0%	-81.8%	-100.0%	30.0%
Edo. de México	5.0%	9.1%	9.7%	14.1%	-12.3%	7.8%	13.2%	33.7%	277.8%	-31.3%	-8.3%	28.7%	28.8%	-51.8%	-36.9%	11.5%
Guanajuato	25.0%	22.4%	29.8%	25.1%	9.3%	2.9%	21.4%	8.1%	77.8%	-9.1%	-8.3%	32.0%	4.9%	0.0%	33.8%	32.4%
Guerrero	0.0%	-71.8%	10.0%	14.4%	-25.0%	15.3%	-52.2%	-100.0%	0.0%	-37.5%	300.0%	31.3%	0.0%	0.0%	-100.0%	5.1%
Hidalgo	0.0%	25.4%	23.3%	12.3%	-10.0%	27.0%	23.3%	0.0%	0.0%	-78.6%	-16.7%	35.7%	100.0%	-90.0%	0.0%	19.7%
Jalisco	23.8%	37.7%	37.8%	29.4%	-9.2%	17.3%	11.2%	17.6%	100.0%	-34.8%	10.0%	34.5%	12.8%	0.0%	47.5%	34.6%
Michoacán	171.4%	3.1%	15.8%	29.5%	-6.7%	6.7%	21.5%	0.0%	0.0%	-33.3%	-42.9%	20.6%	214.3%	-55.6%	10.4%	29.0%
Morelos	-100.0%	65.9%	14.1%	17.3%	6.7%	26.6%	41.7%	-7.7%	0.0%	12.5%	-62.5%	24.4%	-55.0%	533.3%	975.0%	26.6%
Nayarit	-100.0%	600.0%	43.1%	30.2%	-75.0%	77.8%	-9.1%	0.0%	0.0%	0.0%	-33.3%	-8.3%	-50.0%	0.0%	-100.0%	42.3%
Nuevo León	-11.6%	27.8%	26.8%	21.9%	-6.4%	20.7%	16.8%	19.0%	14.3%	-26.1%	9.8%	30.8%	47.9%	-47.5%	74.1%	28.6%
Oaxaca	71.4%	-19.6%	12.0%	16.5%	-50.0%	42.0%	-15.0%	166.7%	0.0%	16.7%	-37.5%	28.3%	100.0%	77.3%	0.0%	16.6%
Puebla	6.7%	33.9%	30.4%	7.5%	-19.1%	-23.3%	12.0%	4.3%	16.7%	-49.3%	-14.1%	28.3%	5.7%	37.2%	-30.6%	16.3%
Querétaro	44.4%	-0.3%	22.7%	17.2%	47.1%	17.1%	28.4%	85.7%	50.0%	-35.0%	-57.1%	34.9%	-30.0%	-64.8%	56.1%	24.3%
Quintana Roo	100.0%	25.0%	28.6%	19.0%	16.7%	-2.9%	14.6%	0.0%	-100.0%	-42.9%	-13.8%	43.0%	31.0%	-56.7%	-11.1%	26.8%
San Luis Potosí	0.0%	38.3%	33.5%	17.1%	80.0%	16.0%	39.1%	-29.4%	-100.0%	-14.3%	-42.9%	42.5%	-33.3%	-46.9%	5.9%	24.1%
Sinaloa	-8.7%	-10.7%	37.3%	30.6%	0.0%	7.8%	42.1%	-28.6%	200.0%	4.3%	-17.2%	27.5%	250.0%	50.0%	94.7%	39.2%
Sonora	100.0%	41.6%	15.6%	24.1%	-28.6%	13.8%	33.8%	-25.0%	0.0%	0.0%	-14.6%	50.8%	0.0%	300.0%	-100.0%	37.3%
Tabasco	0.0%	12.8%	-11.4%	-7.5%	-40.0%	0.6%	43.8%	-25.0%	0.0%	-50.0%	-63.6%	23.7%	-75.0%	-12.5%	-100.0%	-10.7%
Tamaulipas	-100.0%	-18.0%	40.7%	40.0%	37.5%	-30.1%	39.5%	62.3%	0.0%	-40.0%	50.0%	34.2%	-66.7%	-50.0%	-100.0%	22.2%
Tlaxcala	200.0%	14.6%	31.7%	26.7%	300.0%	17.9%	69.2%	500.0%	0.0%	-100.0%	133.3%	150.0%	0.0%	-22.2%	0.0%	25.9%
Veracruz	-5.6%	-11.1%	9.1%	8.3%	-15.0%	0.9%	27.9%	-41.4%	0.0%	-28.6%	68.5%	19.2%	20.0%	200.0%	-31.9%	9.0%
Yucatán	0.0%	48.9%	16.3%	19.9%	157.1%	-1.6%	12.6%	22.0%	150.0%	83.3%	24.7%	50.6%	24.1%	-24.3%	-15.2%	23.1%
Zacatecas	-25.0%	1566.7%	74.7%	21.8%	-50.0%	42.1%	31.6%	100.0%	0.0%	0.0%	0.0%	47.1%	0.0%	-100.0%	0.0%	28.6%
TOTAL REPUBLICA	3.0%	16.4%	24.2%	15.6%	-9.5%	7.9%	19.2%	23.3%	46.4%	-34.1%	17.8%	32.1%	21.7%	-27.7%	18.1%	18.5%

Asociación Mexicana de Distribuidores de Automotores



## 5. Balance compras y ventas en ZMVM

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	139,133	141,061	-1,928	-1.4%
COMPACTOS	94,902	95,652	-750	-0.8%
LUJO	25,935	27,217	-1,282	-4.9%
DEPORTIVO	3,731	3,769	-38	-1.0%
TOTAL AUTOMOVILES	263,701	267,699	-3,998	-1.5%
USOS MULTIPLE	82,812	83,499	-687	-0.8%
CAMIONES	31,422	33,765	-2,343	-7.5%
TOTAL CAMIONES	114,234	117,264	-3,030	-2.7%
<b>TOTAL</b>	<b>377,935</b>	<b>384,963</b>	<b>-7,028</b>	<b>-1.9%</b>

Fuente: AMDA. Con información de Urban Science

Se observa un saldo negativo entre compras y ventas en todos los segmentos de la ZMVM, lo cual implica que 7,028 personas habitantes de la ZMVM están comprando su vehículo en otras entidades federativas.



# 5. Balance compras y ventas en ZMVM

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
CHRYSLER	16,701	18,978	-2,277	-13.6%
TOYOTA	19,948	22,070	-2,122	-10.6%
GENERAL MOTORS	71,839	73,548	-1,709	-2.4%
VOLKSWAGEN	55,828	57,058	-1,230	-2.2%
FORD	21,872	23,032	-1,160	-5.3%
MITSUBISHI	2,946	3,568	-622	-21.1%
MERCEDES-BENZ**	5,349	5,699	-350	-6.5%
RENAULT	8,219	8,526	-307	-3.7%
BMW**	5,455	5,694	-239	-4.4%
HONDA	21,388	21,600	-212	-1.0%
PEUGEOT	1,939	2,113	-174	-9.0%
LINCOLN	939	1,106	-167	-17.8%
MAZDA	14,779	14,848	-69	-0.5%
SMART**	258	273	-15	-5.8%
SUBARU	231	244	-13	-5.6%
VOLVO	522	526	-4	-0.8%
JAGUAR	112	110	2	1.8%
INFINITI	969	964	5	0.5%
MINI**	2,330	2,313	17	0.7%
PORSCHE	493	461	32	6.5%
LAND ROVER	298	263	35	11.7%
SUZUKI	4,147	4,080	67	1.6%
HYUNDAI	10,372	10,304	68	0.7%
ACURA	955	883	72	7.5%
AUDI	5,349	5,256	93	1.7%
KIA	13,583	13,389	194	1.4%
SEAT	8,878	8,280	598	6.7%
NISSAN	80,850	79,684	1,166	1.4%
ISUZU**	1,386	93	1,293	93.3%
<b>TOTAL</b>	<b>377,935</b>	<b>384,963</b>	<b>-7,028</b>	<b>-1.9%</b>

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

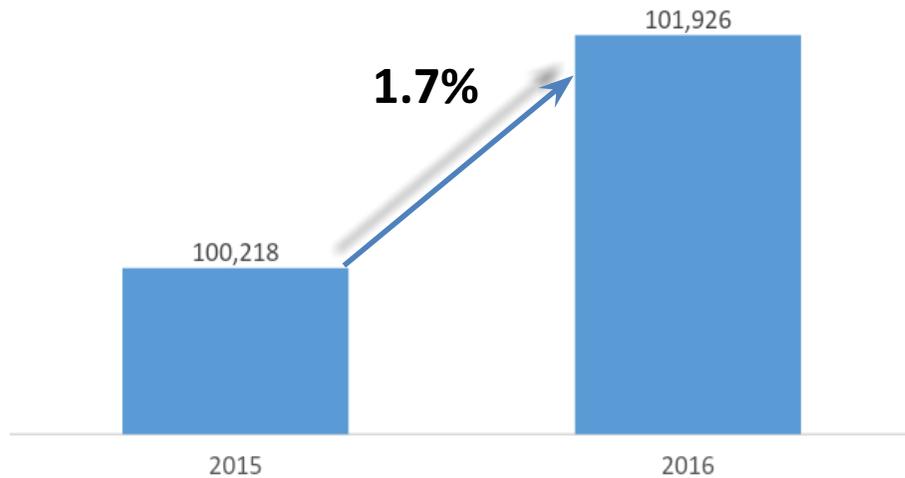


## 6. Ventas y compras flotillas. ZMVM\*

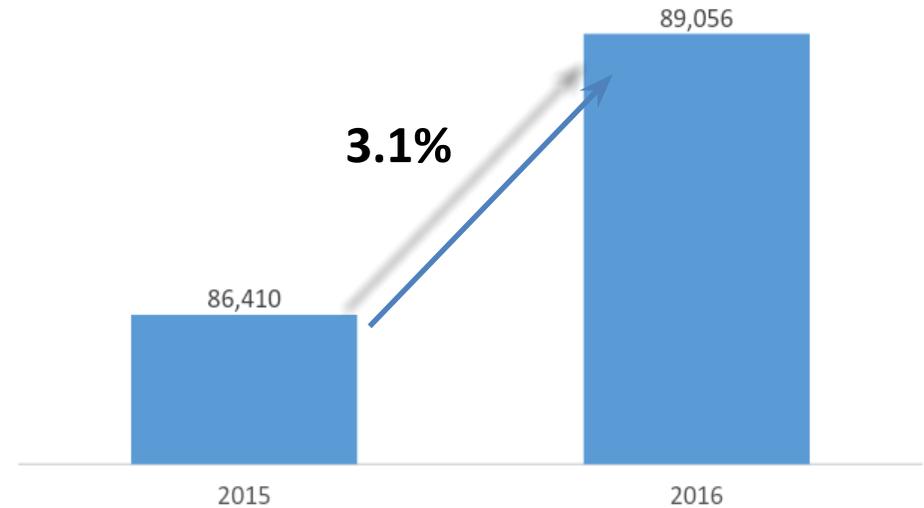
(Unidades)

Tanto los compradores como las ventas de flotillas crecieron en la ZMVM, aunque su crecimiento sigue estando por debajo del nacional (7.5% de incremento en ventas flotillas a nivel nacional).

Compradores de flotillas ZMVM



Ventas de flotillas ZMVM



Fuente: AMDA. Con información de Urban Science

\*Dado la información disponible en el caso flotillas ZMVM se toma como la suma de DF y Estado de México.



# 6.1 Balance compras y ventas de flotillas en ZMVM

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	33,014	37,188	-4,174	-12.6%
COMPACTOS	18,138	19,154	-1,016	-5.6%
LUJO	3,078	3,637	-559	-18.2%
DEPORTIVO	888	1,005	-117	-13.2%
TOTAL AUTOMOVILES	55,118	60,984	-5,866	-10.6%
USOS MULTIPLE	17,130	18,584	-1,454	-8.5%
CAMIONES	12,234	16,463	-4,229	-34.6%
TOTAL CAMIONES	29,364	35,047	-5,683	-19.4%
<b>TOTAL</b>	<b>84,482</b>	<b>96,031</b>	<b>-11,549</b>	<b>-13.7%</b>

Fuente: AMDA. Con información de Urban Science

Se observa un saldo negativo entre compras y ventas de flotillas en la ZMVM de 11,549 unidades. Este saldo es mayor que al considerar las ventas totales (-7,028). Esto indica que el saldo de compradores individuales (no-flotillas) es positivo. El saldo negativo es provocado por las flotillas.



# 6.1 Balance compras y ventas de flotillas en ZMVM

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia como (%) de Ventas (A-B)/(A)
GENERAL MOTORS	18,489	22,033	-3,544	-19.2%
CHRYSLER	5,377	7,305	-1,928	-35.9%
FORD	6,445	8,225	-1,780	-27.6%
NISSAN	20,663	21,919	-1,256	-6.1%
TOYOTA	3,415	4,650	-1,235	-36.2%
VOLKSWAGEN	21,023	22,102	-1,079	-5.1%
MITSUBISHI	965	1,495	-530	-54.9%
RENAULT	1,128	1,507	-379	-33.6%
LINCOLN	391	491	-100	-25.6%
HONDA	342	391	-49	-14.3%
KIA	779	807	-28	-3.6%
HYUNDAI	873	897	-24	-2.7%
ACURA	25	33	-8	-32.0%
MINI**	39	39	0	0.0%
SMART**	11	11	0	0.0%
BMW**	425	425	0	0.0%
INFINITI	90	89	1	1.1%
MAZDA	1,062	1,051	11	1.0%
MERCEDES-BENZ**	623	569	54	8.7%
SEAT	2,317	1,992	325	14.0%
<b>TOTAL</b>	<b>84,482</b>	<b>96,031</b>	<b>-11,549</b>	<b>-13.7%</b>

Se observa en general un saldo negativo de ventas-compras.

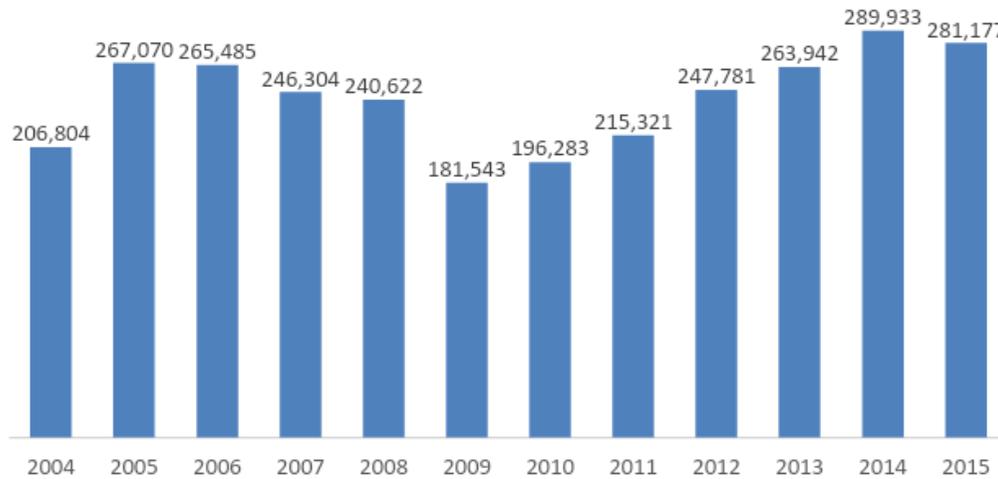
Las excepciones son Seat, Mercedes-Benz, Mazda y Infiniti.

BMW, Smart y MINI presentan ventas iguales a sus compras.



# Tendencia de la comercialización de vehículos ligeros: CDMX

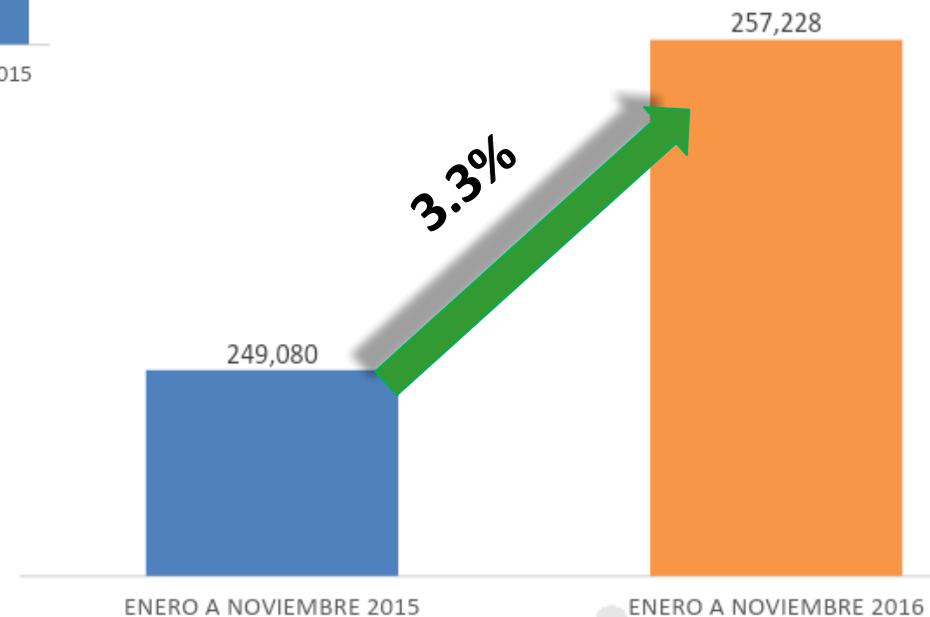
Unidades



Fuente: AMDA con datos de AMIA. 2014 con base en cifras de UrbanScience.

La tendencia anual de ventas en el estado presentó un comportamiento negativo en 2015

Las ventas en CDMX aumentaron en 3.3% respecto al mes de Noviembre de 2015



Fuente: AMDA con datos de Urban Science



# CDMX: Comercialización por plaza Unidades (Enero – Noviembre 2016)

Estado/Plaza	AUTOMOVILES					CAMION LIGERO			Total	TOTAL AUTOMOVILES (%)	TOTAL CAMIONES (%)	Total (%)
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLES	CAMIONES	TOTAL CAMIONES	TOTAL			
ALVARO OBREGÓN	7,024	6,678	4,897	497	19,096	7,147	1,879	9,026	28,122	10.5%	12.0%	10.9%
AZCAPOTZALCO	8,773	6,733	483	159	16,148	3,224	1,677	4,901	21,049	8.9%	6.5%	8.2%
BENITO JUÁREZ	13,478	9,895	2,663	573	26,609	7,480	1,963	9,443	36,052	14.6%	12.5%	14.0%
COYOACÁN	7,270	4,828	380	94	12,572	4,234	1,276	5,510	18,082	6.9%	7.3%	7.0%
CUAJIMALPA DE MORELOS	5,041	4,244	2,458	198	11,941	5,304	1,568	6,872	18,813	6.6%	9.1%	7.3%
CUAUHTÉMOC	4,064	2,819	168	117	7,168	2,623	1,290	3,913	11,081	3.9%	5.2%	4.3%
GUSTAVO A. MADERO	8,515	5,093	552	169	14,329	3,013	1,849	4,862	19,191	7.9%	6.4%	7.5%
IZTACALCO	8,080	2,476	56	259	10,871	2,510	1,449	3,959	14,830	6.0%	5.2%	5.8%
IZTAPALAPA	10,615	6,130	246	70	17,061	4,078	2,700	6,778	23,839	9.4%	9.0%	9.3%
LA MAGDALENA CONTRERAS	912	24	1,065	7	2,008	240	46	286	2,294	1.1%	0.4%	0.9%
MIGUEL HIDALGO	7,832	5,902	4,774	325	18,833	6,745	2,208	8,953	27,786	10.4%	11.9%	10.8%
TLÁHUAC	671	1,382	12	16	2,081	329	318	647	2,728	1.1%	0.9%	1.1%
TLALPAN	3,446	3,659	887	30	8,022	2,278	567	2,845	10,867	4.4%	3.8%	4.2%
VENUSTIANO CARRANZA	4,914	3,338	291	144	8,687	3,035	748	3,783	12,470	4.8%	5.0%	4.8%
XOCHIMILCO	3,347	2,914	44	50	6,355	2,460	1,209	3,669	10,024	3.5%	4.9%	3.9%
<b>TOTAL</b>	<b>93,982</b>	<b>66,115</b>	<b>18,976</b>	<b>2,708</b>	<b>181,781</b>	<b>54,700</b>	<b>20,747</b>	<b>75,447</b>	<b>257,228</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
	36.5%	25.7%	7.4%	1.1%	70.7%	21.3%	8.1%	29.3%	100.0%			

Fuente: AMDA con información Urban Science

El 35.8% de los vehículos de la Ciudad de México se comercializan en las delegaciones Álvaro Obregón, Benito Juárez y Miguel Hidalgo.

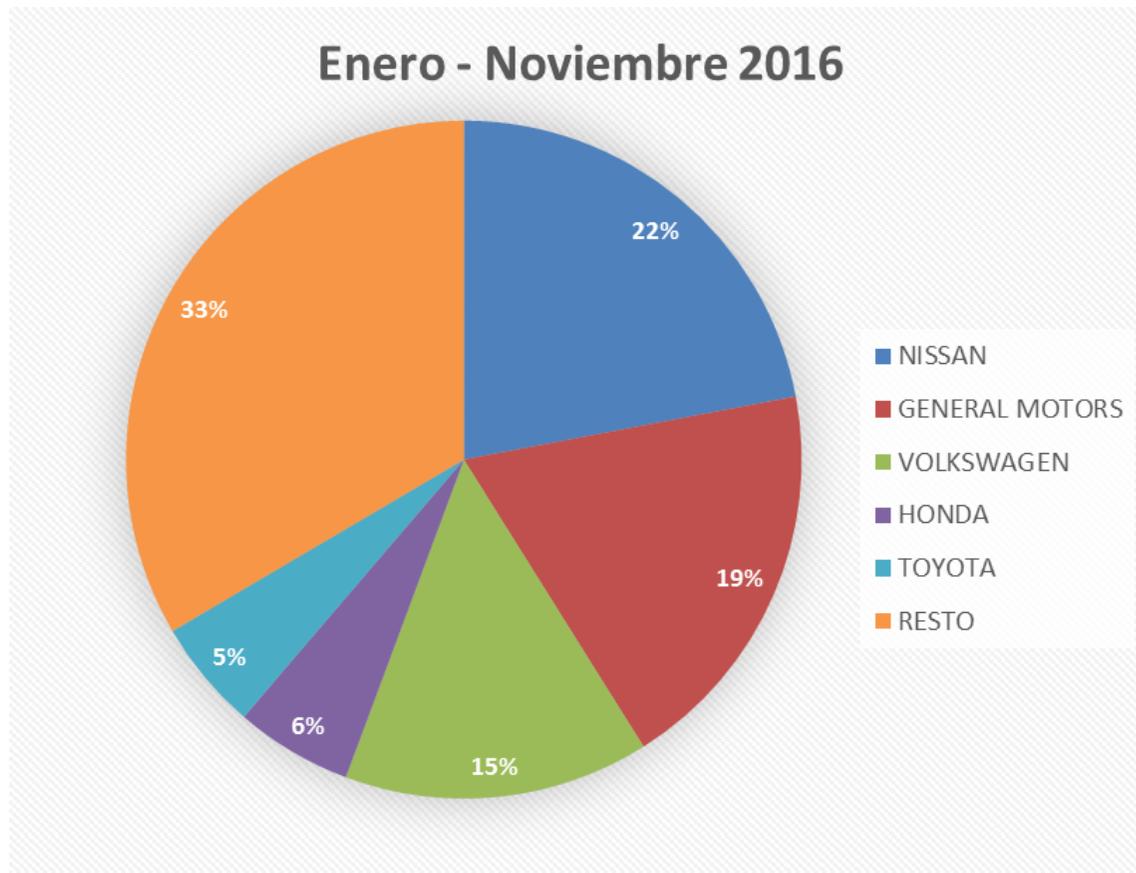
Del total del volumen de ventas registradas en el estado, el 83.5% lo conforman los segmentos subcompactos, compactos y de usos múltiples.



# CDMX: Comercialización por Marca

Marca	Unidades	Participación (%)
NISSAN	56,628	22.0%
GENERAL MOTORS	49,015	19.1%
VOLKSWAGEN	37,583	14.6%
HONDA	14,426	5.6%
TOYOTA	13,560	5.3%
FORD	13,208	5.1%
CHRYSLER	11,864	4.6%
MAZDA	9,723	3.8%
KIA	8,221	3.2%
SEAT	6,610	2.6%
HYUNDAI	6,540	2.5%
RENAULT	5,825	2.3%
BMW**	4,333	1.7%
AUDI	3,830	1.5%
MERCEDES-BENZ**	3,783	1.5%
SUZUKI	2,524	1.0%
MITSUBISHI	1,837	0.7%
MINI**	1,719	0.7%
ISUZU**	1,386	0.5%
PEUGEOT	1,283	0.5%
INFINITI	727	0.3%
LINCOLN	688	0.3%
ACURA	519	0.2%
VOLVO	472	0.2%
PORSCHE	340	0.1%
LAND ROVER	216	0.1%
SUBARU	170	0.1%
SMART*	115	0.0%
JAGUAR	83	0.0%
<b>TOTAL</b>	<b>257,228</b>	<b>100.0%</b>

Fuente: AMDA con información Urban Science  
 \*\* Estimados



Fuente: AMDA con información Urban Science

Estas 5 marcas comercializaron el 66.6% de los vehículos en CDMX de enero a noviembre de 2016.



# CDMX Ventas por plaza y marca (Enero – Noviembre 2016)

	ÁLVARO OBREGÓN	AZCAPOTZALCO	BENITO JUÁREZ	COYOACÁN	CUAJIMALPA DE MORELOS	CUAUHTÉMOC	GUSTAVO A. MADERO	IZTACALCO	IZTAPALAPA	LA MAGDALENA CONTRERAS	MIGUEL HIDALGO	TLÁHUAC	TLALPÁN	VENUSTIANO CARRANZA	XOCHIMILCO	TOTAL DISTRITO FEDERAL
NISSAN	5,935	9,235	4,530	4,404	4,084	2,702	4,867	2,963	6,605	-	2,215	1,467	2,324	1,145	3,736	56,625
GENERAL MOTORS	-	2,701	5,034	4,691	2,345	1,530	4,245	7,552	7,701	1,200	5,513	-	-	3,496	2,407	49,015
VOLKSWAGEN	3,196	4,639	7,515	2,855	1,503	1,107	3,045	793	2,516	-	3,954	562	3,129	1,739	-	37,553
HONDA	1,555	-	1,267	2,126	1,610	414	394	-	1,560	-	2,692	-	959	1,055	434	14,426
TOYOTA	1,421	1,440	2,952	-	1,566	-	-	-	552	-	1,510	-	2,154	1,335	-	13,560
FORD	3,252	704	1,291	555	592	2,505	1,421	-	1,751	-	-	-	135	-	6	13,205
CHRYSLER	992	-	1,505	751	1,555	503	1,935	1,416	1,390	-	234	-	-	-	916	11,564
MAZDA	1,937	-	2,902	-	730	-	907	1,261	-	-	-	699	-	-	1,257	9,723
KIA	972	-	1,547	-	720	-	556	-	395	-	1,599	-	-	1,002	1,127	9,221
SEAT	1,531	791	1,300	-	261	-	432	315	-	-	1,173	-	-	507	-	6,610
HYUNDAI	623	644	1,024	750	-	765	-	-	149	-	1,001	-	552	732	-	6,540
RENAULT	565	450	932	326	146	533	393	-	-	-	525	-	800	755	-	5,525
BMW**	2,059	40	-	-	425	-	-	-	-	-	1,779	-	-	-	-	4,333
AUDI	-	-	924	-	479	-	229	-	-	977	551	-	340	-	-	3,530
MERCEDES-BENZ**	1,653	-	656	-	623	-	-	-	-	-	530	-	11	-	-	3,753
SUZUKI	-	405	620	750	130	-	21	-	-	-	227	-	-	371	-	2,524
MITSUBISHI	363	-	555	-	215	-	-	230	254	-	46	-	-	-	111	1,537
MINI**	959	-	-	-	39	-	-	-	-	-	691	-	-	-	-	1,719
ISUZU**	-	-	-	-	-	-	-	-	-	-	1,356	-	-	-	-	1,356
PEUGEOT	39	-	477	154	136	-	229	-	-	-	245	-	-	-	-	1,253
INFINITI	90	-	-	227	-	-	-	-	-	-	410	-	-	-	-	727
LINCOLN	307	-	145	-	-	122	114	-	-	-	-	-	-	-	-	655
ACURA	211	-	151	-	-	-	-	-	-	-	157	-	-	-	-	519
VOLVO	119	-	-	-	292	-	-	-	-	-	61	-	-	-	-	472
PORSCHE	155	-	-	-	89	-	-	-	-	-	53	-	-	-	-	340
LAND ROVER	-	-	-	-	-	-	-	-	-	54	132	-	-	-	-	216
SUBARU	47	-	70	-	-	-	-	-	-	-	53	-	-	-	-	170
SMART**	45	-	11	-	13	-	-	-	-	-	43	-	-	-	-	115
JAGUAR	-	-	-	-	7	-	-	-	-	33	43	-	-	-	-	53
<b>TOTAL</b>	<b>28,122</b>	<b>21,049</b>	<b>36,052</b>	<b>18,082</b>	<b>18,813</b>	<b>11,081</b>	<b>19,191</b>	<b>14,830</b>	<b>23,839</b>	<b>2,294</b>	<b>27,786</b>	<b>2,728</b>	<b>10,867</b>	<b>12,470</b>	<b>10,024</b>	<b>257,228</b>

Fuente: AMDA con información Urban Science

\*\* Estimados



# CDMX: Top 10 en Ventas Enero - Noviembre 2016

Top 10 Ventas en CDMX					
	Segmento	Marca	Modelo	Unidades	Participación en CDMX
1	COMPACTOS	NISSAN	VERSA	15,876	6.2%
2	SUBCOMPACTOS	GENERAL MOTORS	Aveo 4 puertas	14,711	5.7%
3	SUBCOMPACTOS	VOLKSWAGEN	VENTO	14,025	5.5%
4	SUBCOMPACTOS	GENERAL MOTORS	Sonic 4 puertas	9,199	3.6%
5	COMPACTOS	VOLKSWAGEN	Nuevo Jetta	9,111	3.5%
6	SUBCOMPACTOS	GENERAL MOTORS	SPARK 5PTS	8,994	3.5%
7	CAMIONES	NISSAN	NP300	7,876	3.1%
8	SUBCOMPACTOS	NISSAN	MARCH	7,846	3.1%
9	COMPACTOS	NISSAN	SENTRA	6,303	2.5%
10	USOS MULTIPLE	NISSAN	XTRAIL	4,542	1.8%
<b>Total CDMX</b>				<b>257,228</b>	

Fuente: AMDA con información Urban Science

Estos 10 modelos representan el 38.3% del mercado total de CDMX y en total suman 98,483 unidades.



# CDMX: Comparativo entre ventas y compras

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia Absoluta como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	93,982	91,280	2,702	2.9%
COMPACTOS	66,115	64,178	1,937	2.9%
LUJO	18,976	20,997	-2,021	-10.7%
DEPORTIVO	2,708	2,744	-36	-1.3%
TOTAL AUTOMOVILES	181,781	179,199	2,582	1.4%
USOS MULTIPLE	54,700	57,372	-2,672	-4.9%
CAMIONES	20,747	22,973	-2,226	-10.7%
TOTAL CAMIONES	75,447	80,345	-4,898	-6.5%
<b>TOTAL</b>	<b>257,228</b>	<b>259,544</b>	<b>-2,316</b>	<b>-0.9%</b>

Fuente: AMDA con información Urban Science

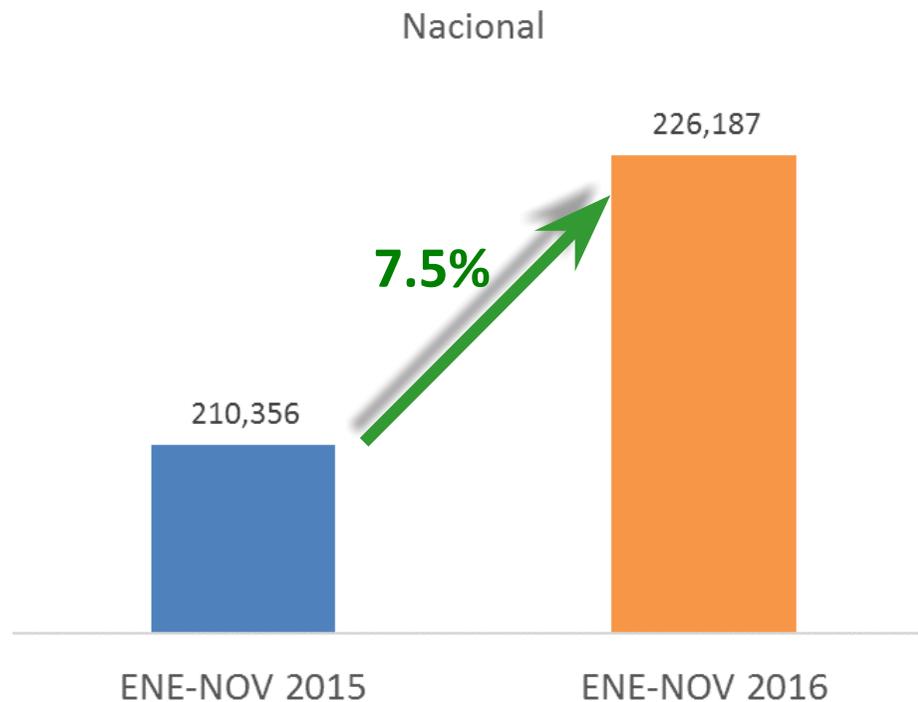
El total de compradores de CDMX fue mayor al total de ventas registradas por los distribuidores en el estado, excepto en los segmentos subcompactos y compactos, resultando en un déficit de 2,316 unidades. Este dato es menor al presentado el mes anterior, cuando se presentó un déficit de 3,301 unidades.



# Comercialización de flotillas a nivel nacional

	ENE-NOV 2015	ENE-NOV 2016	Variación (%)	Participación (%) 2015	Participación (%) 2016
Flotillas	210,356	226,187	7.5%	17.7%	16.0%
Total Nacional	1,190,992	1,411,106	18.5%	100%	100%

Fuente: Elaborado por AMDA con información de Urban Science



El total de unidades vendidas como flotillas en los primeros once meses del año representan el 16 % del mercado nacional.

Fuente: Elaborado por AMDA con información de Urban Science

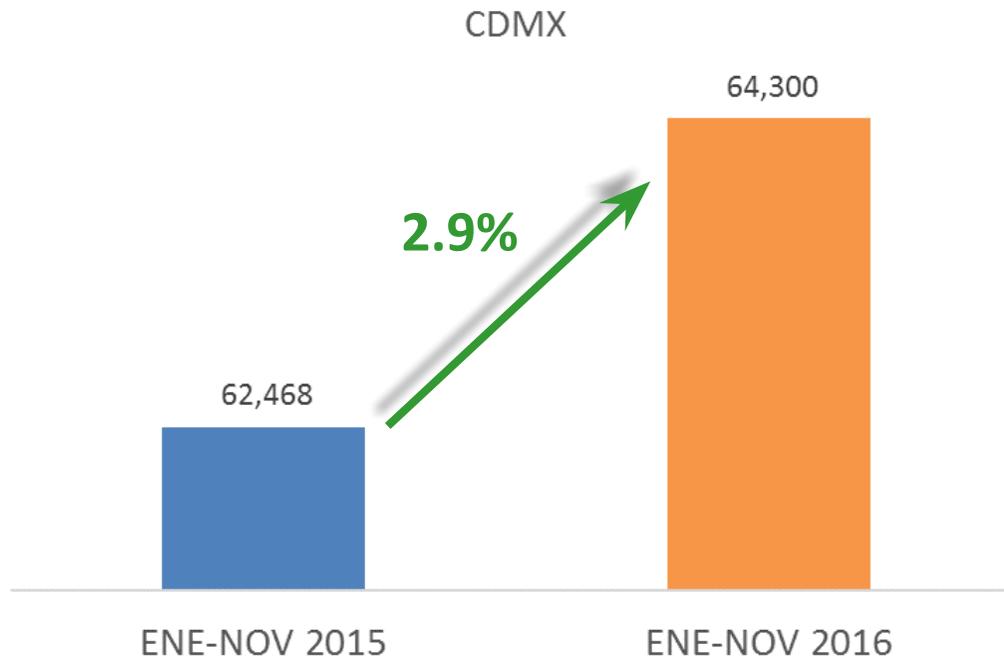
\*Se considera flotilla a partir de 3 unidades facturadas al mismo comprador.



# Comercialización de flotillas en CDMX

	ENE-NOV 2015	ENE-NOV 2016	Variación (%)	Participación (%) 2015	Participación (%) 2016
Flotillas	62,468	64,300	2.9	25.1%	25.0%
Total	249,080	257,228	3.3	100%	100%

Fuente: Elaborado por AMDA con información de Urban Science



El total de unidades vendidas como flotillas en los primeros once meses del año representa el 25% del mercado en CDMX, aumentando 0.4% respecto al mes anterior

Fuente: Elaborado por AMDA con información de Urban Science

\*Se considera flotilla a partir de 3 unidades facturadas al mismo comprador.



# CDMX: Top 10 en Ventas de flotillas Enero - Noviembre 2016

Top 10 Ventas en CDMX						Participación respecto al total	Participación respecto a total flotillas
Segmento	Marca	Modelo	Unidades				
1 SUBCOMPACTOS	GENERAL MOTORS	Aveo 4 puertas	7,106			2.8%	11.1%
2 SUBCOMPACTOS	VOLKSWAGEN	VENTO	6,156			2.4%	9.6%
3 COMPACTOS	VOLKSWAGEN	Nuevo Jetta	3,491			1.4%	5.4%
4 CAMIONES	NISSAN	NP300	3,457			1.3%	5.4%
5 SUBCOMPACTOS	GENERAL MOTORS	SPARK 5PTS	3,435			1.3%	5.3%
6 SUBCOMPACTOS	NISSAN	MARCH	3,190			1.2%	5.0%
7 COMPACTOS	NISSAN	VERSA	2,976			1.2%	4.6%
8 COMPACTOS	NISSAN	TIIDA SEDAN	1,442			0.6%	2.2%
9 COMPACTOS	NISSAN	SENTRA	1,425			0.6%	2.2%
10 USOS MULTIPLE	NISSAN	XTRAIL	1,406			0.5%	2.2%
Total CDMX			257,228				
Total Flotillas CDMX			64,300				

Fuente: AMDA con información Urban Science

Estos 10 modelos representan el 53% del mercado total de flotillas en CDMX y en total suman 34,084 unidades.



# CDMX: Comparativo entre ventas y compras de flotillas

Enero - Noviembre 2016				
(Unidades)				
	Ventas (A)	Compras (B)	Diferencia Absoluta (A-B)	Diferencia Absoluta como (%) de Ventas (A-B)/(A)
SUBCOMPACTOS	25,739	30,151	-4,412	-17.1%
COMPACTOS	14,059	15,644	-1,585	-11.3%
LUJO	2,724	3,133	-409	-15.0%
DEPORTIVO	695	893	-198	-28.5%
TOTAL AUTOMOVILES	43,217	49,821	-6,604	-15.3%
USOS MULTIPLE	12,873	15,667	-2,794	-21.7%
CAMIONES	8,210	12,169	-3,959	-48.2%
TOTAL CAMIONES	21,083	27,836	-6,753	-32.0%
<b>TOTAL</b>	<b>64,300</b>	<b>77,657</b>	<b>-13,357</b>	<b>-20.8%</b>

Fuente: AMDA con información Urban Science

El total de compradores de flotillas en la CDMX fue mayor al total de ventas registradas por los distribuidores en el estado en todos los segmentos, resultando en un déficit de 13,357 unidades, mayor al presentado el mes anterior con 13,109 unidades.