



**Compradores plaza por estado**  
**COMPRADORES DE JUNIO 2021**

| Estado              | JUNIO 2020    | % respecto al total | JUNIO 2021    | % respecto al total | Var. %       | Diferencia    |
|---------------------|---------------|---------------------|---------------|---------------------|--------------|---------------|
| Aguascalientes      | 1,022         | 1.6%                | 1,132         | 1.3%                | 10.8%        | 110           |
| Baja California     | 1,579         | 2.5%                | 2,461         | 2.8%                | 55.9%        | 882           |
| Baja California Sur | 342           | 0.5%                | 665           | 0.8%                | 94.4%        | 323           |
| Campeche            | 402           | 0.6%                | 595           | 0.7%                | 48.0%        | 193           |
| Chiapas             | 1,055         | 1.7%                | 1,619         | 1.9%                | 53.5%        | 564           |
| Chihuahua           | 1,866         | 3.0%                | 2,302         | 2.7%                | 23.4%        | 436           |
| Coahuila            | 1,876         | 3.0%                | 2,347         | 2.7%                | 25.1%        | 471           |
| Colima              | 544           | 0.9%                | 719           | 0.8%                | 32.2%        | 175           |
| CDMX                | 10,238        | 16.3%               | 13,682        | 15.8%               | 33.6%        | 3,444         |
| Durango             | 577           | 0.9%                | 775           | 0.9%                | 34.3%        | 198           |
| Edo. de México      | 6,757         | 10.8%               | 10,785        | 12.4%               | 59.6%        | 4,028         |
| Guanajuato          | 2,567         | 4.1%                | 3,236         | 3.7%                | 26.1%        | 669           |
| Guerrero            | 456           | 0.7%                | 838           | 1.0%                | 83.8%        | 382           |
| Hidalgo             | 639           | 1.0%                | 1,003         | 1.2%                | 57.0%        | 364           |
| Jalisco             | 6,130         | 9.8%                | 6,885         | 7.9%                | 12.3%        | 755           |
| Michoacán           | 1,560         | 2.5%                | 1,826         | 2.1%                | 17.1%        | 266           |
| Morelos             | 687           | 1.1%                | 1,209         | 1.4%                | 76.0%        | 522           |
| Nayarit             | 395           | 0.6%                | 692           | 0.8%                | 75.2%        | 297           |
| Nuevo León          | 5,532         | 8.8%                | 7,812         | 9.0%                | 41.2%        | 2,280         |
| Oaxaca              | 876           | 1.4%                | 1,360         | 1.6%                | 55.3%        | 484           |
| Puebla              | 2,657         | 4.2%                | 3,408         | 3.9%                | 28.3%        | 751           |
| Querétaro           | 1,589         | 2.5%                | 1,980         | 2.3%                | 24.6%        | 391           |
| Quintana Roo        | 702           | 1.1%                | 1,586         | 1.8%                | 125.9%       | 884           |
| San Luis Potosí     | 1,367         | 2.2%                | 1,553         | 1.8%                | 13.6%        | 186           |
| Sinaloa             | 1,659         | 2.6%                | 2,566         | 3.0%                | 54.7%        | 907           |
| Sonora              | 1,408         | 2.2%                | 2,035         | 2.3%                | 44.5%        | 627           |
| Tabasco             | 775           | 1.2%                | 1,198         | 1.4%                | 54.6%        | 423           |
| Tamaulipas          | 1,878         | 3.0%                | 2,355         | 2.7%                | 25.4%        | 477           |
| Tlaxcala            | 400           | 0.6%                | 572           | 0.7%                | 43.0%        | 172           |
| Veracruz            | 2,523         | 4.0%                | 3,566         | 4.1%                | 41.3%        | 1,043         |
| Yucatán             | 946           | 1.5%                | 1,438         | 1.7%                | 52.0%        | 492           |
| Zacatecas           | 463           | 0.7%                | 570           | 0.7%                | 23.1%        | 107           |
| Otras Marcas        | 1,323         | 2.1%                | 1,876         | 2.2%                | 41.8%        | 553           |
| <b>Total</b>        | <b>62,790</b> | <b>100.0%</b>       | <b>86,646</b> | <b>100.0%</b>       | <b>38.0%</b> | <b>23,856</b> |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Isuzu, Jaguar, Land Rover, Mercedes-Benz, Porsche y Volvo. Estas marcas se reflejan en "Otras Marcas"  
La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

El total nacional puede variar con respecto a publicación de INEGI debido a ajustes periódicos de la fuente.

| Estado                 | JUNIO 2021    | Lugar |
|------------------------|---------------|-------|
| CDMX                   | 13,682        | 1     |
| Edo. de México         | 10,785        | 2     |
| Nuevo León             | 7,812         | 3     |
| Jalisco                | 6,885         | 4     |
| Veracruz               | 3,566         | 5     |
| Puebla                 | 3,408         | 6     |
| Guanajuato             | 3,236         | 7     |
| <b>MEDIA NACIONAL</b>  | <b>2,649</b>  |       |
| Sinaloa                | 2,566         | 8     |
| Baja California        | 2,461         | 9     |
| Tamaulipas             | 2,355         | 10    |
| Coahuila               | 2,347         | 11    |
| Chihuahua              | 2,302         | 12    |
| Sonora                 | 2,035         | 13    |
| Querétaro              | 1,980         | 14    |
| Michoacán              | 1,826         | 15    |
| Chiapas                | 1,619         | 16    |
| Quintana Roo           | 1,586         | 17    |
| San Luis Potosí        | 1,553         | 18    |
| Yucatán                | 1,438         | 19    |
| Oaxaca                 | 1,360         | 20    |
| Morelos                | 1,209         | 21    |
| Tabasco                | 1,198         | 22    |
| Aguascalientes         | 1,132         | 23    |
| Hidalgo                | 1,003         | 24    |
| Guerrero               | 838           | 25    |
| Durango                | 775           | 26    |
| Colima                 | 719           | 27    |
| Nayarit                | 692           | 28    |
| Baja California Sur    | 665           | 29    |
| Campeche               | 595           | 30    |
| Tlaxcala               | 572           | 31    |
| Zacatecas              | 570           | 32    |
| Otras Marcas           | 1,876         | 0     |
| <b>Total República</b> | <b>86,646</b> |       |



**Compradores plaza por estado**  
**ACUMULADO DE COMPRADORES DE ENERO A JUNIO 2021**

| Estado              | ENERO A JUNIO 2020 | % respecto al total | ENERO A JUNIO 2021 | % respecto al total | Var. %       | Diferencia    |
|---------------------|--------------------|---------------------|--------------------|---------------------|--------------|---------------|
| Aguascalientes      | 6,299              | 1.4%                | 7,140              | 1.4%                | 13.4%        | 841           |
| Baja California     | 10,949             | 2.5%                | 14,890             | 2.9%                | 36.0%        | 3,941         |
| Baja California Sur | 2,855              | 0.7%                | 3,637              | 0.7%                | 27.4%        | 782           |
| Campeche            | 2,708              | 0.6%                | 3,775              | 0.7%                | 39.4%        | 1,067         |
| Chiapas             | 7,699              | 1.8%                | 10,059             | 2.0%                | 30.7%        | 2,360         |
| Chihuahua           | 11,571             | 2.7%                | 14,507             | 2.8%                | 25.4%        | 2,936         |
| Coahuila            | 12,064             | 2.8%                | 14,730             | 2.9%                | 22.1%        | 2,666         |
| Colima              | 3,416              | 0.8%                | 4,415              | 0.9%                | 29.2%        | 999           |
| CDMX                | 79,920             | 18.3%               | 81,451             | 15.8%               | 1.9%         | 1,531         |
| Durango             | 3,906              | 0.9%                | 4,793              | 0.9%                | 22.7%        | 887           |
| Edo. de México      | 49,367             | 11.3%               | 57,479             | 11.2%               | 16.4%        | 8,112         |
| Guanajuato          | 16,813             | 3.9%                | 19,477             | 3.8%                | 15.8%        | 2,664         |
| Guerrero            | 4,085              | 0.9%                | 5,404              | 1.0%                | 32.3%        | 1,319         |
| Hidalgo             | 5,282              | 1.2%                | 6,254              | 1.2%                | 18.4%        | 972           |
| Jalisco             | 35,323             | 8.1%                | 40,976             | 8.0%                | 16.0%        | 5,653         |
| Michoacán           | 9,815              | 2.3%                | 11,037             | 2.1%                | 12.5%        | 1,222         |
| Morelos             | 5,401              | 1.2%                | 7,401              | 1.4%                | 37.0%        | 2,000         |
| Nayarit             | 3,011              | 0.7%                | 3,972              | 0.8%                | 31.9%        | 961           |
| Nuevo León          | 35,819             | 8.2%                | 43,685             | 8.5%                | 22.0%        | 7,866         |
| Oaxaca              | 6,241              | 1.4%                | 8,683              | 1.7%                | 39.1%        | 2,442         |
| Puebla              | 21,278             | 4.9%                | 21,900             | 4.3%                | 2.9%         | 622           |
| Querétaro           | 10,129             | 2.3%                | 12,120             | 2.4%                | 19.7%        | 1,991         |
| Quintana Roo        | 6,369              | 1.5%                | 8,531              | 1.7%                | 33.9%        | 2,162         |
| San Luis Potosí     | 8,241              | 1.9%                | 9,426              | 1.8%                | 14.4%        | 1,185         |
| Sinaloa             | 10,962             | 2.5%                | 15,592             | 3.0%                | 42.2%        | 4,630         |
| Sonora              | 10,197             | 2.3%                | 12,484             | 2.4%                | 22.4%        | 2,287         |
| Tabasco             | 5,694              | 1.3%                | 8,080              | 1.6%                | 41.9%        | 2,386         |
| Tamaulipas          | 11,025             | 2.5%                | 14,770             | 2.9%                | 34.0%        | 3,745         |
| Tlaxcala            | 2,962              | 0.7%                | 3,456              | 0.7%                | 16.7%        | 494           |
| Veracruz            | 17,097             | 3.9%                | 22,708             | 4.4%                | 32.8%        | 5,611         |
| Yucatán             | 7,277              | 1.7%                | 8,895              | 1.7%                | 22.2%        | 1,618         |
| Zacatecas           | 3,115              | 0.7%                | 3,678              | 0.7%                | 18.1%        | 563           |
| Otras Marcas        | 9,309              | 2.1%                | 9,498              | 1.8%                | 2.0%         | 189           |
| <b>Total</b>        | <b>436,199</b>     | <b>100.0%</b>       | <b>514,903</b>     | <b>100.0%</b>       | <b>18.0%</b> | <b>78,704</b> |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Isuzu, Jaguar, Land Rover, Mercedes-Benz, Porsche y Volvo. Estas marcas se reflejan en "Otras Marcas"

La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

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| Estado                 | ENERO A JUNIO 2021 | Lugar |
|------------------------|--------------------|-------|
| CDMX                   | 81,451             | 1     |
| Edo. de México         | 57,479             | 2     |
| Nuevo León             | 43,685             | 3     |
| Jalisco                | 40,976             | 4     |
| Veracruz               | 22,708             | 5     |
| Puebla                 | 21,900             | 6     |
| Guanajuato             | 19,477             | 7     |
| <b>MEDIA NACIONAL</b>  | <b>15,793</b>      |       |
| Sinaloa                | 15,592             | 8     |
| Baja California        | 14,890             | 9     |
| Tamaulipas             | 14,770             | 10    |
| Coahuila               | 14,730             | 11    |
| Chihuahua              | 14,507             | 12    |
| Sonora                 | 12,484             | 13    |
| Querétaro              | 12,120             | 14    |
| Michoacán              | 11,037             | 15    |
| Chiapas                | 10,059             | 16    |
| San Luis Potosí        | 9,426              | 17    |
| Yucatán                | 8,895              | 18    |
| Oaxaca                 | 8,683              | 19    |
| Quintana Roo           | 8,531              | 20    |
| Tabasco                | 8,080              | 21    |
| Morelos                | 7,401              | 22    |
| Aguascalientes         | 7,140              | 23    |
| Hidalgo                | 6,254              | 24    |
| Guerrero               | 5,404              | 25    |
| Durango                | 4,793              | 26    |
| Colima                 | 4,415              | 27    |
| Nayarit                | 3,972              | 28    |
| Campeche               | 3,775              | 29    |
| Zacatecas              | 3,678              | 30    |
| Baja California Sur    | 3,637              | 31    |
| Tlaxcala               | 3,456              | 32    |
| Otras Marcas           | 9,498              | 0     |
| <b>Total República</b> | <b>514,903</b>     |       |



**Compradores plaza por estado**  
**COMPRADORES FLOTILLA DE JUNIO 2021**

| Estado              | JUNIO 2020    | % respecto al total | JUNIO 2021    | % respecto al total | Var. %       | Diferencia   |
|---------------------|---------------|---------------------|---------------|---------------------|--------------|--------------|
| Aguascalientes      | 71            | 0.7%                | 128           | 0.8%                | 80.3%        | 57           |
| Baja California     | 115           | 1.1%                | 147           | 1.0%                | 27.8%        | 32           |
| Baja California Sur | 14            | 0.1%                | 52            | 0.3%                | 271.4%       | 38           |
| Campeche            | 34            | 0.3%                | 27            | 0.2%                | -20.6%       | 7            |
| Chiapas             | 68            | 0.7%                | 79            | 0.5%                | 16.2%        | 11           |
| Chihuahua           | 116           | 1.1%                | 178           | 1.2%                | 53.4%        | 62           |
| Coahuila            | 127           | 1.2%                | 191           | 1.2%                | 50.4%        | 64           |
| Colima              | 35            | 0.3%                | 62            | 0.4%                | 77.1%        | 27           |
| CDMX                | 4,432         | 42.6%               | 5,470         | 35.5%               | 23.4%        | 1,038        |
| Durango             | 19            | 0.2%                | 93            | 0.6%                | 389.5%       | 74           |
| Edo. de México      | 1,104         | 10.6%               | 2,477         | 16.1%               | 124.4%       | 1,373        |
| Guanajuato          | 389           | 3.7%                | 432           | 2.8%                | 11.1%        | 43           |
| Guerrero            | 40            | 0.4%                | 41            | 0.3%                | 2.5%         | 1            |
| Hidalgo             | 25            | 0.2%                | 49            | 0.3%                | 96.0%        | 24           |
| Jalisco             | 1,373         | 13.2%               | 1,247         | 8.1%                | -9.2%        | 126          |
| Michoacán           | 102           | 1.0%                | 130           | 0.8%                | 27.5%        | 28           |
| Morelos             | 28            | 0.3%                | 78            | 0.5%                | 178.6%       | 50           |
| Nayarit             | 20            | 0.2%                | 51            | 0.3%                | 155.0%       | 31           |
| Nuevo León          | 1,103         | 10.6%               | 2,423         | 15.7%               | 119.7%       | 1,320        |
| Oaxaca              | 22            | 0.2%                | 67            | 0.4%                | 204.5%       | 45           |
| Puebla              | 165           | 1.6%                | 250           | 1.6%                | 51.5%        | 85           |
| Querétaro           | 133           | 1.3%                | 182           | 1.2%                | 36.8%        | 49           |
| Quintana Roo        | 30            | 0.3%                | 279           | 1.8%                | 830.0%       | 249          |
| San Luis Potosí     | 50            | 0.5%                | 104           | 0.7%                | 108.0%       | 54           |
| Sinaloa             | 141           | 1.4%                | 232           | 1.5%                | 64.5%        | 91           |
| Sonora              | 88            | 0.8%                | 201           | 1.3%                | 128.4%       | 113          |
| Tabasco             | 63            | 0.6%                | 72            | 0.5%                | 14.3%        | 9            |
| Tamaulipas          | 173           | 1.7%                | 162           | 1.1%                | -6.4%        | 11           |
| Tlaxcala            | 10            | 0.1%                | 20            | 0.1%                | 100.0%       | 10           |
| Veracruz            | 209           | 2.0%                | 197           | 1.3%                | -5.7%        | 12           |
| Yucatán             | 49            | 0.5%                | 244           | 1.6%                | 398.0%       | 195          |
| Zacatecas           | 16            | 0.2%                | 14            | 0.1%                | -12.5%       | 2            |
| Otras Marcas        | 37            | 0.4%                | 46            | 0.3%                | 24.3%        | 9            |
| <b>Total</b>        | <b>10,401</b> | <b>100.0%</b>       | <b>15,425</b> | <b>100.0%</b>       | <b>48.3%</b> | <b>5,024</b> |

Fuente: Urban Science

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El total nacional puede variar con respecto a publicación de INEGI debido a ajustes periódicos de la fuente.

| Estado                 | JUNIO 2021    | Lugar |
|------------------------|---------------|-------|
| CDMX                   | 5,470         | 1     |
| Edo. de México         | 2,477         | 2     |
| Nuevo León             | 2,423         | 3     |
| Jalisco                | 1,247         | 4     |
| <b>MEDIA NACIONAL</b>  | <b>480</b>    |       |
| Guanajuato             | 432           | 5     |
| Quintana Roo           | 279           | 6     |
| Puebla                 | 250           | 7     |
| Yucatán                | 244           | 8     |
| Sinaloa                | 232           | 9     |
| Sonora                 | 201           | 10    |
| Veracruz               | 197           | 11    |
| Coahuila               | 191           | 12    |
| Querétaro              | 182           | 13    |
| Chihuahua              | 178           | 14    |
| Tamaulipas             | 162           | 15    |
| Baja California        | 147           | 16    |
| Michoacán              | 130           | 17    |
| Aguascalientes         | 128           | 18    |
| San Luis Potosí        | 104           | 19    |
| Durango                | 93            | 20    |
| Chiapas                | 79            | 21    |
| Morelos                | 78            | 22    |
| Tabasco                | 72            | 23    |
| Oaxaca                 | 67            | 24    |
| Colima                 | 62            | 25    |
| Baja California Sur    | 52            | 26    |
| Nayarit                | 51            | 27    |
| Hidalgo                | 49            | 28    |
| Guerrero               | 41            | 29    |
| Campeche               | 27            | 30    |
| Tlaxcala               | 20            | 31    |
| Zacatecas              | 14            | 32    |
| Otras Marcas           | 46            | 0     |
| <b>Total República</b> | <b>15,425</b> |       |



**Compradores plaza por estado**  
**ACUMULADO DE COMPRADORES FLOTILLA DE ENERO A JUNIO 2021**

| Estado              | ENERO A JUNIO 2020 | % respecto al total | ENERO A JUNIO 2021 | % respecto al total | Var. %       | Diferencia   |
|---------------------|--------------------|---------------------|--------------------|---------------------|--------------|--------------|
| Aguascalientes      | 340                | 0.5%                | 671                | 0.8%                | 97.4%        | 331          |
| Baja California     | 543                | 0.7%                | 774                | 0.9%                | 42.5%        | 231          |
| Baja California Sur | 118                | 0.2%                | 285                | 0.3%                | 141.5%       | 167          |
| Campeche            | 128                | 0.2%                | 140                | 0.2%                | 9.4%         | 12           |
| Chiapas             | 232                | 0.3%                | 359                | 0.4%                | 54.7%        | 127          |
| Chihuahua           | 707                | 1.0%                | 1,221              | 1.5%                | 72.7%        | 514          |
| Coahuila            | 850                | 1.2%                | 1,224              | 1.5%                | 44.0%        | 374          |
| Colima              | 236                | 0.3%                | 312                | 0.4%                | 32.2%        | 76           |
| CDMX                | 35,230             | 47.9%               | 34,987             | 42.0%               | -0.7%        | 243          |
| Durango             | 177                | 0.2%                | 394                | 0.5%                | 122.6%       | 217          |
| Edo. de México      | 7,394              | 10.1%               | 8,832              | 10.6%               | 19.4%        | 1,438        |
| Guanajuato          | 2,273              | 3.1%                | 2,587              | 3.1%                | 13.8%        | 314          |
| Guerrero            | 373                | 0.5%                | 353                | 0.4%                | -5.4%        | 20           |
| Hidalgo             | 224                | 0.3%                | 281                | 0.3%                | 25.4%        | 57           |
| Jalisco             | 6,297              | 8.6%                | 6,525              | 7.8%                | 3.6%         | 228          |
| Michoacán           | 673                | 0.9%                | 794                | 1.0%                | 18.0%        | 121          |
| Morelos             | 286                | 0.4%                | 565                | 0.7%                | 97.6%        | 279          |
| Nayarit             | 209                | 0.3%                | 245                | 0.3%                | 17.2%        | 36           |
| Nuevo León          | 8,209              | 11.2%               | 11,124             | 13.3%               | 35.5%        | 2,915        |
| Oaxaca              | 183                | 0.2%                | 387                | 0.5%                | 111.5%       | 204          |
| Puebla              | 1,412              | 1.9%                | 1,426              | 1.7%                | 1.0%         | 14           |
| Querétaro           | 930                | 1.3%                | 1,333              | 1.6%                | 43.3%        | 403          |
| Quintana Roo        | 515                | 0.7%                | 926                | 1.1%                | 79.8%        | 411          |
| San Luis Potosí     | 404                | 0.5%                | 574                | 0.7%                | 42.1%        | 170          |
| Sinaloa             | 1,177              | 1.6%                | 1,472              | 1.8%                | 25.1%        | 295          |
| Sonora              | 732                | 1.0%                | 1,197              | 1.4%                | 63.5%        | 465          |
| Tabasco             | 393                | 0.5%                | 384                | 0.5%                | -2.3%        | 9            |
| Tamaulipas          | 780                | 1.1%                | 967                | 1.2%                | 24.0%        | 187          |
| Tlaxcala            | 167                | 0.2%                | 172                | 0.2%                | 3.0%         | 5            |
| Veracruz            | 1,292              | 1.8%                | 1,409              | 1.7%                | 9.1%         | 117          |
| Yucatán             | 647                | 0.9%                | 1,090              | 1.3%                | 68.5%        | 443          |
| Zacatecas           | 110                | 0.1%                | 135                | 0.2%                | 22.7%        | 25           |
| Otras Marcas        | 237                | 0.3%                | 215                | 0.3%                | -9.3%        | 22           |
| <b>Total</b>        | <b>73,478</b>      | <b>100.0%</b>       | <b>83,360</b>      | <b>100.0%</b>       | <b>13.4%</b> | <b>9,882</b> |

Fuente: Urban Science

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| Estado                 | ENERO A JUNIO 2021 | Lugar |
|------------------------|--------------------|-------|
| CDMX                   | 34,987             | 1     |
| Nuevo León             | 11,124             | 2     |
| Edo. de México         | 8,832              | 3     |
| Jalisco                | 6,525              | 4     |
| <b>MEDIA NACIONAL</b>  | <b>2,598</b>       |       |
| Guanajuato             | 2,587              | 5     |
| Sinaloa                | 1,472              | 6     |
| Puebla                 | 1,426              | 7     |
| Veracruz               | 1,409              | 8     |
| Querétaro              | 1,333              | 9     |
| Coahuila               | 1,224              | 10    |
| Chihuahua              | 1,221              | 11    |
| Sonora                 | 1,197              | 12    |
| Yucatán                | 1,090              | 13    |
| Tamaulipas             | 967                | 14    |
| Quintana Roo           | 926                | 15    |
| Michoacán              | 794                | 16    |
| Baja California        | 774                | 17    |
| Aguascalientes         | 671                | 18    |
| San Luis Potosí        | 574                | 19    |
| Morelos                | 565                | 20    |
| Durango                | 394                | 21    |
| Oaxaca                 | 387                | 22    |
| Tabasco                | 384                | 23    |
| Chiapas                | 359                | 24    |
| Guerrero               | 353                | 25    |
| Colima                 | 312                | 26    |
| Baja California Sur    | 285                | 27    |
| Hidalgo                | 281                | 28    |
| Nayarit                | 245                | 29    |
| Tlaxcala               | 172                | 30    |
| Campeche               | 140                | 31    |
| Zacatecas              | 135                | 32    |
| Otras Marcas           | 215                | 0     |
| <b>Total República</b> | <b>83,360</b>      |       |