

# Anuario estadístico

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2026



Asociación Mexicana de  
Distribuidores de Automotores A.C.

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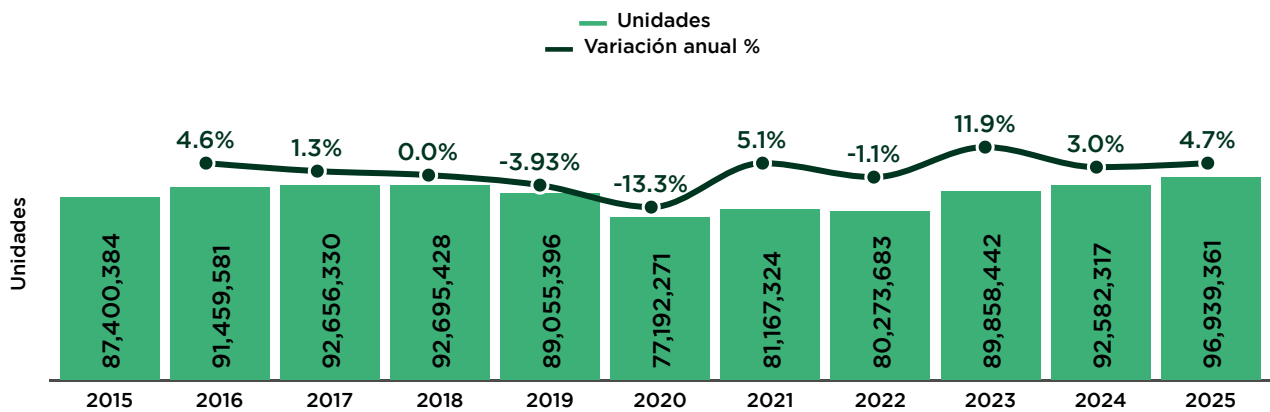
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# **I. Resultados mundiales: ventas de vehículos nuevos 2015-2025**

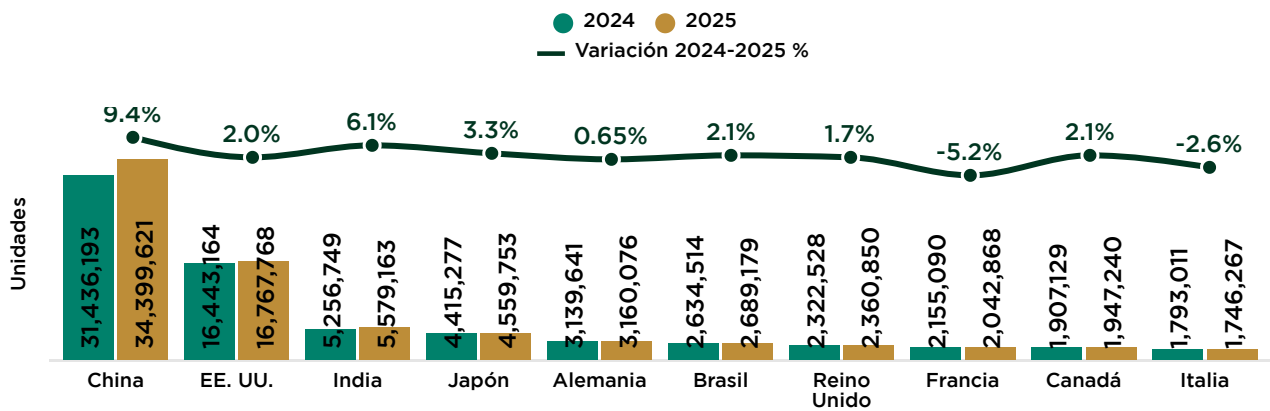


Figura 1. Ventas mundiales de vehículos nuevos 2015-2025



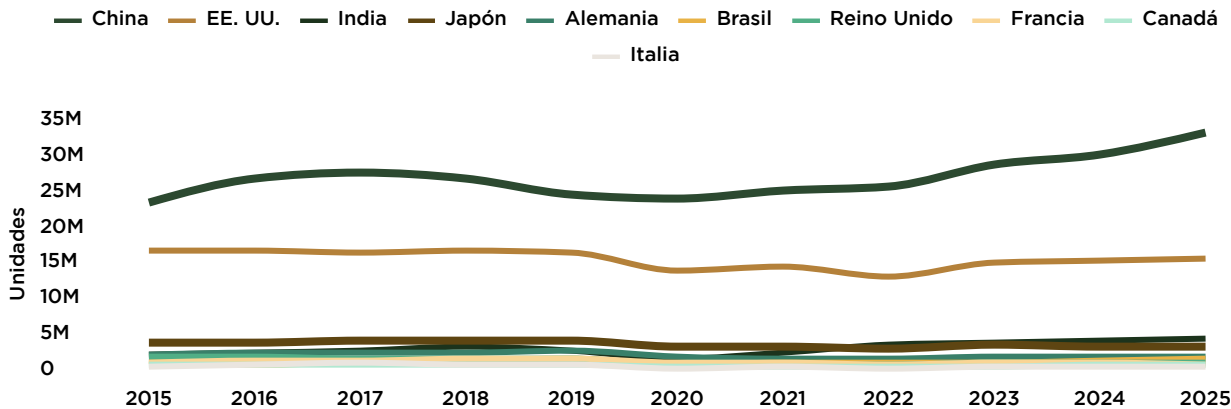
Fuente: Elaboración propia con información de Marklines.  
La información incluye las ventas totales de vehículos ligeros y pesados en 67 países.  
Ver notas en el anexo.

Figura 2. Ventas de vehículos nuevos por país top 10 2024-2025



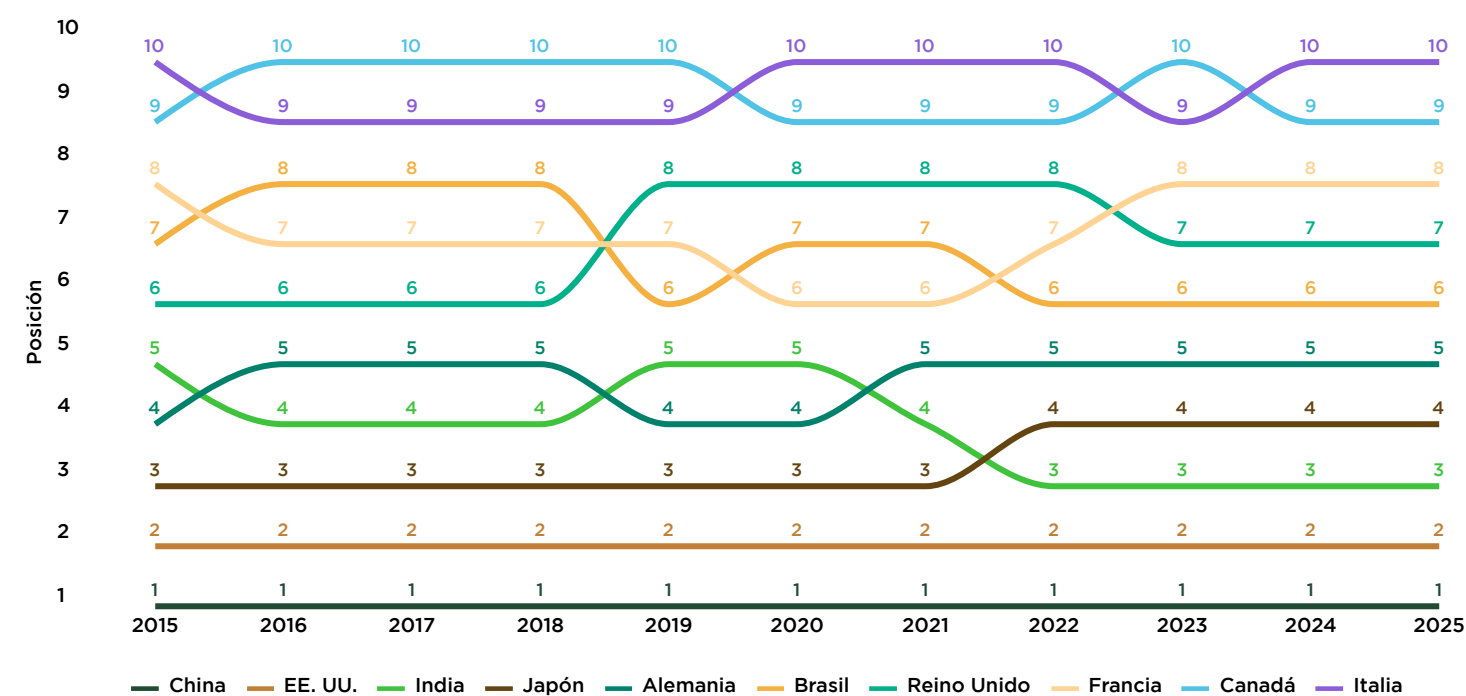
Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo.

Figura 3. Ventas de vehículos nuevos por país top 10 2015-2025



Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo.

Figura 4. Ventas de vehículos nuevos por país top 10 posiciones 2015-2025



Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo.

Tabla 1. Ventas de vehículos nuevos por país top 10 2015-2025

| País/Año     | 2015       | 2016       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| China        | 24,597,583 | 28,028,175 | 28,878,904 | 28,080,577 | 25,768,677 | 25,311,069 | 26,274,820 | 26,863,745 | 30,093,698 | 31,436,193 | 34,399,621 |
| EE. UU.      | 17,924,016 | 17,959,511 | 17,654,938 | 17,825,062 | 17,576,172 | 14,991,954 | 15,545,695 | 14,384,088 | 16,125,139 | 16,443,164 | 16,767,768 |
| India        | 3,425,341  | 3,669,277  | 4,018,872  | 4,399,937  | 3,816,887  | 2,938,253  | 3,760,293  | 4,765,249  | 5,091,966  | 5,256,749  | 5,579,163  |
| Japón        | 5,039,427  | 4,961,325  | 5,225,594  | 5,264,024  | 5,191,245  | 4,594,957  | 4,445,052  | 4,197,894  | 4,774,721  | 4,415,277  | 4,559,753  |
| Alemania     | 3,487,016  | 3,654,050  | 3,754,568  | 3,764,431  | 3,957,403  | 3,219,304  | 2,921,965  | 2,910,134  | 3,140,795  | 3,139,641  | 3,160,076  |
| Brasil       | 2,569,014  | 2,050,327  | 2,239,403  | 2,566,235  | 2,787,855  | 2,058,315  | 2,119,554  | 2,104,143  | 2,308,140  | 2,634,514  | 2,689,179  |
| Reino Unido  | 3,061,406  | 3,076,158  | 2,909,841  | 2,733,194  | 2,685,613  | 1,930,478  | 2,012,685  | 1,905,242  | 2,255,832  | 2,322,528  | 2,360,850  |
| Francia      | 2,326,071  | 2,462,328  | 2,590,976  | 2,679,100  | 2,743,154  | 2,100,021  | 2,142,409  | 1,926,701  | 2,208,529  | 2,155,090  | 2,042,868  |
| Canadá       | 1,938,858  | 1,983,124  | 2,076,001  | 2,040,236  | 1,972,501  | 1,586,113  | 1,705,803  | 1,566,588  | 1,754,629  | 1,907,129  | 1,947,240  |
| Italia       | 1,699,067  | 2,005,798  | 2,152,541  | 2,082,721  | 2,093,927  | 1,533,353  | 1,657,821  | 1,493,938  | 1,796,356  | 1,793,011  | 1,746,267  |
| Total top 10 | 66,067,799 | 69,850,073 | 71,501,638 | 71,435,517 | 68,593,434 | 60,263,817 | 62,586,097 | 62,117,722 | 69,549,805 | 71,503,296 | 75,252,785 |

Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo.



Figura 5. Ventas mundiales de vehículos nuevos por segmento 2015-2025

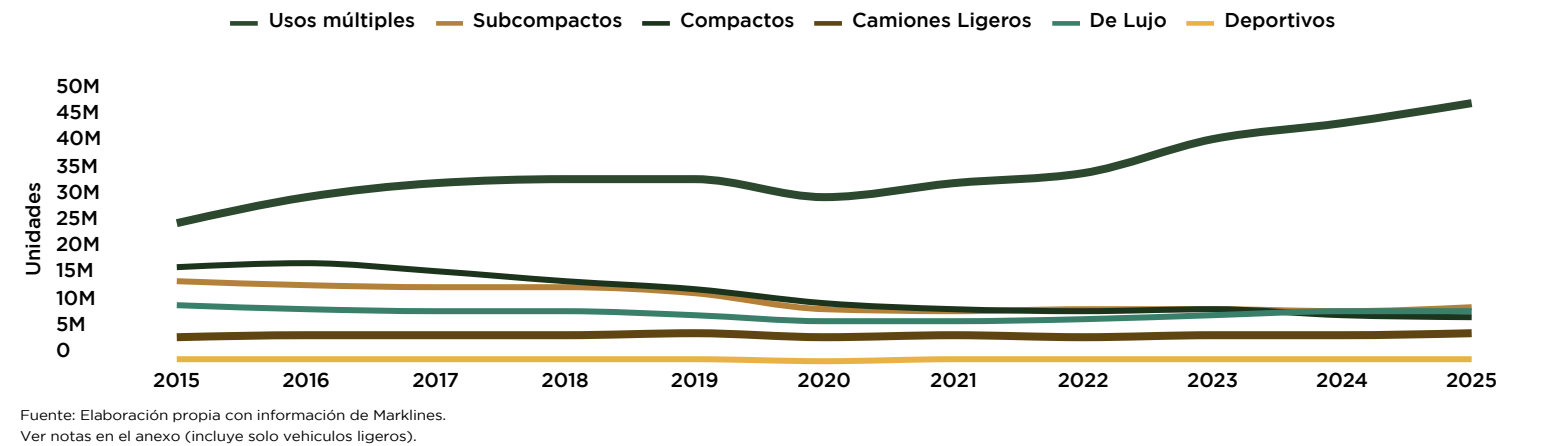


Tabla 2. Ventas mundiales de vehículos nuevos por segmento 2015-2025

| Segmento/Año     | 2015       | 2016       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Usos múltiples   | 26,304,259 | 30,959,914 | 33,567,360 | 34,554,041 | 34,446,374 | 31,212,725 | 33,756,652 | 35,628,918 | 41,946,914 | 45,194,318 | 48,953,598 |
| Subcompactos     | 15,075,121 | 14,291,342 | 14,118,217 | 14,162,108 | 12,833,984 | 9,704,275  | 9,564,480  | 9,774,234  | 9,831,671  | 9,480,609  | 10,281,918 |
| Compactos        | 17,804,808 | 18,629,991 | 16,926,749 | 15,048,952 | 13,498,152 | 10,874,963 | 9,889,753  | 9,317,321  | 9,831,175  | 8,794,569  | 8,218,240  |
| Camiones Ligeros | 4,542,680  | 4,791,711  | 4,932,182  | 5,045,042  | 5,208,100  | 4,673,387  | 4,759,651  | 4,713,705  | 4,913,668  | 4,864,659  | 5,188,879  |
| De Lujo          | 10,729,754 | 9,864,243  | 9,433,579  | 9,306,739  | 8,875,679  | 7,665,170  | 7,602,865  | 8,116,829  | 8,872,699  | 9,447,303  | 9,316,514  |
| Deportivos       | 249,727    | 248,976    | 226,073    | 216,248    | 207,464    | 171,771    | 190,225    | 228,245    | 232,960    | 204,265    | 213,086    |
| Total General    | 74,706,349 | 78,786,177 | 79,204,160 | 78,333,130 | 75,069,753 | 64,302,291 | 65,763,626 | 67,779,252 | 75,629,087 | 77,985,723 | 82,172,235 |

Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo (incluye solo vehículos ligeros).  
Los totales pueden variar debido a la cantidad "no clasificada" de acuerdo con la fuente oficial

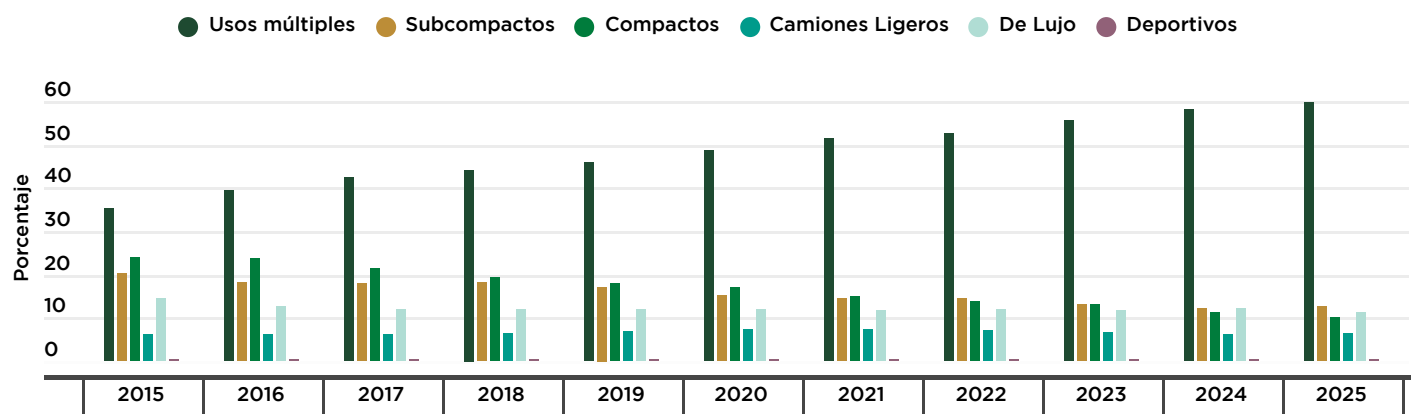
Tabla 3. Variación de ventas mundiales de vehículos nuevos por segmento 2016-2025

| Segmento/Año     | 2016  | 2017  | 2018   | 2019   | 2020   | 2021  | 2022  | 2023  | 2024   | 2025  |
|------------------|-------|-------|--------|--------|--------|-------|-------|-------|--------|-------|
| Usos múltiples   | 17.7% | 8.4%  | 2.9%   | -0.3%  | -9.4%  | 8.2%  | 5.5%  | 17.7% | 7.7%   | 8.3%  |
| Subcompactos     | -5.2% | -1.2% | 0.3%   | -9.4%  | -24.4% | -1.4% | 2.2%  | 0.6%  | -3.6%  | 8.5%  |
| Compactos        | 4.6%  | -9.1% | -11.1% | -10.3% | -19.4% | -9.1% | -5.8% | 5.5%  | -10.5% | -6.6% |
| Camiones ligeros | 5.5%  | 2.9%  | 2.3%   | 3.2%   | -10.3% | 1.8%  | -1.0% | 4.2%  | -1.0%  | 6.7%  |
| De Lujo          | -8.1% | -4.4% | -1.3%  | -4.6%  | -13.6% | -0.8% | 6.8%  | 9.3%  | 6.5%   | -1.4% |
| Deportivos       | -0.3% | -9.2% | -4.3%  | -4.1%  | -17.2% | 10.7% | 20.0% | 2.1%  | -12.3% | 4.3%  |
| Total general    | 5.5%  | 0.5%  | -1.1%  | -4.2%  | -14.3% | 2.3%  | 3.1%  | 11.6% | 3.1%   | 5.4%  |

Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo (incluye solo vehículos ligeros).



Figura 6. Participación de ventas mundiales de vehículos nuevos por segmento 2015-2025



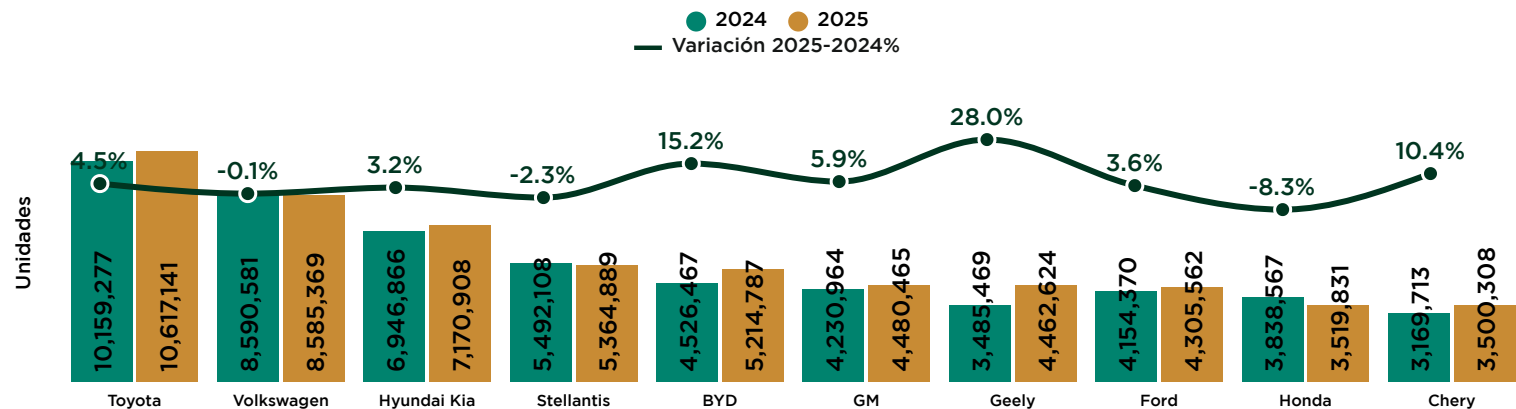
Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo (incluye solo vehículos ligeros).

Tabla 4. Participación de ventas mundiales de vehículos nuevos por segmento 2015-2025

| Segmento/Año     | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Usos múltiples   | 35.2%  | 39.3%  | 42.4%  | 44.1%  | 45.9%  | 48.5%  | 51.3%  | 52.6%  | 55.5%  | 58.0%  | 59.6%  |
| Subcompactos     | 20.2%  | 18.1%  | 17.8%  | 18.1%  | 17.1%  | 15.1%  | 14.5%  | 14.4%  | 13.0%  | 12.2%  | 12.5%  |
| Compactos        | 23.8%  | 23.6%  | 21.4%  | 19.2%  | 18.0%  | 16.9%  | 15.0%  | 13.7%  | 13.0%  | 11.3%  | 10.0%  |
| Camiones Ligeros | 6.1%   | 6.1%   | 6.2%   | 6.4%   | 6.9%   | 7.3%   | 7.2%   | 7.0%   | 6.5%   | 6.2%   | 6.3%   |
| De Lujo          | 14.4%  | 12.5%  | 11.9%  | 11.9%  | 11.8%  | 11.9%  | 11.6%  | 12.0%  | 11.7%  | 12.1%  | 11.3%  |
| Deportivos       | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   |
| Total General    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

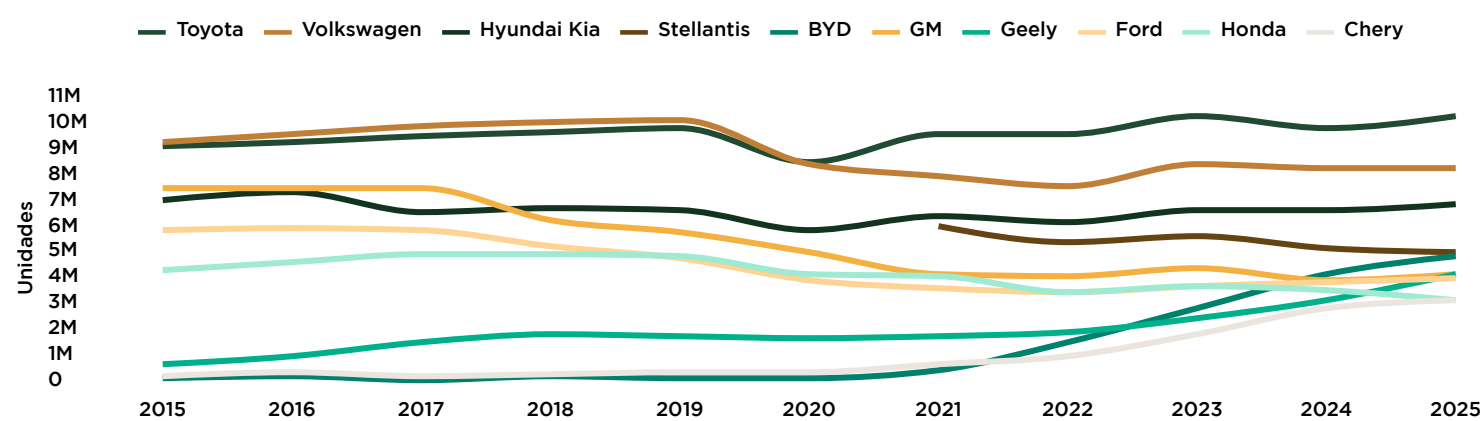
Fuente: Elaboración propia con información de Marklines.  
Ver notas en el anexo (incluye solo vehículos ligeros).

Figura 7. Ventas mundiales de vehículos nuevos por marca top 10 2024-2025



Fuente: Elaboración propia con información de Marklines.  
Marcas nombradas conforme a su clasificación por grupos globales.

Figura 8. Ventas mundiales de vehículos nuevos por marca top 10 2015-2025



Fuente: Elaboración propia con información de Marklines.  
Marcas nombradas conforme a su clasificación por grupos globales.  
La información de Stellantis sólo está disponible a partir de 2021, año en que se formalizó la fusión de Chrysler, Dodge, RAM, Jeep, Peugeot, Fiat y Alfa Romeo.

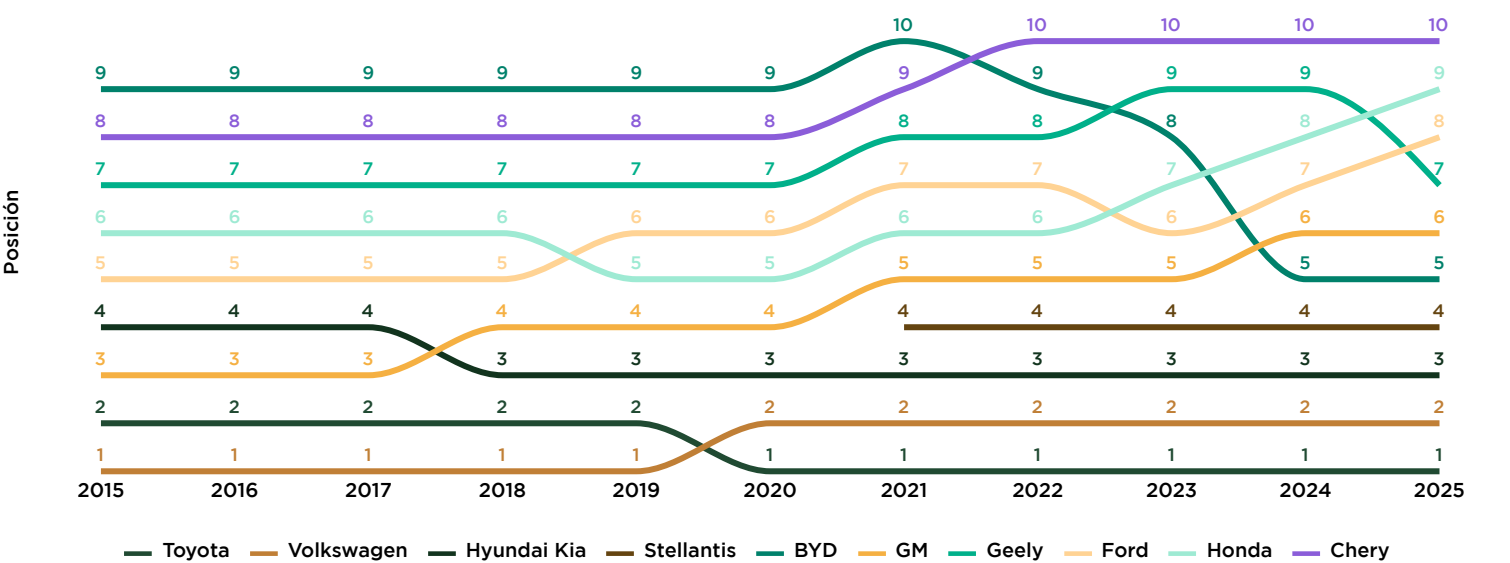
Tabla 5. Ventas mundiales de vehículos nuevos por marca top 10 2015-2025

|              | 2015       | 2016       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       | 2025       |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Toyota       | 9,459,429  | 9,584,572  | 9,841,536  | 10,009,530 | 10,111,533 | 8,850,416  | 9,880,281  | 9,924,897  | 10,636,014 | 10,159,277 | 10,617,141 |
| Volkswagen   | 9,585,919  | 9,913,837  | 10,249,801 | 10,408,731 | 10,423,346 | 8,776,216  | 8,280,558  | 7,933,164  | 8,731,485  | 8,590,581  | 8,585,369  |
| Hyundai Kia  | 7,366,148  | 7,631,442  | 6,878,511  | 7,049,318  | 6,996,106  | 6,214,801  | 6,751,302  | 6,527,951  | 6,944,270  | 6,946,866  | 7,170,908  |
| Stellantis   |            |            |            |            |            |            | 6,379,550  | 5,701,745  | 5,998,952  | 5,492,108  | 5,364,889  |
| BYD          | 451,868    | 510,157    | 421,158    | 528,298    | 467,960    | 431,447    | 749,357    | 1,891,553  | 3,139,409  | 4,526,467  | 5,214,787  |
| GM           | 7,796,872  | 7,833,192  | 7,809,287  | 6,616,298  | 6,120,486  | 5,324,752  | 4,467,533  | 4,438,481  | 4,686,746  | 4,230,964  | 4,480,465  |
| Geely        | 1,024,804  | 1,332,249  | 1,858,553  | 2,203,867  | 2,082,171  | 2,030,214  | 2,127,938  | 2,258,773  | 2,791,403  | 3,485,469  | 4,462,624  |
| Ford         | 6,194,164  | 6,304,823  | 6,213,460  | 5,568,161  | 5,148,200  | 4,233,609  | 3,962,791  | 3,766,021  | 4,063,078  | 4,154,370  | 4,305,562  |
| Honda        | 4,630,074  | 4,923,044  | 5,264,878  | 5,254,311  | 5,175,975  | 4,459,549  | 4,437,786  | 3,798,767  | 3,996,992  | 3,838,567  | 3,519,831  |
| Chery        | 575,108    | 682,474    | 561,977    | 624,605    | 690,586    | 680,608    | 1,018,633  | 1,313,257  | 2,190,893  | 3,169,713  | 3,500,308  |
| Total top 10 | 47,084,386 | 48,715,790 | 49,099,161 | 48,263,125 | 47,216,363 | 41,001,613 | 48,055,729 | 47,554,609 | 53,179,242 | 54,594,382 | 57,221,884 |

Fuente: Elaboración propia con información de Marklines.  
Marcas nombradas conforme a su clasificación por grupos globales.  
La información de Stellantis sólo está disponible a partir de 2021, año en que se formalizó la fusión de Chrysler, Dodge, RAM, Jeep, Peugeot, Fiat y Alfa Romeo.

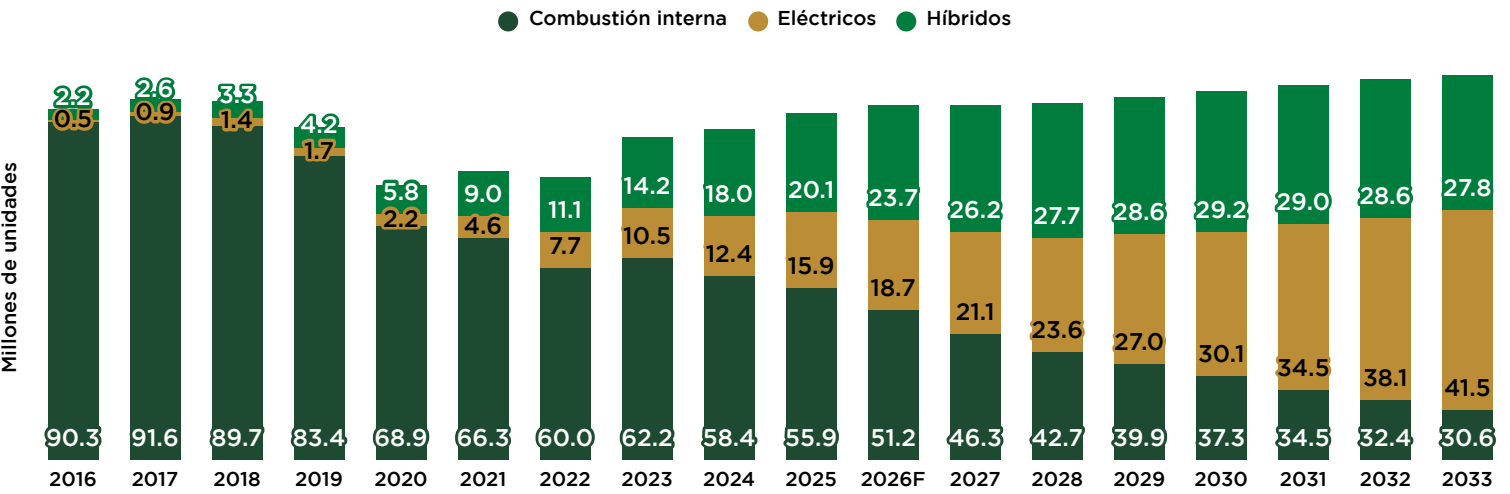


Figura 9. Ventas mundiales de vehículos nuevos por marca top 10 posiciones 2015-2025



Fuente: Elaboración propia con información de Marklines.  
Marcas nombradas conforme a su clasificación por grupos globales.  
La información de Stellantis sólo está disponible a partir de 2021, año en que se formalizó la fusión de Chrysler, Dodge, RAM, Jeep, Peugeot, Fiat y Alfa Romeo.

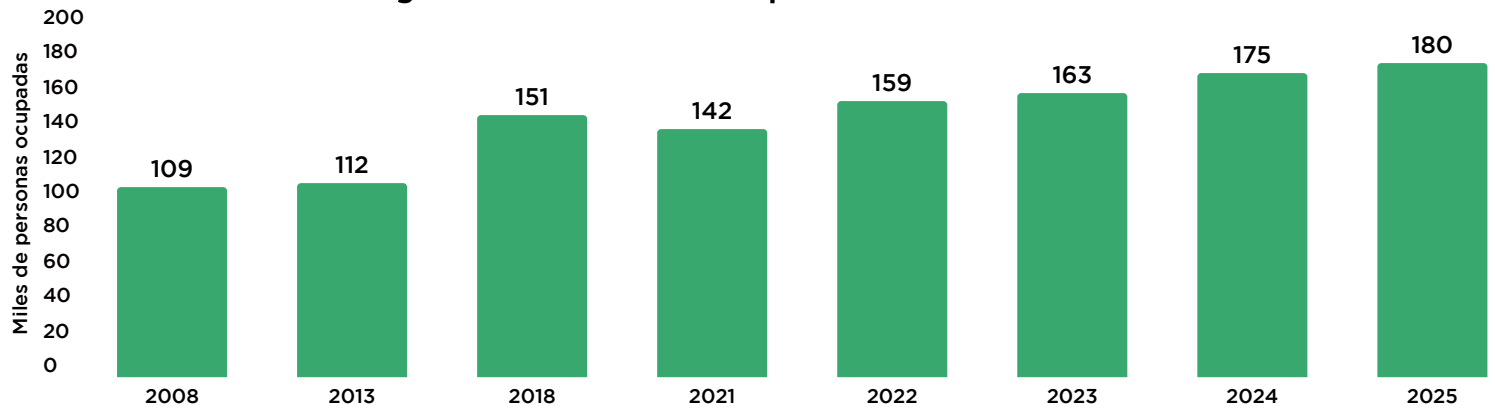
Figura 10. Ventas mundiales de vehículos nuevos por fuente de energía 2016-2033



Fuente: Elaboración propia con información de J.D. Power.  
\*A partir de 2026 las cifras son pronosticadas.

## **II. Contribución económica de la comercialización de vehículos nuevos: 2025**

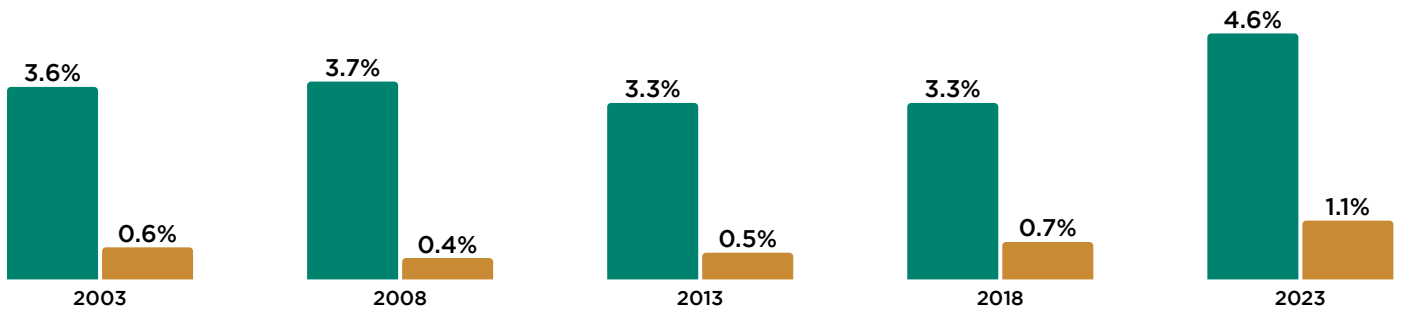
**Figura 11. Generación de empleos del sector 2008-2025**



Fuente: Elaboración propia con información de INEGI, Censos Económicos y Encuesta Anual del Comercio 2022, estimado con base en EAC para vehículos ligeros y pesados y EMEC para 2024. Para 2008 y 2013 de acuerdo con información de Censos Económicos (INEGI).

**Figura 12. Participación en el valor agregado del comercio 2003-2023**

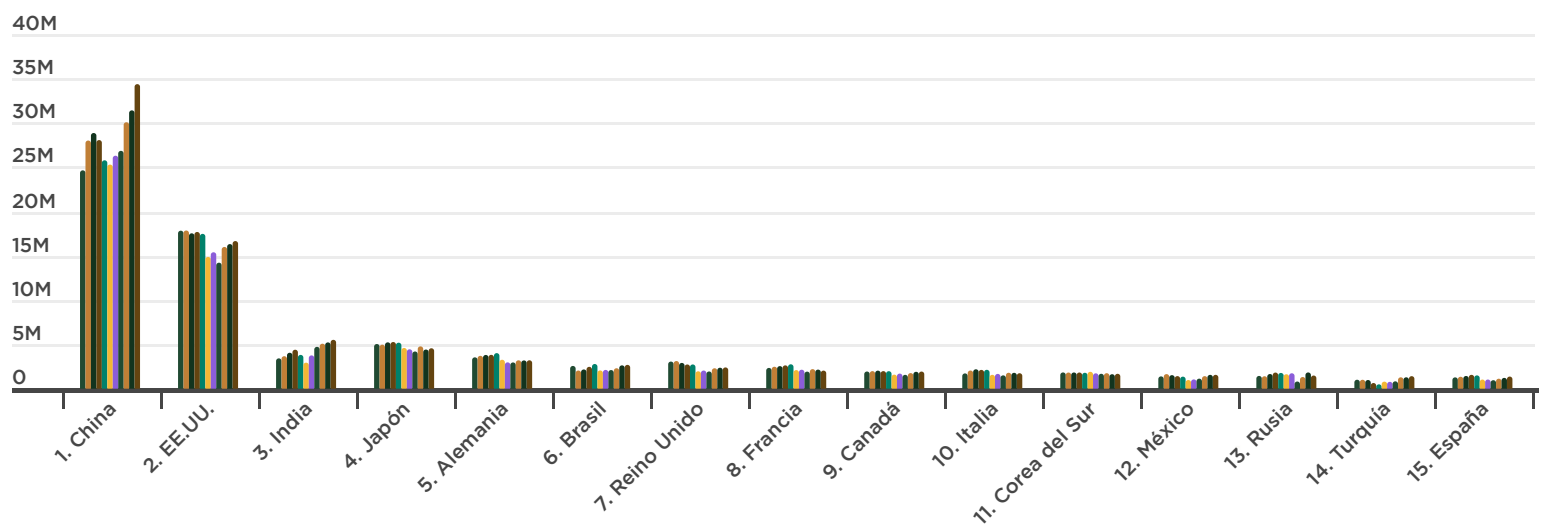
● Participación en el valor agregado del comercio ● Participación valor agregado total nacional



Fuente: Elaboración propia con información de Censos Económicos (INEGI).

**Figura 13. México ocupa el 12º sitio a nivel mundial en ventas de vehículos nuevos\***

● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025



Fuente: Elaboración propia con información de OICA.

\* Incluye ventas de vehículos ligeros y pesados.

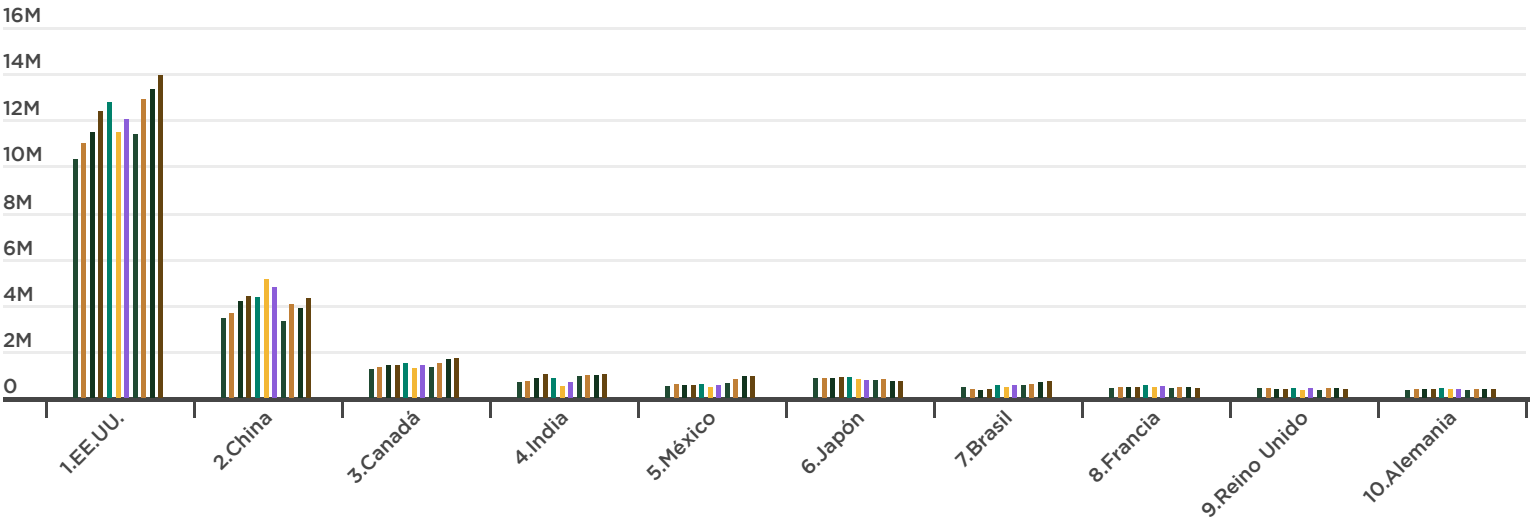
Tabla 6. México ocupa el 12º sitio a nivel mundial en ventas de vehículos nuevos\*

| Pais/Año      | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---------------|------|------|------|------|------|------|------|------|------|------|------|
| China         | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| EE.UU.        | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| India         | 5    | 5    | 4    | 4    | 5    | 5    | 4    | 3    | 3    | 3    | 3    |
| Japón         | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 4    |
| Alemania      | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    |
| Brasil        | 7    | 8    | 9    | 8    | 6    | 7    | 7    | 6    | 6    | 6    | 6    |
| Reino Unido   | 6    | 6    | 6    | 6    | 8    | 8    | 8    | 7    | 7    | 7    | 7    |
| Francia       | 8    | 7    | 7    | 7    | 7    | 6    | 6    | 8    | 8    | 8    | 8    |
| Canadá        | 9    | 10   | 10   | 10   | 10   | 11   | 11   | 10   | 10   | 9    | 9    |
| Rusia         | 11   | 9    | 8    | 9    | 9    | 12   | 12   | 11   | 9    | 11   | 10   |
| Italia        | 10   | 11   | 11   | 11   | 11   | 9    | 10   | 9    | 11   | 12   | 11   |
| Corea del Sur | 13   | 12   | 13   | 14   | 14   | 14   | 13   | 12   | 12   | 13   | 12   |
| México        | 12   | 13   | 12   | 12   | 12   | 10   | 9    | 15   | 13   | 10   | 13   |
| Turquía       | 15   | 15   | 15   | 15   | 15   | 15   | 15   | 14   | 14   | 14   | 14   |
| Australia     | 14   | 14   | 14   | 13   | 13   | 13   | 14   | 13   | 15   | 15   | 15   |

Fuente: Elaboración propia con base en OICA.  
\*Incluye ventas de vehículos ligeros y pesados.

Figura 14. México ocupa el 5º sitio a nivel mundial en ventas de vehículos comerciales\*

● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025



Fuente: Elaboración propia con información de OICA.  
\*Vehículos comerciales ligeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de mercancías e incluyen vehículos comerciales ligeros, camiones pesados, autocares y autobuses.

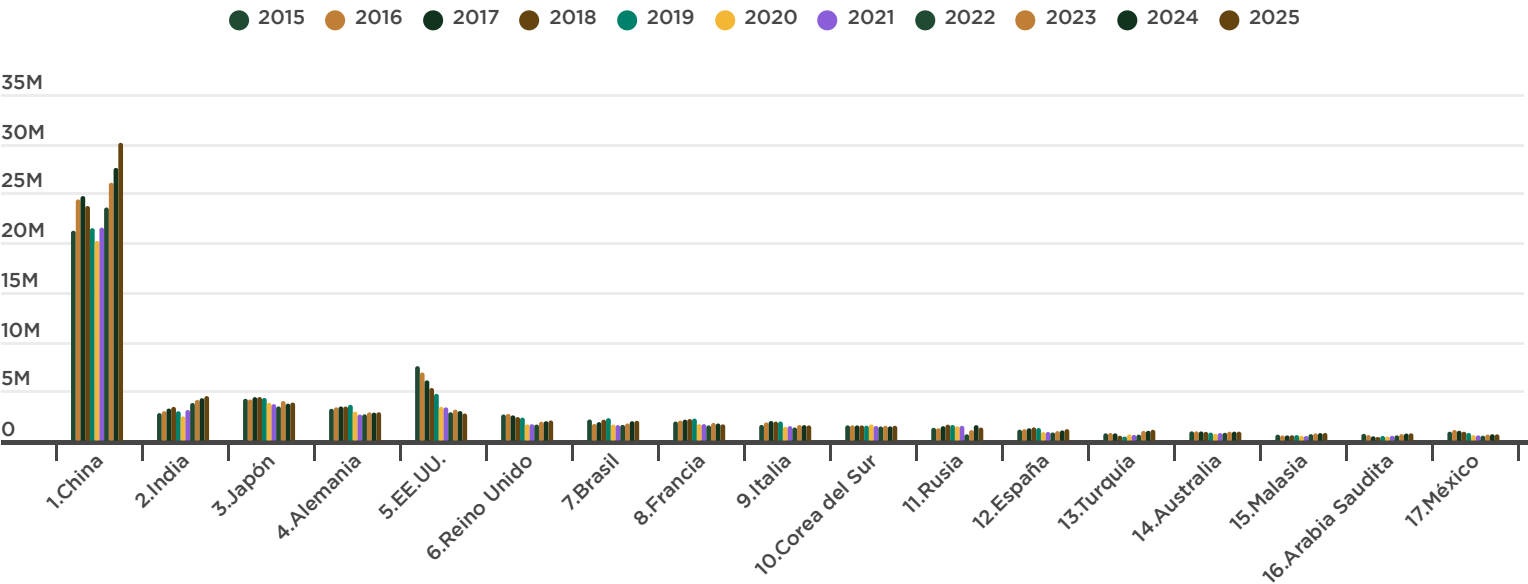


Tabla 7. México ocupa el 5º sitio a nivel mundial en ventas de vehículos comerciales\*

| País/Año    | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-------------|------|------|------|------|------|------|------|------|------|------|------|
| EE.UU.      | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| China       | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| Canadá      | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| India       | 5    | 5    | 5    | 4    | 5    | 5    | 5    | 4    | 4    | 4    | 4    |
| México      | 6    | 6    | 6    | 6    | 6    | 7    | 7    | 6    | 5    | 5    | 5    |
| Japón       | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 5    | 6    | 6    | 6    |
| Brasil      | 7    | 9    | 10   | 10   | 8    | 8    | 6    | 7    | 7    | 7    | 7    |
| Francia     | 9    | 7    | 7    | 7    | 7    | 6    | 8    | 8    | 8    | 8    | 8    |
| Reino Unido | 8    | 8    | 8    | 9    | 9    | 10   | 9    | 9    | 9    | 9    | 9    |
| Alemania    | 10   | 10   | 9    | 8    | 10   | 9    | 10   | 10   | 10   | 10   | 10   |

Fuente: Elaboración propia con información de OICA.  
\*Vehículos comerciales ligeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de mercancías e incluyen vehículos comerciales ligeros, camiones pesados, autocares y autobuses.

Figura 15. México ocupa el 17º sitio a nivel mundial en ventas de vehículos pasajeros\*



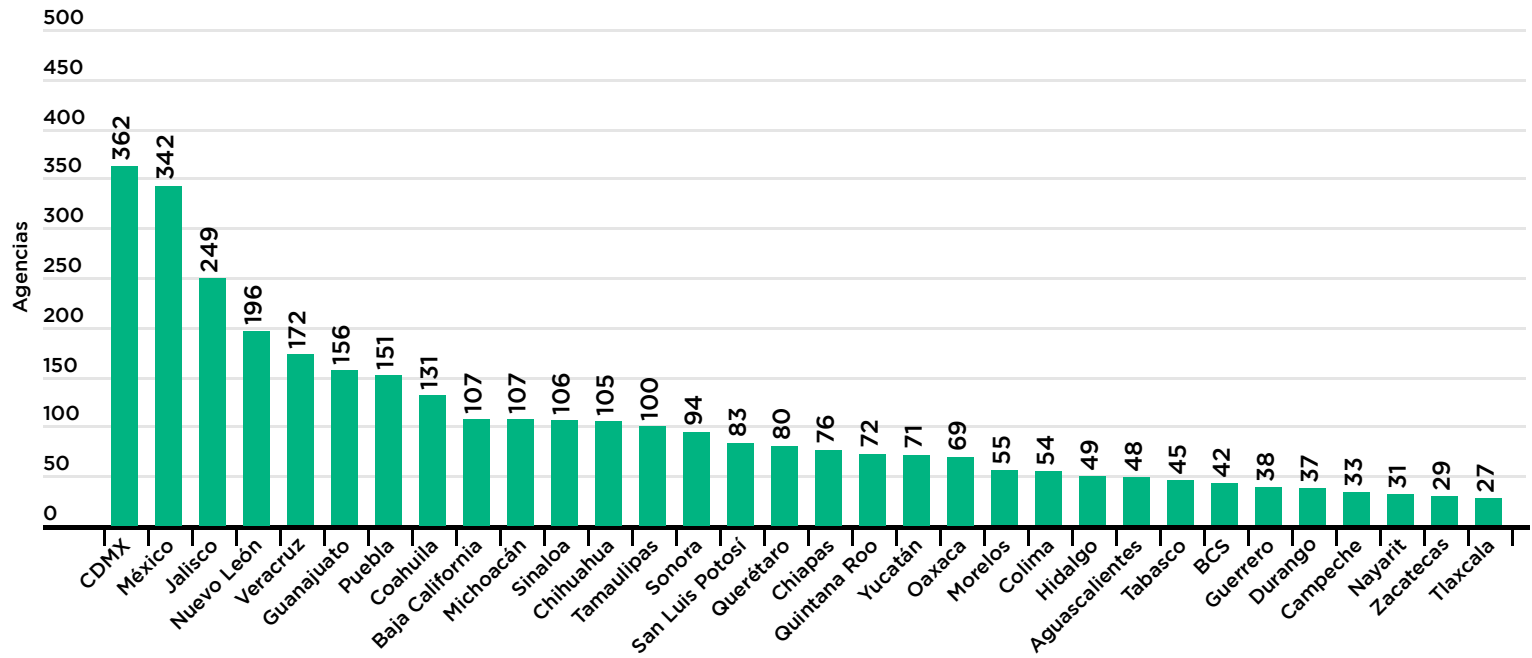
Fuente: Elaboración propia con información de OICA.  
\*Automóviles de pasajeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de pasajeros y que no contengan más de ocho asientos además del asiento del conductor.

Tabla 8. México ocupa el 17º sitio a nivel mundial en ventas de vehículos pasajeros\*

| País/Año       | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|
| China          | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| India          | 5    | 5    | 5    | 5    | 5    | 5    | 4    | 2    | 2    | 2    | 2    |
| Japón          | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 3    |
| Alemania       | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 4    |
| EE.UU.         | 2    | 2    | 2    | 2    | 2    | 3    | 3    | 4    | 4    | 4    | 5    |
| Reino Unido    | 6    | 6    | 6    | 6    | 6    | 7    | 7    | 6    | 6    | 6    | 6    |
| Brasil         | 7    | 9    | 9    | 8    | 7    | 9    | 8    | 7    | 8    | 7    | 7    |
| Francia        | 8    | 7    | 7    | 7    | 8    | 6    | 6    | 8    | 7    | 8    | 8    |
| Italia         | 9    | 8    | 8    | 9    | 9    | 11   | 11   | 10   | 9    | 9    | 9    |
| Corea del Sur  | 10   | 10   | 10   | 11   | 11   | 8    | 10   | 9    | 10   | 11   | 10   |
| Rusia          | 11   | 11   | 11   | 10   | 10   | 10   | 9    | 14   | 11   | 10   | 11   |
| España         | 12   | 12   | 12   | 12   | 12   | 12   | 12   | 11   | 13   | 12   | 12   |
| Turquía        | 15   | 15   | 15   | 16   | 17   | 14   | 14   | 15   | 12   | 13   | 13   |
| Australia      | 13   | 14   | 14   | 14   | 13   | 13   | 13   | 12   | 14   | 14   | 14   |
| Malasia        | 17   | 17   | 16   | 15   | 15   | 16   | 17   | 13   | 15   | 15   | 15   |
| Arabia Saudita | 16   | 16   | 17   | 17   | 16   | 17   | 16   | 16   | 16   | 16   | 16   |
| México         | 14   | 13   | 13   | 13   | 14   | 15   | 15   | 17   | 17   | 17   | 17   |

Fuente: Elaboración propia con información de OICA.  
\*Automóviles de pasajeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de pasajeros y que no contengan más de ocho asientos además del asiento del conductor.

Figura 16. Agencias de vehículos ligeros y pesados nuevos 2025



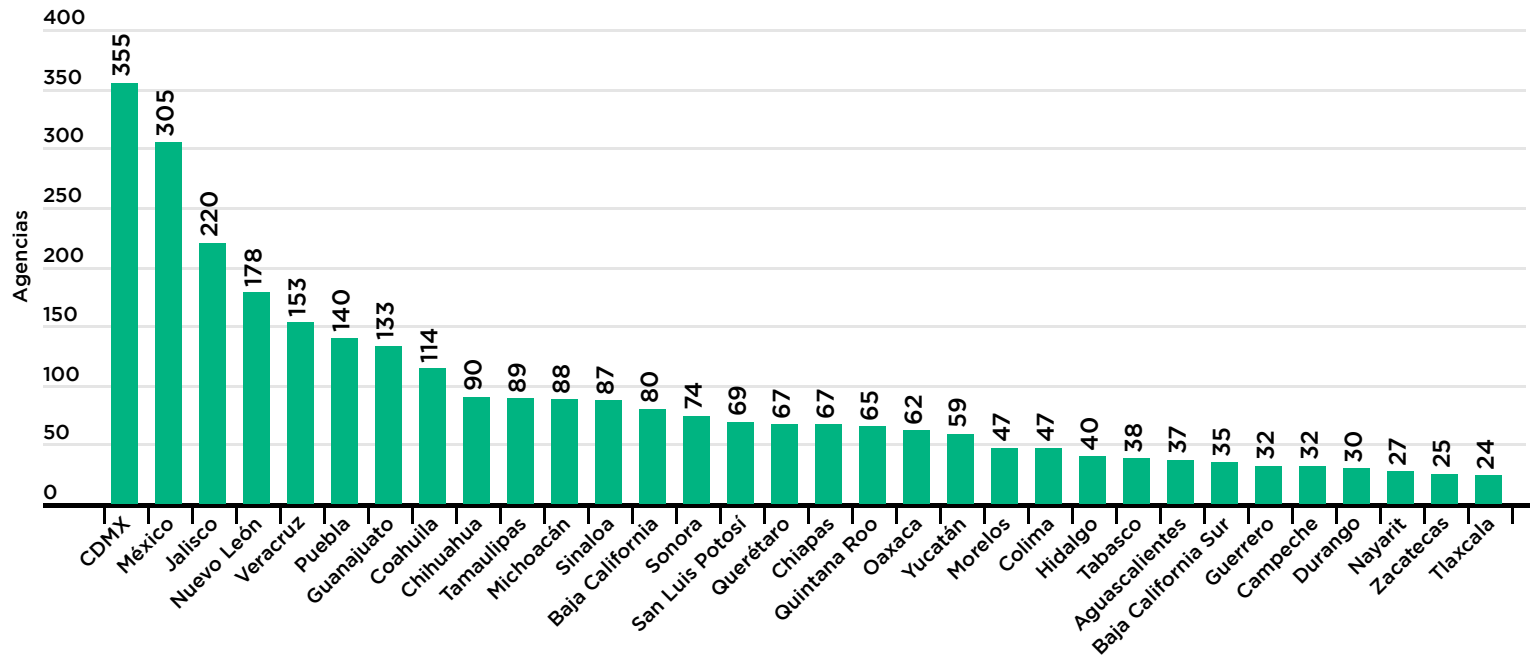
Fuente: Elaboración propia con información de AMDA.

La información de vehículos ligeros se obtuvo tanto de las asociaciones de marca como de los sitios oficiales y considera matrices, sucursales y puntos de venta.

La información de vehículos pesados se obtuvo directamente de los sitios oficiales de cada marca, considerando matrices y sucursales.

En el anexo se presentan los listados de las marcas de las agencias de vehículos ligeros y pesados.

Figura 17. Agencias de vehículos ligeros nuevos 2025

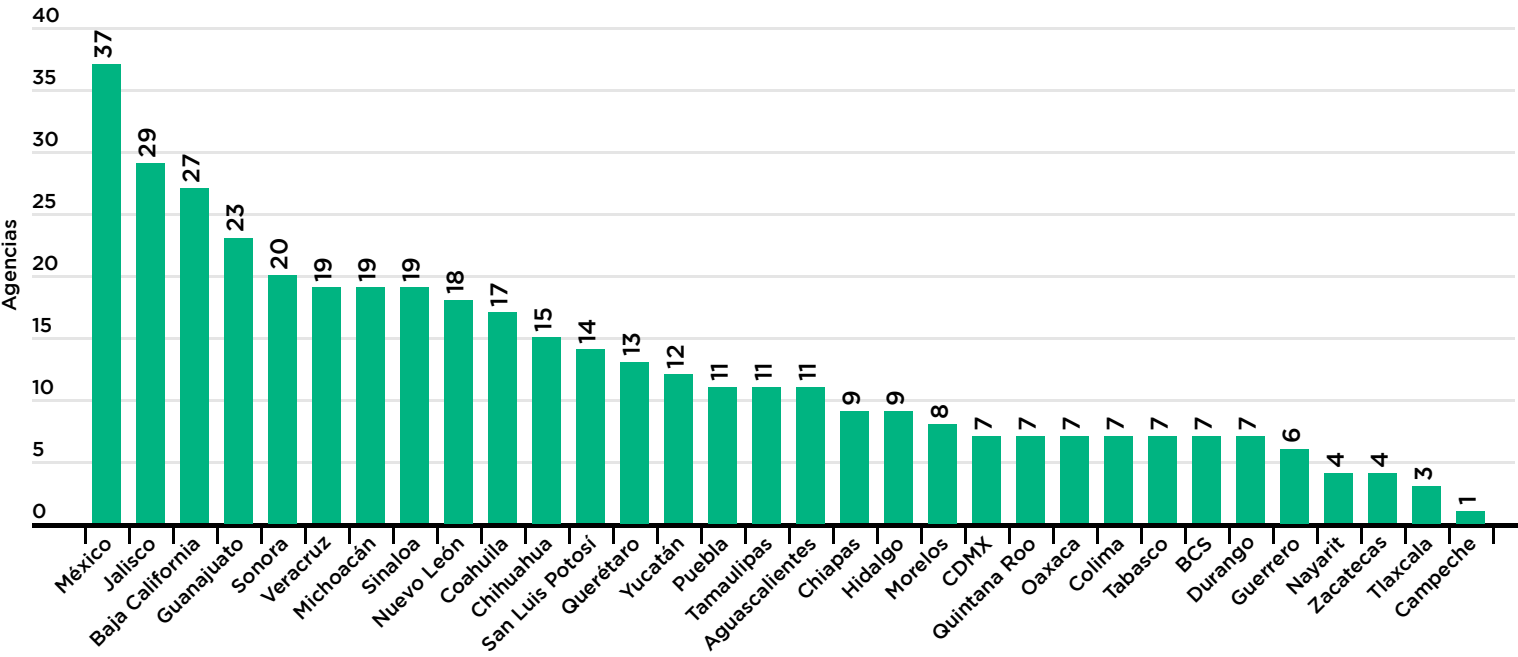


Fuente: Elaboración propia con información de AMDA.

La información se obtuvo tanto de las asociaciones de marca como de los sitios oficiales y considera matrices, sucursales y puntos de venta.

En el anexo se presenta una listado de las marcas de las agencias de vehículos ligeros.

Figura 18. Agencias de vehículos pesados nuevos 2025



Fuente: Elaboración propia con información de AMDA.  
La información se obtuvo directamente de los sitios oficiales de cada marca, considerando matrices y sucursales.  
En el anexo se presenta una listado de las marcas de las agencias de vehículos pesados.

**Tabla 9. Agencias de vehículos ligeros y pesados nuevos 2025**

| Entidad federativa   | Distribuidores pesados | Participación pesados | Distribuidores ligeros | Participación ligeros | Total        | Participación total |
|----------------------|------------------------|-----------------------|------------------------|-----------------------|--------------|---------------------|
| CDMX                 | 7                      | 1.7%                  | 355                    | 12.2%                 | 362          | 10.9%               |
| México               | 37                     | 9.1%                  | 305                    | 10.5%                 | 342          | 10.3%               |
| Jalisco              | 29                     | 7.1%                  | 220                    | 7.6%                  | 249          | 7.5%                |
| Nuevo León           | 18                     | 4.4%                  | 178                    | 6.1%                  | 196          | 5.9%                |
| Veracruz             | 19                     | 4.7%                  | 153                    | 5.3%                  | 172          | 5.2%                |
| Guanajuato           | 23                     | 5.6%                  | 133                    | 4.6%                  | 156          | 4.7%                |
| Puebla               | 11                     | 2.7%                  | 140                    | 4.8%                  | 151          | 4.6%                |
| Coahuila             | 17                     | 4.2%                  | 114                    | 3.9%                  | 131          | 3.9%                |
| Baja California      | 27                     | 6.6%                  | 80                     | 2.8%                  | 107          | 3.2%                |
| Michoacán            | 19                     | 4.7%                  | 88                     | 3.0%                  | 107          | 3.2%                |
| Sinaloa              | 19                     | 4.7%                  | 87                     | 3.0%                  | 106          | 3.2%                |
| Chihuahua            | 15                     | 3.7%                  | 90                     | 3.1%                  | 105          | 3.2%                |
| Tamaulipas           | 11                     | 2.7%                  | 89                     | 3.1%                  | 100          | 3.0%                |
| Sonora               | 20                     | 4.9%                  | 74                     | 2.5%                  | 94           | 2.8%                |
| San Luis Potosí      | 14                     | 3.4%                  | 69                     | 2.4%                  | 83           | 2.5%                |
| Querétaro            | 13                     | 3.2%                  | 67                     | 2.3%                  | 80           | 2.4%                |
| Chiapas              | 9                      | 2.2%                  | 67                     | 2.3%                  | 76           | 2.3%                |
| Quintana Roo         | 7                      | 1.7%                  | 65                     | 2.2%                  | 72           | 2.2%                |
| Yucatán              | 12                     | 2.9%                  | 59                     | 2.0%                  | 71           | 2.1%                |
| Oaxaca               | 7                      | 1.7%                  | 62                     | 2.1%                  | 69           | 2.1%                |
| Morelos              | 8                      | 2.0%                  | 47                     | 1.6%                  | 55           | 1.7%                |
| Colima               | 7                      | 1.7%                  | 47                     | 1.6%                  | 54           | 1.6%                |
| Hidalgo              | 9                      | 2.2%                  | 40                     | 1.4%                  | 49           | 1.5%                |
| Aguascalientes       | 11                     | 2.7%                  | 37                     | 1.3%                  | 48           | 1.4%                |
| Tabasco              | 7                      | 1.7%                  | 38                     | 1.3%                  | 45           | 1.4%                |
| Baja California Sur  | 7                      | 1.7%                  | 35                     | 1.2%                  | 42           | 1.3%                |
| Guerrero             | 6                      | 1.5%                  | 32                     | 1.1%                  | 38           | 1.1%                |
| Durango              | 7                      | 1.7%                  | 30                     | 1.0%                  | 37           | 1.1%                |
| Campeche             | 1                      | 0.2%                  | 32                     | 1.1%                  | 33           | 1.0%                |
| Nayarit              | 4                      | 1.0%                  | 27                     | 0.9%                  | 31           | 0.9%                |
| Zacatecas            | 4                      | 1.0%                  | 25                     | 0.9%                  | 29           | 0.9%                |
| Tlaxcala             | 3                      | 0.7%                  | 24                     | 0.8%                  | 27           | 0.8%                |
| <b>Total general</b> | <b>408</b>             | <b>100.0%</b>         | <b>2,909</b>           | <b>100.0%</b>         | <b>3,317</b> | <b>100.0%</b>       |

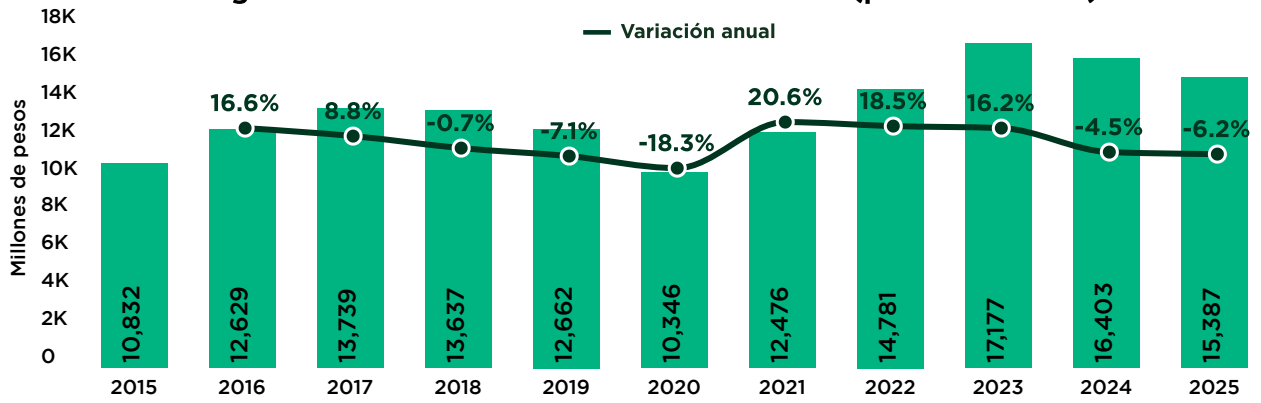
Fuente: Elaboración propia con información de AMDA.

La información de vehículos ligeros se obtuvo tanto de las asociaciones de marca como de los sitios oficiales y considera matrices, sucursales y puntos de venta.

La información de vehículos pesados se obtuvo directamente de los sitios oficiales de cada marca, considerando matrices y sucursales.

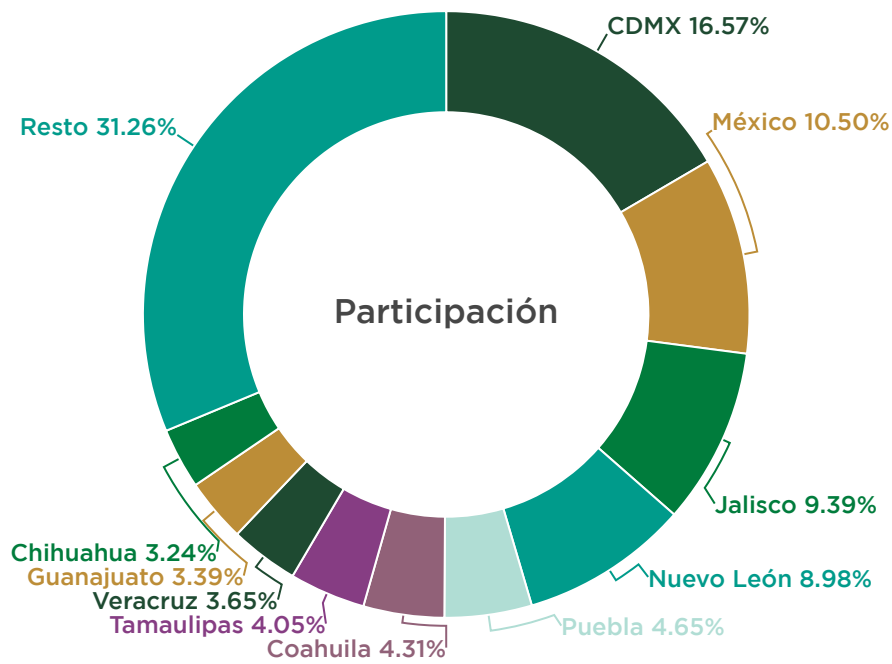
En el anexo se presentan los listados de las marcas de las agencias de vehículos ligeros y pesados.

**Figura 19. ISAN totales nacionales 2015-2025 (precios de 2018)**



Fuente: Elaboración propia con información de SHCP.

**Figura 19.1. Participación estatal top 10 ISAN 2025 (precios de 2018)**



Fuente: Elaboración propia con información de INEGI.

**Tabla 10. ISAN totales nacionales 2015-2025 (millones de pesos de 2018)**

| Entidad Federativa / Año | 2015          | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          | 2023          | 2024          | 2025          |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Ciudad de México*        | 2,314         | 2,495         | 2,642         | 2,701         | 2,375         | 1,816         | 1,944         | 2,305         | 2,899         | 2,651         | 2,550         |
| México                   | 1,346         | 1,516         | 1,608         | 1,591         | 1,403         | 1,095         | 1,341         | 1,578         | 1,835         | 1,698         | 1,615         |
| Jalisco                  | 902           | 1,118         | 1,263         | 1,207         | 1,151         | 934           | 1,193         | 1,404         | 1,686         | 1,482         | 1,445         |
| Nuevo León               | 823           | 981           | 1,090         | 1,114         | 1,043         | 840           | 982           | 1,374         | 1,711         | 1,655         | 1,382         |
| Puebla                   | 547           | 599           | 662           | 678           | 621           | 478           | 580           | 668           | 769           | 785           | 716           |
| Coahuila                 | 291           | 330           | 382           | 422           | 433           | 358           | 438           | 494           | 543           | 634           | 663           |
| Tamaulipas               | 277           | 319           | 338           | 344           | 367           | 352           | 453           | 520           | 554           | 587           | 623           |
| Veracruz                 | 369           | 411           | 421           | 420           | 393           | 341           | 416           | 501           | 596           | 599           | 562           |
| Guanajuato               | 393           | 489           | 555           | 539           | 442           | 394           | 467           | 554           | 632           | 576           | 521           |
| Chihuahua                | 335           | 419           | 433           | 402           | 394           | 338           | 409           | 515           | 558           | 470           | 499           |
| Baja California          | 237           | 340           | 404           | 368           | 402           | 358           | 461           | 469           | 484           | 492           | 435           |
| Sonora                   | 294           | 366           | 377           | 345           | 355           | 316           | 374           | 443           | 507           | 430           | 410           |
| Querétaro                | 242           | 295           | 329           | 326           | 306           | 231           | 307           | 325           | 422           | 422           | 387           |
| Michoacan                | 251           | 314           | 373           | 344           | 305           | 262           | 310           | 353           | 368           | 342           | 349           |
| Quintana Roo             | 224           | 283           | 296           | 286           | 251           | 159           | 223           | 283           | 325           | 341           | 327           |
| Sinaloa                  | 343           | 436           | 435           | 438           | 452           | 382           | 474           | 534           | 559           | 472           | 325           |
| San Luis Potosí          | 182           | 227           | 262           | 264           | 250           | 205           | 273           | 286           | 328           | 272           | 285           |
| Chiapas                  | 166           | 184           | 180           | 189           | 177           | 155           | 222           | 242           | 283           | 288           | 284           |
| Yucatán                  | 164           | 201           | 214           | 216           | 223           | 156           | 196           | 257           | 303           | 311           | 267           |
| Oaxaca                   | 118           | 122           | 146           | 130           | 121           | 104           | 140           | 189           | 209           | 209           | 207           |
| Hidalgo                  | 103           | 140           | 166           | 164           | 149           | 183           | 151           | 175           | 206           | 216           | 201           |
| Tabasco                  | 170           | 164           | 167           | 155           | 152           | 134           | 170           | 191           | 226           | 233           | 199           |
| Morelos                  | 115           | 116           | 145           | 147           | 131           | 109           | 142           | 191           | 203           | 214           | 185           |
| Aguascalientes           | 107           | 138           | 170           | 172           | 163           | 143           | 191           | 209           | 194           | 196           | 184           |
| Durango                  | 146           | 200           | 193           | 192           | 162           | 118           | 138           | 144           | 154           | 168           | 143           |
| Baja California Sur      | 70            | 82            | 96            | 93            | 84            | 69            | 92            | 110           | 119           | 132           | 121           |
| Guerrero                 | 83            | 88            | 97            | 101           | 91            | 78            | 96            | 104           | 109           | 126           | 117           |
| Colima                   | 64            | 77            | 94            | 90            | 80            | 71            | 85            | 107           | 107           | 112           | 115           |
| Nayarit                  | 29            | 35            | 46            | 44            | 41            | 35            | 49            | 63            | 77            | 69            | 76            |
| Campeche                 | 57            | 55            | 57            | 55            | 55            | 49            | 63            | 76            | 90            | 90            | 71            |
| Zacatecas                | 38            | 47            | 53            | 52            | 48            | 48            | 56            | 73            | 68            | 76            | 67            |
| Tlaxcala                 | 31            | 43            | 45            | 48            | 42            | 34            | 38            | 45            | 55            | 55            | 54            |
| <b>Total general</b>     | <b>10,832</b> | <b>12,629</b> | <b>13,739</b> | <b>13,637</b> | <b>12,662</b> | <b>10,346</b> | <b>12,476</b> | <b>14,781</b> | <b>17,177</b> | <b>16,403</b> | <b>15,387</b> |

Fuente: Elaboración propia con información de SHCP.

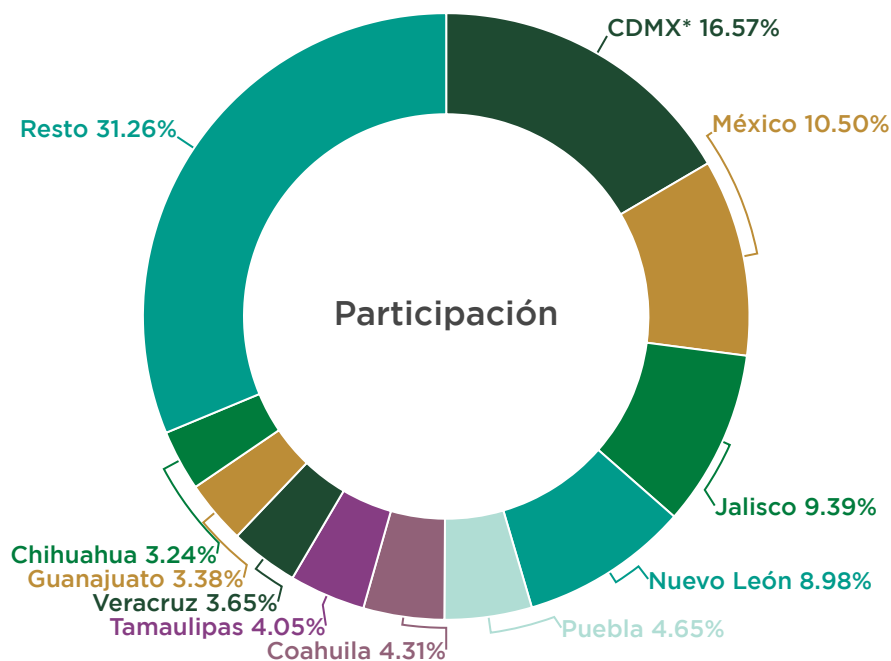
\*A partir del 30 de enero de 2016 el Distrito Federal se denomina Ciudad de México.

**Figura 20. ISAN totales nacionales 2015-2025 (millones de pesos corrientes)**



Fuente: Elaboración propia con información de SHCP.

**Figura 20.1. Participación estatal top 10 ISAN 2025 (millones de pesos corrientes)**



Fuente: Elaboración propia con información de INEGI.

**Tabla 11. ISAN totales nacionales 2015-2025 (millones de pesos corrientes)**

| Entidad Federativa / Año | 2015         | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          | 2023          | 2024          | 2025          |
|--------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Ciudad de México*        | 2,023        | 2,243         | 2,519         | 2,701         | 2,462         | 1,945         | 2,202         | 2,816         | 3,738         | 3,580         | 3,575         |
| México                   | 1,177        | 1,363         | 1,533         | 1,591         | 1,454         | 1,174         | 1,519         | 1,928         | 2,366         | 2,293         | 2,264         |
| Jalisco                  | 789          | 1,005         | 1,204         | 1,207         | 1,193         | 1,001         | 1,352         | 1,715         | 2,174         | 2,001         | 2,026         |
| Nuevo León               | 720          | 882           | 1,039         | 1,114         | 1,081         | 900           | 1,112         | 1,679         | 2,207         | 2,235         | 1,937         |
| Puebla                   | 478          | 539           | 631           | 678           | 644           | 512           | 657           | 816           | 992           | 1,060         | 1,004         |
| Coahuila                 | 254          | 297           | 364           | 422           | 449           | 384           | 496           | 603           | 700           | 856           | 930           |
| Tamaulipas               | 242          | 286           | 322           | 344           | 380           | 377           | 513           | 636           | 714           | 793           | 874           |
| Veracruz                 | 323          | 369           | 401           | 420           | 408           | 365           | 471           | 612           | 768           | 809           | 788           |
| Guanajuato               | 343          | 439           | 529           | 539           | 458           | 422           | 529           | 677           | 815           | 778           | 730           |
| Chihuahua                | 293          | 377           | 413           | 402           | 408           | 362           | 463           | 629           | 720           | 635           | 699           |
| Baja California          | 207          | 306           | 385           | 368           | 417           | 384           | 522           | 573           | 624           | 665           | 610           |
| Sonora                   | 257          | 329           | 359           | 345           | 368           | 339           | 423           | 542           | 653           | 580           | 575           |
| Querétaro                | 212          | 265           | 313           | 326           | 317           | 247           | 348           | 397           | 545           | 570           | 543           |
| Michoacán                | 220          | 283           | 356           | 344           | 316           | 280           | 351           | 431           | 475           | 461           | 489           |
| Quintana Roo             | 195          | 254           | 282           | 286           | 260           | 170           | 253           | 345           | 419           | 461           | 458           |
| Sinaloa                  | 300          | 392           | 415           | 438           | 468           | 410           | 537           | 652           | 721           | 637           | 455           |
| San Luis Potosí          | 159          | 204           | 250           | 264           | 259           | 219           | 309           | 349           | 423           | 368           | 400           |
| Chiapas                  | 145          | 166           | 171           | 189           | 183           | 166           | 252           | 295           | 365           | 389           | 398           |
| Yucatán                  | 144          | 180           | 204           | 216           | 231           | 167           | 222           | 313           | 390           | 421           | 375           |
| Oaxaca                   | 104          | 110           | 139           | 130           | 125           | 112           | 159           | 231           | 269           | 282           | 290           |
| Hidalgo                  | 90           | 125           | 159           | 164           | 155           | 196           | 171           | 213           | 265           | 291           | 282           |
| Tabasco                  | 148          | 148           | 160           | 155           | 158           | 144           | 193           | 234           | 292           | 314           | 278           |
| Morelos                  | 101          | 104           | 138           | 147           | 136           | 117           | 161           | 234           | 262           | 289           | 260           |
| Aguascalientes           | 94           | 124           | 162           | 172           | 169           | 153           | 216           | 256           | 250           | 264           | 258           |
| Durango                  | 127          | 180           | 184           | 192           | 167           | 126           | 156           | 177           | 198           | 227           | 201           |
| Baja California Sur      | 62           | 73            | 91            | 93            | 87            | 74            | 104           | 135           | 154           | 178           | 170           |
| Guerrero                 | 73           | 79            | 93            | 101           | 95            | 83            | 109           | 127           | 140           | 170           | 164           |
| Colima                   | 56           | 69            | 90            | 90            | 83            | 77            | 96            | 131           | 138           | 151           | 162           |
| Nayarit                  | 25           | 32            | 44            | 44            | 42            | 38            | 55            | 77            | 100           | 93            | 107           |
| Campeche                 | 50           | 49            | 54            | 55            | 57            | 53            | 72            | 93            | 116           | 122           | 100           |
| Zacatecas                | 33           | 42            | 51            | 52            | 50            | 52            | 63            | 90            | 88            | 103           | 95            |
| Tlaxcala                 | 27           | 39            | 43            | 48            | 43            | 36            | 43            | 55            | 70            | 75            | 76            |
| <b>Total general</b>     | <b>9,470</b> | <b>11,353</b> | <b>13,097</b> | <b>13,637</b> | <b>13,123</b> | <b>11,086</b> | <b>14,130</b> | <b>18,061</b> | <b>22,150</b> | <b>22,150</b> | <b>21,571</b> |

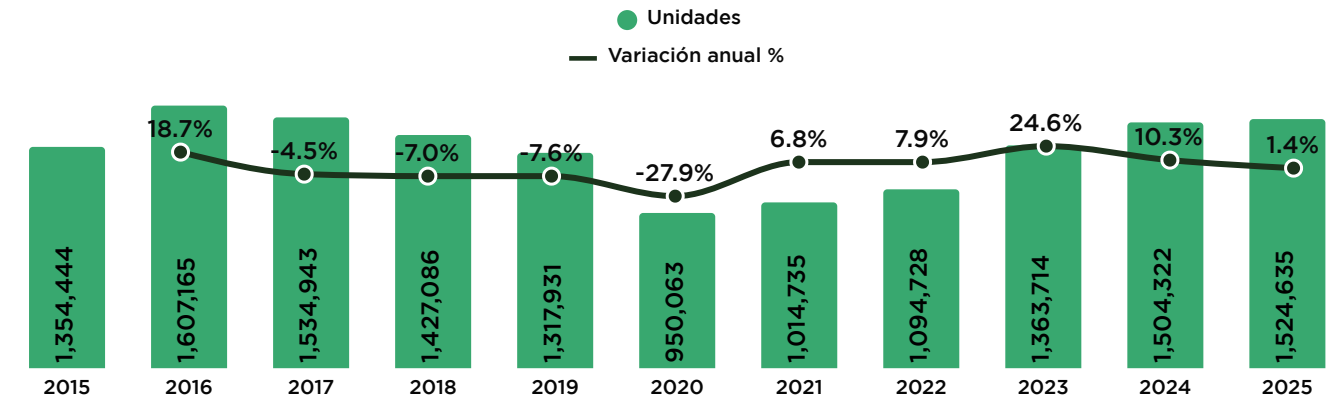
Fuente: Elaboración propia con información de SHCP.

\*A partir del 30 de enero de 2016 el Distrito Federal se denomina Ciudad de México.

# **III. Mercado interno automotor: ventas de vehículos ligeros nuevos 2015-2025**

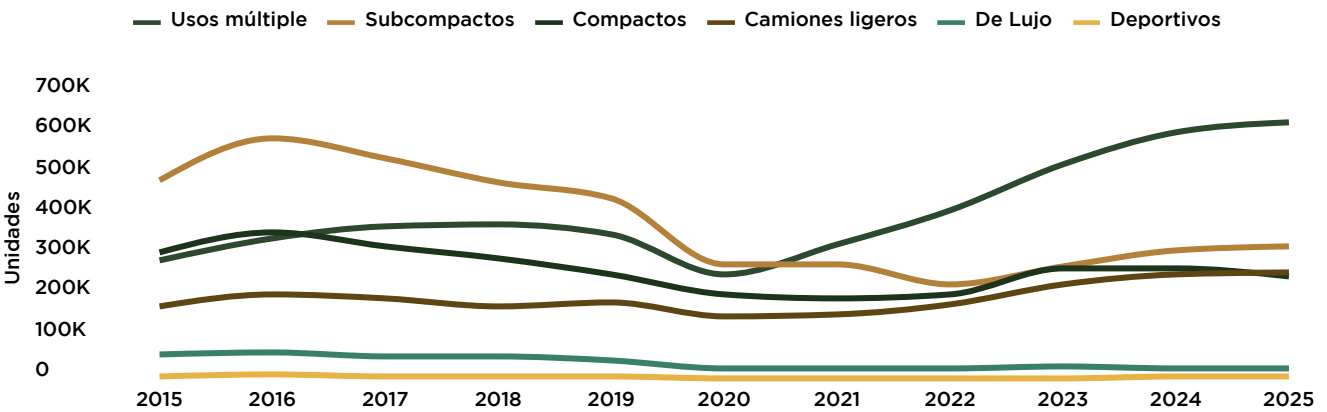


Figura 21. Ventas de vehículos ligeros nuevos 2015-2025



Fuente: Elaboración propia con información de INEGI.

Figura 22. Ventas de vehículos ligeros nuevos por segmento 2015-2025



Fuente: Elaboración propia con información de INEGI.  
Ver notas en el anexo.

Tabla 12. Ventas de vehículos ligeros nuevos por segmento 2015-2025

| Segmento/Año     | 2015      | 2016      | 2017      | 2018      | 2019      | 2020    | 2021      | 2022      | 2023      | 2024      | 2025      |
|------------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|
| Usos múltiples   | 294,390   | 351,985   | 380,831   | 386,678   | 360,602   | 262,219 | 333,185   | 419,188   | 532,826   | 610,253   | 635,878   |
| Subcompactos     | 493,303   | 596,095   | 548,436   | 486,456   | 447,237   | 284,581 | 283,849   | 238,871   | 280,521   | 318,232   | 327,932   |
| Compactos        | 313,728   | 362,569   | 332,219   | 301,344   | 261,733   | 210,929 | 202,332   | 213,032   | 276,597   | 278,095   | 256,845   |
| Camiones Ligeros | 180,073   | 211,746   | 200,719   | 184,599   | 193,536   | 155,411 | 161,438   | 189,732   | 234,868   | 259,749   | 266,711   |
| De Lujo          | 62,686    | 69,771    | 61,028    | 58,917    | 47,156    | 31,249  | 28,655    | 28,988    | 32,885    | 29,178    | 27,969    |
| Deportivos       | 10,264    | 14,999    | 11,710    | 9,092     | 7,667     | 5,674   | 5,276     | 4,917     | 6,017     | 8,815     | 9,300     |
| Total general    | 1,354,444 | 1,607,165 | 1,534,943 | 1,427,086 | 1,317,931 | 950,063 | 1,014,735 | 1,094,728 | 1,363,714 | 1,504,322 | 1,524,635 |

Fuente: Elaboración propia con información de INEGI.  
Ver notas en el anexo.

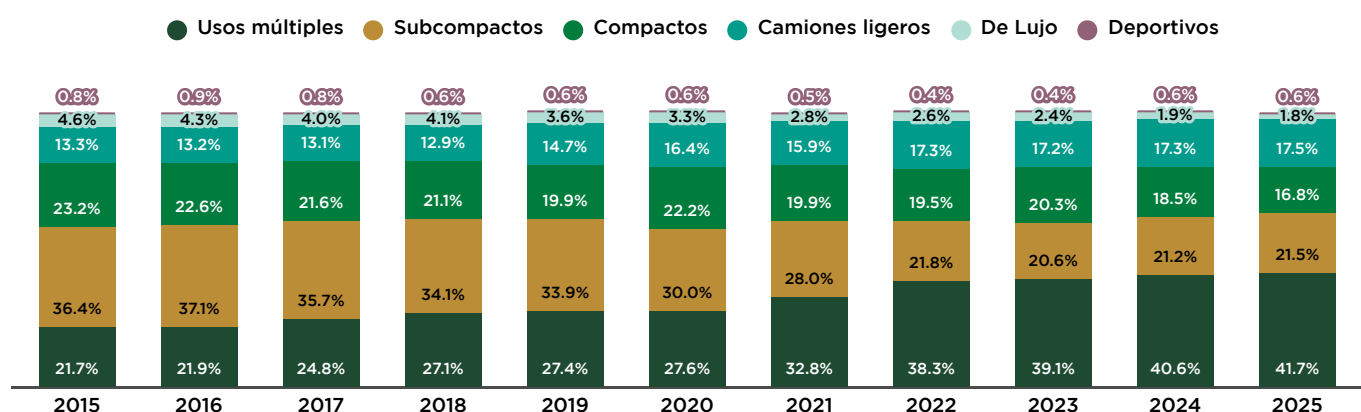
**Tabla 13. Variación de ventas de vehículos ligeros nuevos por segmento 2016-2025**

| Segmento/Año         | 2016         | 2017         | 2018         | 2019         | 2020          | 2021        | 2022        | 2023         | 2024         | 2025        | TCMA* 2015-2025 |
|----------------------|--------------|--------------|--------------|--------------|---------------|-------------|-------------|--------------|--------------|-------------|-----------------|
| Usos múltiple        | 19.6%        | 8.2%         | 1.5%         | -6.7%        | -27.3%        | 27.1%       | 25.8%       | 27.1%        | 14.5%        | 4.2%        | 8.01%           |
| Subcompactos         | 20.8%        | -8.0%        | -11.3%       | -8.1%        | -36.4%        | -0.3%       | -15.8%      | 17.4%        | 13.4%        | 3.0%        | -4.00%          |
| Compactos            | 15.6%        | -8.4%        | -9.3%        | -13.1%       | -19.4%        | -4.1%       | 5.3%        | 29.8%        | 0.5%         | -7.6%       | -1.98%          |
| Camiones Ligeros     | 17.6%        | -5.2%        | -8.0%        | 4.8%         | -19.7%        | 3.9%        | 17.5%       | 23.8%        | 10.6%        | 2.7%        | 4.01%           |
| De Lujo              | 11.3%        | -12.5%       | -3.5%        | -20.0%       | -33.7%        | -8.3%       | 1.2%        | 13.4%        | -11.3%       | -4.1%       | -7.75%          |
| Deportivos           | 46.1%        | -21.9%       | -22.4%       | -15.7%       | -26.0%        | -7.0%       | -6.8%       | 22.4%        | 46.5%        | 5.5%        | -0.98%          |
| <b>Total general</b> | <b>18.7%</b> | <b>-4.5%</b> | <b>-7.0%</b> | <b>-7.6%</b> | <b>-27.9%</b> | <b>6.8%</b> | <b>7.9%</b> | <b>24.6%</b> | <b>10.3%</b> | <b>1.4%</b> | <b>1.19%</b>    |

Fuente: Elaboración propia con información de INEGI.  
Ver notas en el anexo.

\* Tasa de crecimiento media anual.

**Figura 23. Participación de ventas de vehículos ligeros nuevos por segmento 2015-2025**



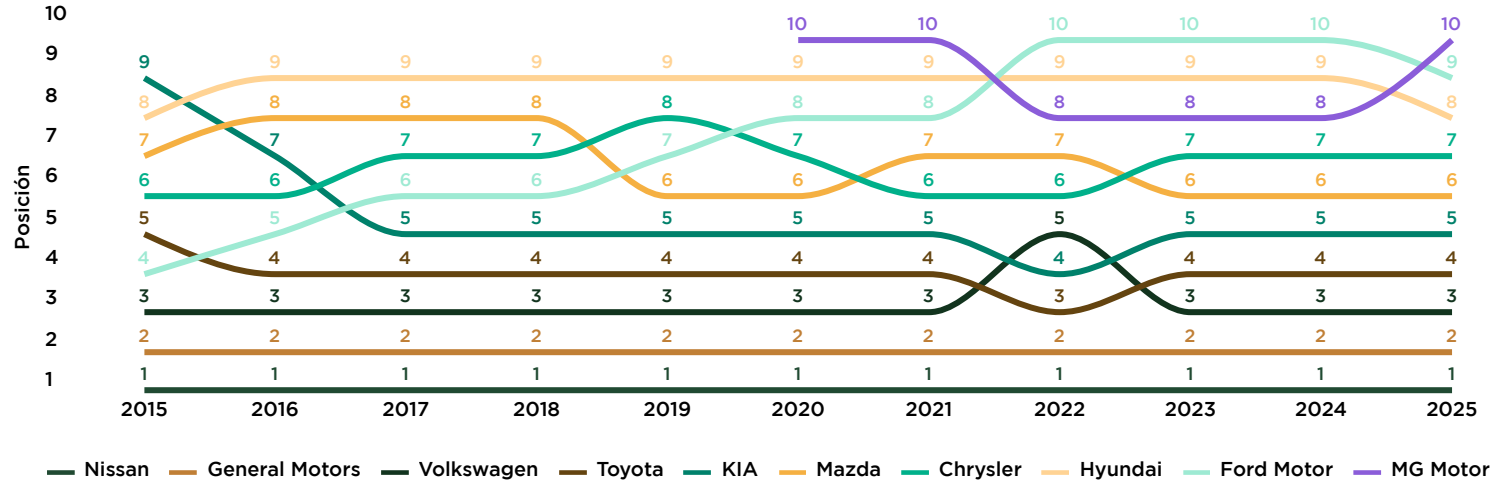
Fuente: Elaboración propia con información de INEGI.  
Ver notas en el anexo.

**Tabla 14. Participación de ventas de vehículos pesados nuevos por segmento 2015-2025**

| Segmento/Año         | 2015          | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          | 2023          | 2024          | 2025          |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Usos múltiple        | 21.7%         | 21.9%         | 24.8%         | 27.1%         | 27.4%         | 27.6%         | 32.8%         | 38.3%         | 39.1%         | 40.6%         | 41.7%         |
| Subcompactos         | 36.4%         | 37.1%         | 35.7%         | 34.1%         | 33.9%         | 30.0%         | 28.0%         | 21.8%         | 20.6%         | 21.2%         | 21.5%         |
| Compactos            | 23.2%         | 22.6%         | 21.6%         | 21.1%         | 19.9%         | 22.2%         | 19.9%         | 19.5%         | 20.3%         | 18.5%         | 16.8%         |
| Camiones ligeros     | 13.3%         | 13.2%         | 13.1%         | 12.9%         | 14.7%         | 16.4%         | 15.9%         | 17.3%         | 17.2%         | 17.3%         | 17.5%         |
| De Lujo              | 4.6%          | 4.3%          | 4.0%          | 4.1%          | 3.6%          | 3.3%          | 2.8%          | 2.6%          | 2.4%          | 1.9%          | 1.8%          |
| Deportivos           | 0.8%          | 0.9%          | 0.8%          | 0.6%          | 0.6%          | 0.6%          | 0.5%          | 0.4%          | 0.4%          | 0.6%          | 0.6%          |
| <b>Total general</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.  
Ver notas en el anexo.

Figura 24. Ventas de vehículos ligeros nuevos por marca top 10 posiciones 2015-2025



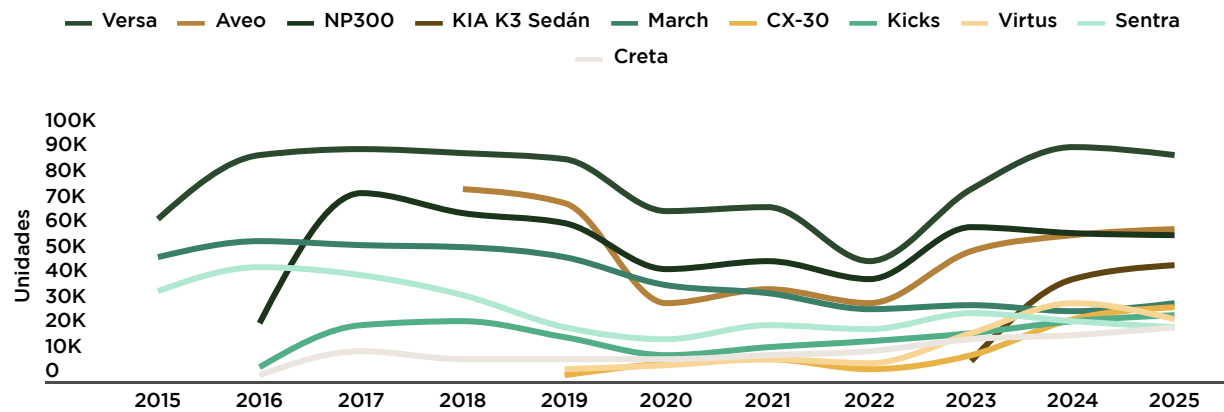
Fuente: Elaboración propia con información de INEGI.

Tabla 15. Ventas de vehículos ligeros nuevos por marca top 10 posiciones 2015-2025

| Marca/Año      | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|
| Nissan         | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| General Motors | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| Volkswagen     | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 5    | 3    | 3    | 3    |
| Toyota         | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 4    |
| KIA            | 9    | 7    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5    |
| Mazda          | 7    | 8    | 8    | 8    | 6    | 6    | 7    | 7    | 6    | 6    | 6    |
| Chrysler       | 6    | 6    | 7    | 7    | 8    | 7    | 6    | 6    | 7    | 7    | 7    |
| Hyundai        | 8    | 9    | 9    | 9    | 9    | 9    | 9    | 9    | 9    | 9    | 8    |
| Ford Motor     | 4    | 5    | 6    | 6    | 7    | 8    | 8    | 10   | 10   | 10   | 9    |
| MG Motor       |      |      |      |      |      | 10   | 10   | 8    | 8    | 8    | 10   |

Fuente: Elaboración propia con información de INEGI.

**Figura 25. Ventas de vehículos ligeros nuevos por modelo top 10 2015-2025**



Fuente: Elaboración propia con información de INEGI.

**Tabla 16.1. Ventas de vehículos ligeros nuevos por modelo top 10 2015**

| Marca                | Modelo       | Unidades         | Participación |
|----------------------|--------------|------------------|---------------|
| GM                   | Aveo         | 76,696           | 5.7%          |
| Nissan               | Versa        | 64,454           | 4.8%          |
| Volkswagen           | Jetta        | 56,577           | 4.2%          |
| Volkswagen           | Vento        | 53,096           | 3.9%          |
| Nissan               | March        | 49,658           | 3.7%          |
| Nissan               | Tsuru 4 PTS  | 49,134           | 3.6%          |
| GM                   | Spark        | 42,829           | 3.2%          |
| Nissan               | Sentra       | 35,996           | 2.7%          |
| Nissan               | Chasis Largo | 32,559           | 2.4%          |
| GM                   | Sonic-       | 31,120           | 2.3%          |
| <b>Total top</b>     |              | <b>492,119</b>   | <b>36.3%</b>  |
| <b>Total general</b> |              | <b>1,354,444</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.2. Ventas de vehículos ligeros nuevos por modelo top 10 2016**

| Marca                | Modelo      | Unidades         | Participación |
|----------------------|-------------|------------------|---------------|
| Nissan               | Versa       | 90,543           | 5.6%          |
| GM                   | Aveo        | 80,052           | 5.0%          |
| GM                   | Spark       | 74,078           | 4.6%          |
| Volkswagen           | Vento       | 63,201           | 3.9%          |
| Volkswagen           | Jetta       | 60,713           | 3.8%          |
| Nissan               | March       | 55,918           | 3.5%          |
| Nissan               | Tsuru 4 PTS | 49,337           | 3.1%          |
| GM                   | Sonic-      | 49,305           | 3.1%          |
| Nissan               | Sentra      | 45,977           | 2.9%          |
| Nissan               | Xtrail      | 30,488           | 1.9%          |
| <b>Total top</b>     |             | <b>599,612</b>   | <b>37.3%</b>  |
| <b>Total general</b> |             | <b>1,607,165</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.3. Ventas de vehículos ligeros nuevos por modelo top 10 2017**

| Marca                | Modelo      | Unidades         | Participación |
|----------------------|-------------|------------------|---------------|
| Nissan               | Versa       | 90,543           | 5.9%          |
| GM                   | Aveo        | 80,052           | 5.2%          |
| Volkswagen           | Vento       | 63,201           | 4.1%          |
| GM                   | Spark       | 60,598           | 3.9%          |
| Volkswagen           | Jetta       | 60,561           | 3.9%          |
| Nissan               | March       | 55,918           | 3.6%          |
| Nissan               | Tsuru 4 PTS | 49,337           | 3.2%          |
| Nissan               | Sentra      | 45,977           | 3.0%          |
| GM                   | Sonic-      | 45,325           | 3.0%          |
| Nissan               | Xtrail      | 30,488           | 2.0%          |
| <b>Total top</b>     |             | <b>582,000</b>   | <b>37.9%</b>  |
| <b>Total general</b> |             | <b>1,534,943</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.4. Ventas de vehículos ligeros nuevos por modelo top 10 2018**

| Marca                | Modelo  | Unidades         | Participación |
|----------------------|---------|------------------|---------------|
| Nissan               | Versa   | 91,321           | 6.4%          |
| GM                   | Aveo    | 82,035           | 5.7%          |
| GM                   | Beat    | 70,656           | 5.0%          |
| Nissan               | NP300   | 67,052           | 4.7%          |
| Volkswagen           | Vento   | 55,208           | 3.9%          |
| Nissan               | March   | 53,780           | 3.8%          |
| Volkswagen           | Jetta   | 34,900           | 2.4%          |
| Nissan               | Sentra  | 34,365           | 2.4%          |
| KIA                  | KIA Río | 32,904           | 2.3%          |
| Honda                | CR-V    | 24,332           | 1.7%          |
| <b>Total top</b>     |         | <b>546,553</b>   | <b>38.3%</b>  |
| <b>Total general</b> |         | <b>1,427,086</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.5. Ventas de vehículos ligeros nuevos por modelo top 10 2019**

| Marca                | Modelo  | Unidades         | Participación |
|----------------------|---------|------------------|---------------|
| Nissan               | Versa   | 88,707           | 6.7%          |
| GM                   | Aveo    | 70,947           | 5.4%          |
| GM                   | Beat    | 70,114           | 5.3%          |
| Nissan               | NP300   | 62,989           | 4.8%          |
| Nissan               | March   | 49,493           | 3.8%          |
| Volkswagen           | Vento   | 47,179           | 3.6%          |
| KIA                  | KIA Río | 36,730           | 2.8%          |
| Volkswagen           | Jetta   | 27,873           | 2.1%          |
| Mazda                | Mazda 3 | 22,520           | 1.7%          |
| Nissan               | Sentra  | 21,904           | 1.7%          |
| <b>Total top</b>     |         | <b>498,456</b>   | <b>37.8%</b>  |
| <b>Total general</b> |         | <b>1,317,931</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.6. Ventas de vehículos ligeros nuevos por modelo top 10 2020**

| Marca         | Modelo  | Unidades | Participación |
|---------------|---------|----------|---------------|
| Nissan        | Versa   | 68,013   | 7.2%          |
| Nissan        | NP300   | 44,577   | 4.7%          |
| GM            | Beat    | 41,782   | 4.4%          |
| Nissan        | March   | 38,393   | 4.0%          |
| GM            | Aveo    | 31,219   | 3.3%          |
| KIA           | KIA Río | 29,014   | 3.1%          |
| Volkswagen    | Vento   | 26,767   | 2.8%          |
| GM            | Onix    | 25,283   | 2.7%          |
| Volkswagen    | Jetta   | 20,711   | 2.2%          |
| Nissan        | Sentra  | 16,825   | 1.8%          |
| Total top     |         | 342,584  | 36.1%         |
| Total general |         | 950,063  | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.7. Ventas de vehículos ligeros nuevos por modelo top 10 2021**

| Marca         | Modelo   | Unidades  | Participación |
|---------------|----------|-----------|---------------|
| Nissan        | Versa    | 69,775    | 6.9%          |
| Nissan        | NP300    | 47,884    | 4.7%          |
| GM            | Aveo     | 37,039    | 3.7%          |
| KIA           | KIA Río  | 35,249    | 3.5%          |
| Nissan        | March    | 34,974    | 3.4%          |
| Volkswagen    | Vento    | 29,380    | 2.9%          |
| Nissan        | Sentra   | 22,469    | 2.2%          |
| GM            | Beat     | 19,265    | 1.9%          |
| Toyota        | Hilux Dc | 16,635    | 1.6%          |
| Mazda         | Mazda 3  | 16,560    | 1.6%          |
| Total top     |          | 329,230   | 32.4%         |
| Total general |          | 1,014,735 | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.8. Ventas de vehículos ligeros nuevos por modelo top 10 2022**

| Marca                | Modelo   | Unidades         | Participación |
|----------------------|----------|------------------|---------------|
| KIA                  | KIA Río  | 50,958           | 4.7%          |
| Nissan               | Versa    | 48,055           | 4.4%          |
| Nissan               | NP300    | 40,427           | 3.7%          |
| GM                   | Aveo     | 30,850           | 2.8%          |
| Nissan               | March    | 28,986           | 2.6%          |
| GM                   | Onix     | 26,280           | 2.4%          |
| MG Motor             | MG5      | 23,148           | 2.1%          |
| Nissan               | Sentra   | 21,032           | 1.9%          |
| Toyota               | Hilux Dc | 20,842           | 1.9%          |
| GM                   | Captiva  | 19,178           | 1.8%          |
| <b>Total top</b>     |          | <b>309,756</b>   | <b>28.3%</b>  |
| <b>Total general</b> |          | <b>1,094,728</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 16.9. Ventas de vehículos ligeros nuevos por modelo top 10 2023**

| Marca                | Modelo  | Unidades         | Participación |
|----------------------|---------|------------------|---------------|
| Nissan               | Versa   | 76,926           | 5.6%          |
| Nissan               | NP300   | 61,878           | 4.5%          |
| GM                   | Aveo    | 52,277           | 3.8%          |
| KIA                  | KIA Río | 40,490           | 3.0%          |
| MG Motor             | MG5     | 33,205           | 2.4%          |
| Nissan               | March   | 30,595           | 2.2%          |
| Nissan               | Sentra  | 26,982           | 2.0%          |
| Mazda                | Mazda 3 | 26,589           | 1.9%          |
| Mazda                | Mazda 2 | 20,104           | 1.5%          |
| KIA                  | Seltos  | 19,975           | 1.5%          |
| <b>Total top</b>     |         | <b>389,021</b>   | <b>28.5%</b>  |
| <b>Total general</b> |         | <b>1,363,714</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

Tabla 16.10. Ventas de vehículos ligeros nuevos por modelo top 10 2024

| Marca         | Modelo  | Unidades  | Participación |
|---------------|---------|-----------|---------------|
| Nissan        | Versa   | 93,278    | 6.2%          |
| Nissan        | NP300   | 59,031    | 3.9%          |
| GM            | Aveo    | 58,503    | 3.9%          |
| KIA           | KIA K3  | 51,629    | 3.4%          |
| Volkswagen    | Virtus  | 30,945    | 2.1%          |
| Nissan        | March   | 27,926    | 1.9%          |
| MG Motor      | MG5     | 26,768    | 1.8%          |
| Mazda         | Mazda 3 | 24,632    | 1.6%          |
| Mazda         | CX-30   | 24,542    | 1.6%          |
| Nissan        | Sentra  | 23,694    | 1.6%          |
| Total top     |         | 420,948   | 28.0%         |
| Total general |         | 1,504,322 | 100%          |

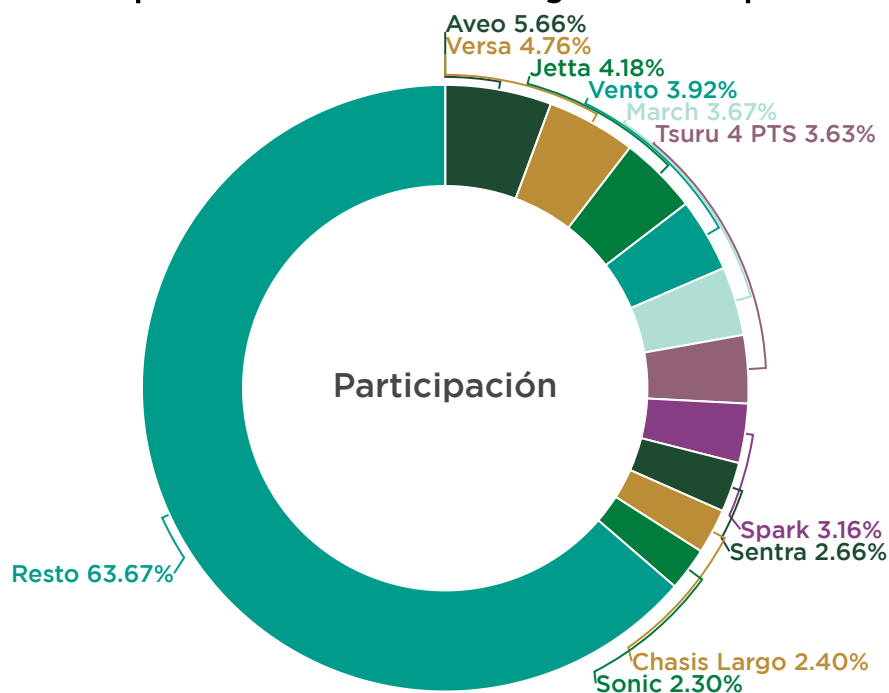
Fuente: Elaboración propia con información de INEGI.

Tabla 16.11. Ventas de vehículos ligeros nuevos por modelo top 10 2025

| Marca         | Modelo  | Unidades  | Participación |
|---------------|---------|-----------|---------------|
| Nissan        | Versa   | 90,223    | 5.9%          |
| KIA           | KIA K3  | 56,575    | 3.7%          |
| GM            | Aveo    | 61,064    | 4.0%          |
| Nissan        | NP300   | 58,422    | 3.8%          |
| Nissan        | March   | 31,401    | 2.1%          |
| Mazda         | CX-30   | 29,898    | 2.0%          |
| Mazda         | Mazda 2 | 26,471    | 1.7%          |
| Nissan        | Kicks   | 26,276    | 1.7%          |
| Volkswagen    | Virtus  | 25,040    | 1.6%          |
| Nissan        | Sentra  | 21,929    | 1.4%          |
| Total top     |         | 427,299   | 28.0%         |
| Total general |         | 1,524,635 | 100.0%        |

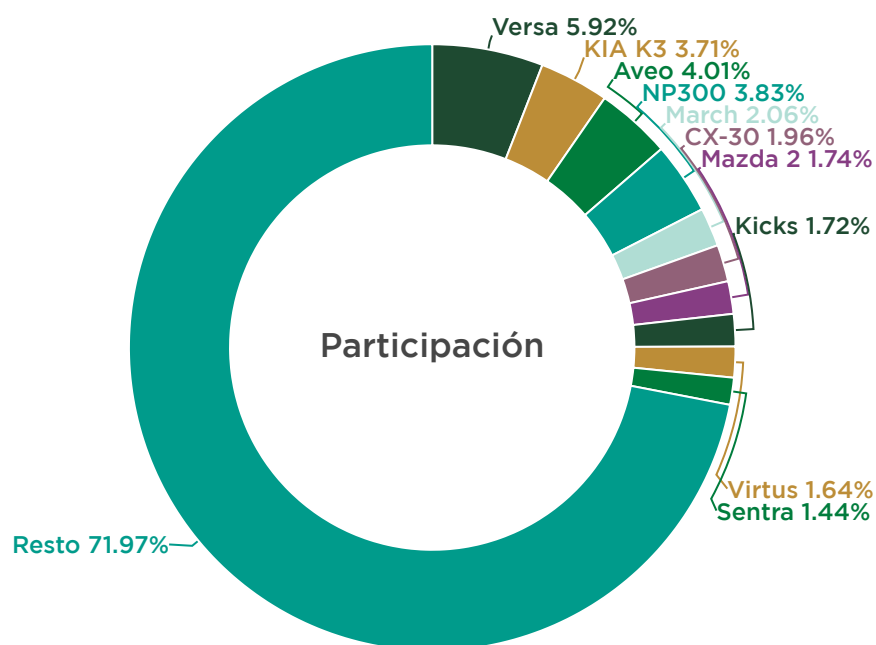
Fuente: Elaboración propia con información de INEGI.

**Figura 26. Participación ventas de vehículos ligeros nuevos por modelos 2015**



Fuente: Elaboración propia con información de INEGI.

**Figura 27. Participación ventas de vehículos ligeros nuevos por modelos 2025**



Fuente: Elaboración propia con información de INEGI.

**Tabla 17. Compradores por entidad federativa 2015-2020**

| Entidad federativa  | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    |
|---------------------|---------|---------|---------|---------|---------|---------|
| Aguascalientes      | 14,002  | 19,593  | 20,114  | 19,366  | 19,894  | 13,708  |
| Baja California     | 23,829  | 38,941  | 40,760  | 31,777  | 33,554  | 25,314  |
| Baja California Sur | 9,022   | 12,081  | 11,733  | 10,420  | 9,794   | 6,144   |
| Campeche            | 10,613  | 9,921   | 8,801   | 8,356   | 7,996   | 6,331   |
| CDMX                | 285,875 | 274,364 | 258,314 | 239,529 | 234,173 | 161,070 |
| Chiapas             | 25,245  | 25,890  | 24,058  | 21,877  | 20,346  | 17,147  |
| Chihuahua           | 34,116  | 46,018  | 44,471  | 36,324  | 34,714  | 25,240  |
| Coahuila            | 36,066  | 42,192  | 41,931  | 38,247  | 35,342  | 26,519  |
| Colima              | 8,394   | 10,881  | 11,082  | 10,369  | 9,499   | 7,742   |
| Durango             | 11,377  | 14,428  | 13,969  | 12,219  | 11,216  | 8,532   |
| Edo. de México      | 170,911 | 184,407 | 180,093 | 162,900 | 143,279 | 108,918 |
| Guanajuato          | 51,500  | 65,575  | 61,193  | 57,047  | 48,563  | 37,010  |
| Guerrero            | 15,284  | 15,978  | 15,096  | 13,366  | 11,160  | 9,278   |
| Hidalgo             | 18,277  | 21,053  | 18,794  | 18,161  | 15,601  | 11,606  |
| Jalisco             | 97,834  | 126,468 | 120,324 | 107,804 | 97,108  | 77,061  |
| Michoacán           | 27,246  | 34,079  | 33,959  | 29,409  | 26,027  | 21,158  |
| Morelos             | 16,742  | 20,368  | 18,849  | 16,840  | 14,930  | 12,782  |
| Nayarit             | 6,225   | 8,733   | 9,707   | 9,138   | 9,104   | 6,805   |
| Nuevo León          | 103,428 | 127,564 | 114,722 | 112,616 | 108,828 | 77,097  |
| Oaxaca              | 21,011  | 23,824  | 21,501  | 19,626  | 17,508  | 14,581  |
| Puebla              | 67,244  | 77,078  | 77,794  | 69,932  | 65,230  | 47,395  |
| Querétaro           | 30,669  | 36,596  | 35,065  | 32,894  | 29,613  | 22,237  |
| Quintana Roo        | 23,651  | 28,475  | 28,507  | 25,676  | 23,356  | 12,823  |
| San Luis Potosí     | 25,420  | 30,680  | 30,811  | 28,060  | 23,878  | 17,984  |
| Sinaloa             | 30,254  | 40,548  | 40,075  | 37,953  | 35,304  | 25,655  |
| Sonora              | 26,703  | 35,884  | 35,297  | 31,779  | 29,850  | 22,594  |
| Tabasco             | 22,864  | 19,591  | 17,626  | 16,407  | 15,896  | 13,130  |
| Tamaulipas          | 31,780  | 38,566  | 34,808  | 34,893  | 32,827  | 25,764  |
| Tlaxcala            | 7,758   | 9,620   | 9,356   | 8,630   | 8,083   | 6,614   |
| Veracruz            | 65,892  | 69,358  | 56,477  | 54,204  | 48,240  | 39,404  |
| Yucatán             | 23,509  | 28,132  | 25,040  | 25,551  | 24,219  | 16,419  |
| Zacatecas           | 8,913   | 11,308  | 10,609  | 9,772   | 8,494   | 6,728   |
| Otras Marcas        | -       | 55,479  | 59,402  | 68,161  | 62,139  | 18,299  |

Fuente: Elaboración propia con información de Urban Science.

Nota: Se refiere a información de compradores. Marcas no cubiertas en dicho reporte se registran 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).

En el anexo se presenta una listado de las marcas que son contempladas.

**Tabla 18. Compradores por entidad federativa 2021-2025**

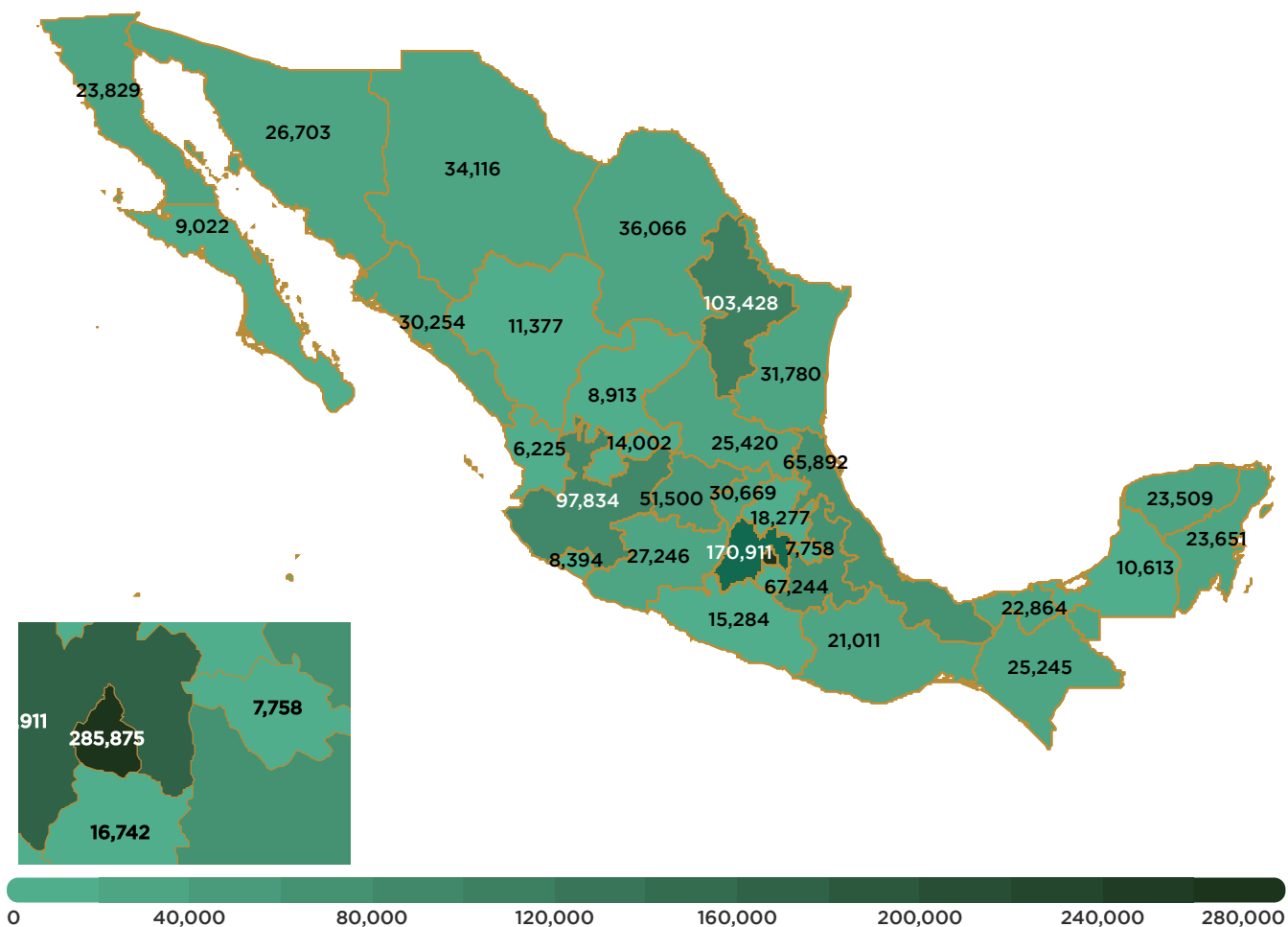
| Entidad federativa  | 2021    | 2022    | 2023    | 2024    | 2025    |
|---------------------|---------|---------|---------|---------|---------|
| Aguascalientes      | 13,683  | 14,391  | 23,547  | 22,114  | 25,871  |
| Baja California     | 28,437  | 28,167  | 31,659  | 31,801  | 31,293  |
| Baja California Sur | 7,613   | 9,370   | 10,436  | 10,736  | 11,275  |
| Campeche            | 7,222   | 7,431   | 9,245   | 11,239  | 10,411  |
| CDMX                | 164,268 | 179,694 | 236,404 | 264,096 | 244,192 |
| Chiapas             | 19,348  | 19,144  | 24,314  | 30,337  | 33,513  |
| Chihuahua           | 27,609  | 27,796  | 32,316  | 31,053  | 33,138  |
| Coahuila            | 28,458  | 29,773  | 34,617  | 38,699  | 38,892  |
| Colima              | 8,342   | 8,573   | 10,131  | 11,891  | 12,570  |
| Durango             | 9,271   | 9,603   | 10,837  | 11,758  | 11,902  |
| Edo. de México      | 115,726 | 130,545 | 162,626 | 173,262 | 179,250 |
| Guanajuato          | 38,388  | 41,331  | 52,352  | 58,504  | 59,817  |
| Guerrero            | 9,941   | 10,033  | 12,432  | 18,424  | 17,456  |
| Hidalgo             | 12,255  | 13,443  | 16,918  | 21,055  | 21,262  |
| Jalisco             | 81,346  | 90,320  | 112,670 | 116,332 | 114,725 |
| Michoacán           | 21,044  | 22,897  | 27,488  | 29,938  | 32,182  |
| Morelos             | 15,278  | 17,341  | 18,388  | 20,730  | 20,389  |
| Nayarit             | 7,737   | 8,557   | 10,427  | 11,535  | 12,117  |
| Nuevo León          | 89,404  | 100,252 | 127,850 | 136,184 | 131,150 |
| Oaxaca              | 16,034  | 16,556  | 21,227  | 25,450  | 26,298  |
| Puebla              | 43,349  | 44,882  | 56,483  | 68,562  | 72,253  |
| Querétaro           | 23,486  | 25,915  | 32,378  | 36,991  | 36,831  |
| Quintana Roo        | 18,330  | 21,624  | 27,791  | 35,730  | 34,562  |
| San Luis Potosí     | 18,643  | 21,147  | 24,446  | 27,099  | 28,592  |
| Sinaloa             | 29,762  | 30,397  | 35,370  | 33,201  | 25,571  |
| Sonora              | 23,847  | 25,082  | 28,361  | 28,800  | 28,064  |
| Tabasco             | 15,468  | 15,518  | 19,957  | 23,814  | 20,875  |
| Tamaulipas          | 28,693  | 29,526  | 32,600  | 36,540  | 37,136  |
| Tlaxcala            | 6,901   | 7,192   | 8,744   | 10,622  | 11,477  |
| Veracruz            | 42,674  | 42,780  | 54,019  | 63,131  | 66,466  |
| Yucatán             | 19,079  | 22,220  | 30,564  | 35,601  | 33,558  |
| Zacatecas           | 7,140   | 9,290   | 12,315  | 10,770  | 13,467  |
| Otras Marcas        | 14,876  | 16,698  | 16,235  | 14,783  | 11,537  |

Fuente: Elaboración propia con información de Urban Science.

Nota: Se refiere a información de compradores. Marcas no cubiertas en dicho reporte se registran 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).

En el anexo se presenta una listado de las marcas que son contempladas.

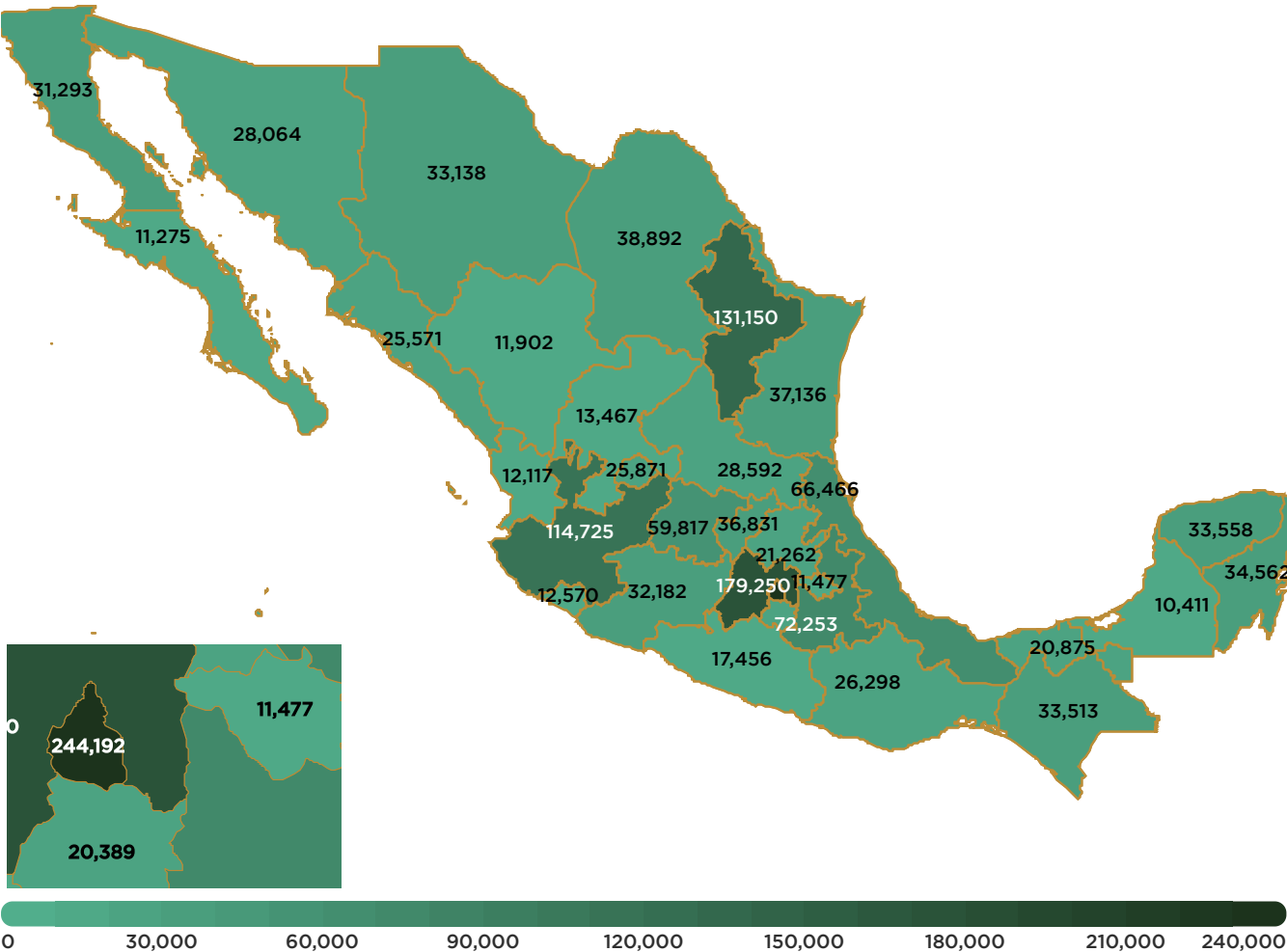
**Mapa 1. Compradores por entidad federativa 2015**



Fuente: Elaboración propia con información de Urban Science.

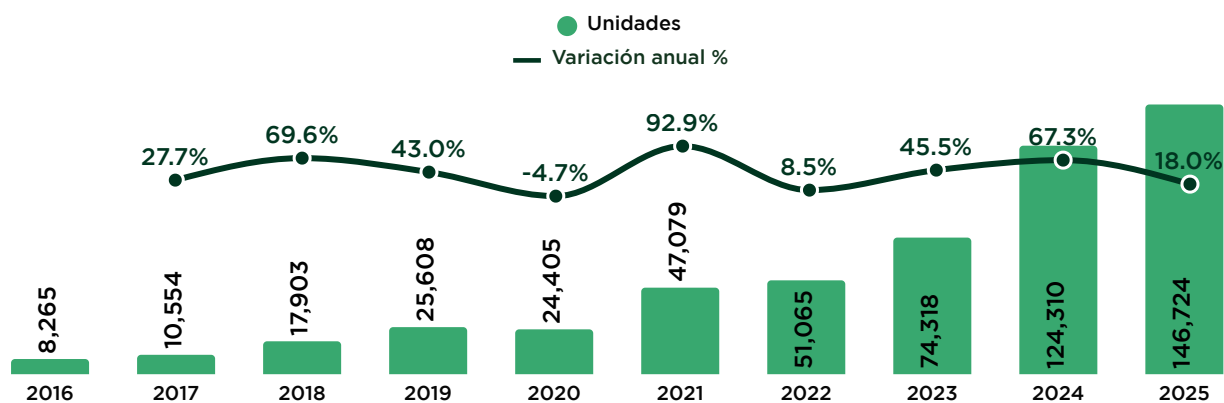
Nota: Se refiere a información de compradores. Marcas no cubiertas en dicho reporte se registran en "Otras Marcas". La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final). En el anexo se presenta una listado de las marcas que son contempladas.

Mapa 2. Compradores por entidad federativa 2025



Fuente: Elaboración propia con información de Urban Science.  
Nota: Se refiere a información de compradores. Marcas no cubiertas en dicho reporte se registran 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).  
En el anexo se presenta una listado de las marcas que son contempladas.

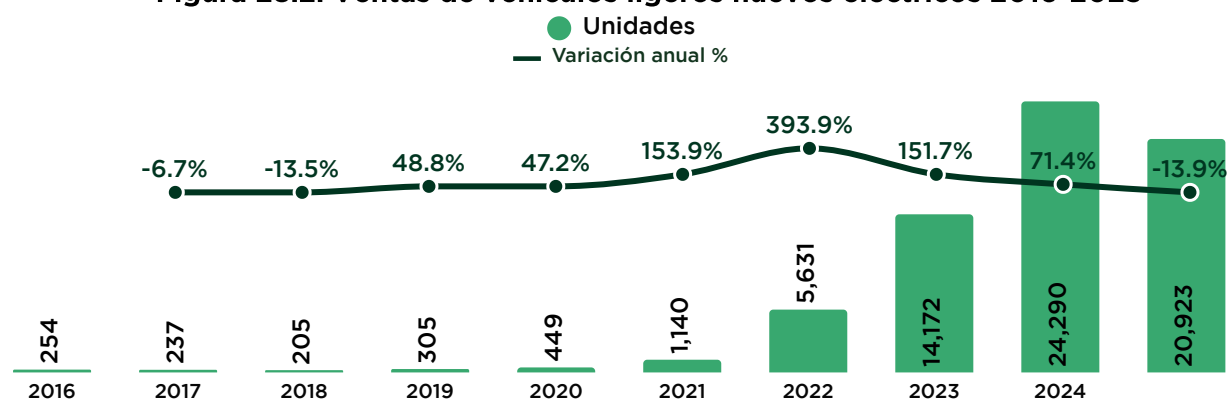
**Figura 28.1. Ventas de vehículos ligeros nuevos híbridos\* y eléctricos 2016-2025**



Fuente: Elaboración propia con información de INEGI.

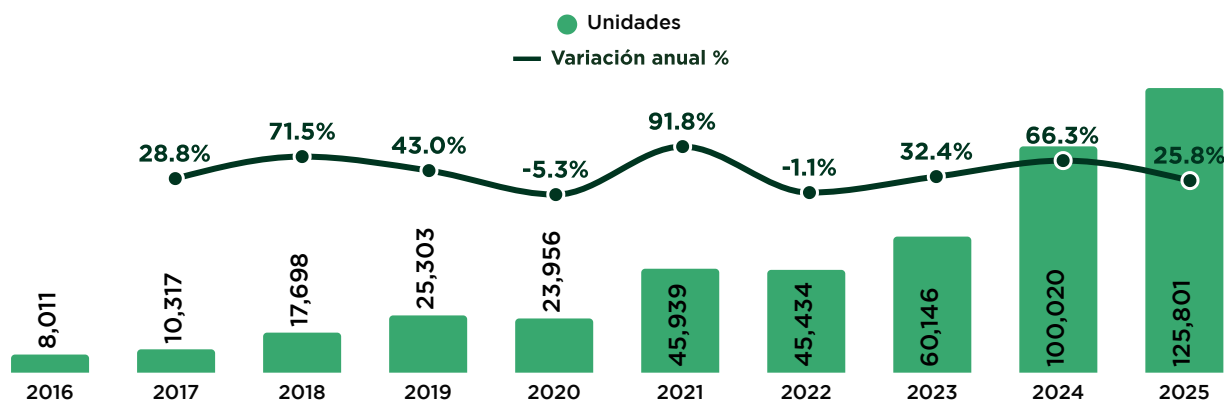
\*Incluye unidades vehiculares híbridas conectables y no conectables.

**Figura 28.2. Ventas de vehículos ligeros nuevos eléctricos 2016-2025**



Fuente: Elaboración propia con información de INEGI.

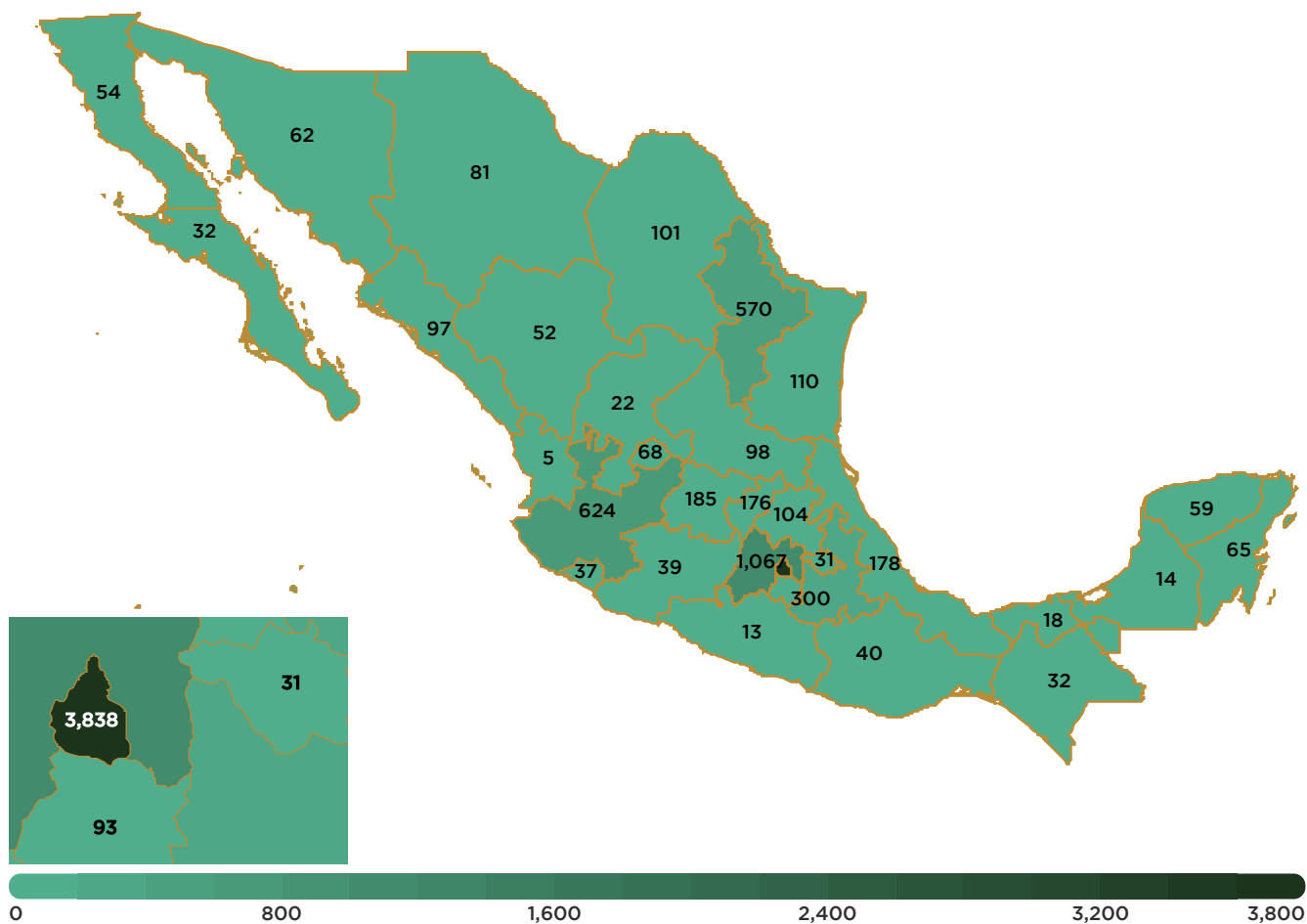
**Figura 28.3. Ventas de vehículos ligeros nuevos híbridos\* 2016-2025**



Fuente: Elaboración propia con información de INEGI.

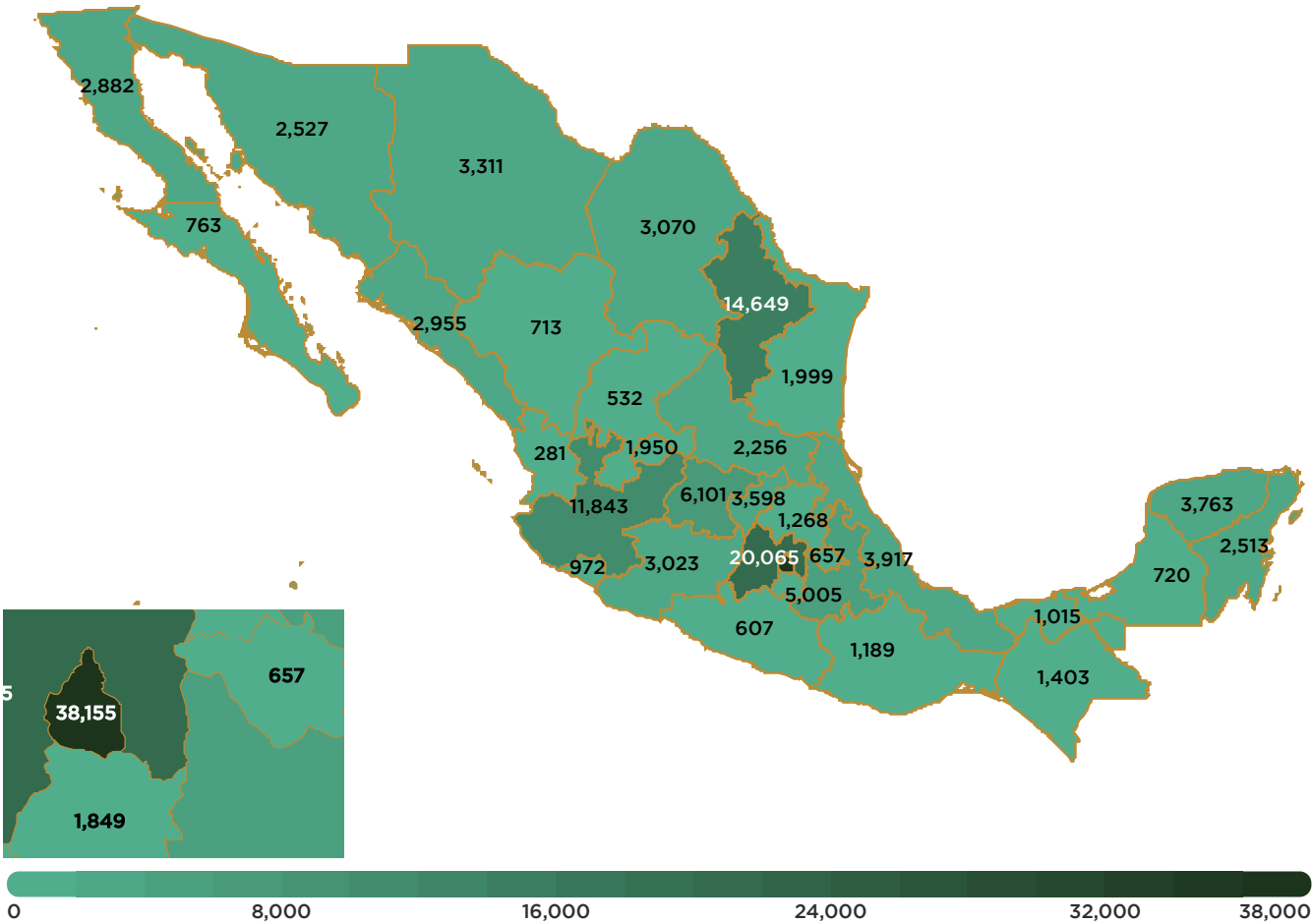
\*Incluye unidades vehiculares híbridas conectables y no conectables.

**Mapa 3. Ventas de vehículos ligeros nuevos HyE por entidad federativa 2016**



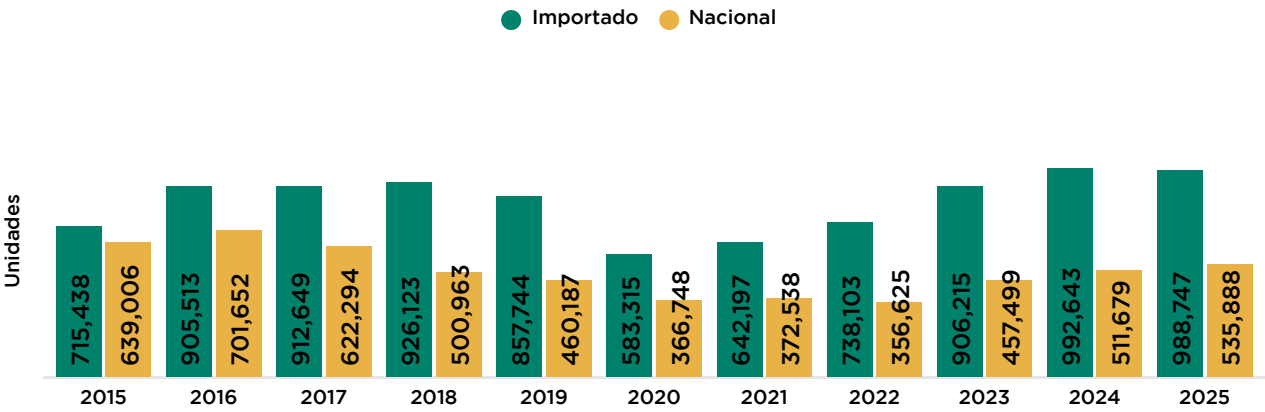
Fuente: Elaboración propia con información de INEGI.

Mapa 4. Ventas de vehículos ligeros nuevos HyE por entidad federativa 2025



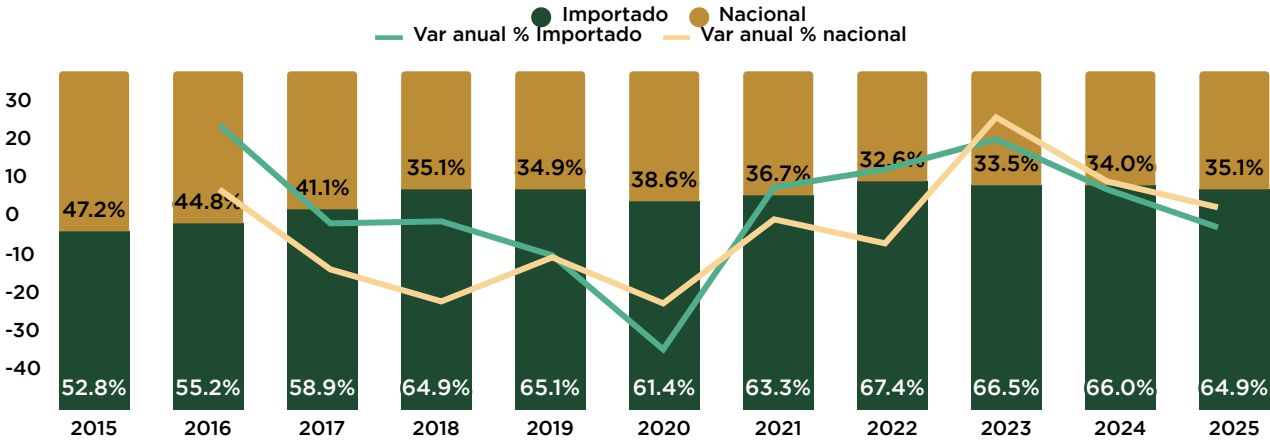
Fuente: Elaboración propia con información de INEGI.

Figura 29. Ventas de vehículos ligeros nuevos por origen 2015-2025



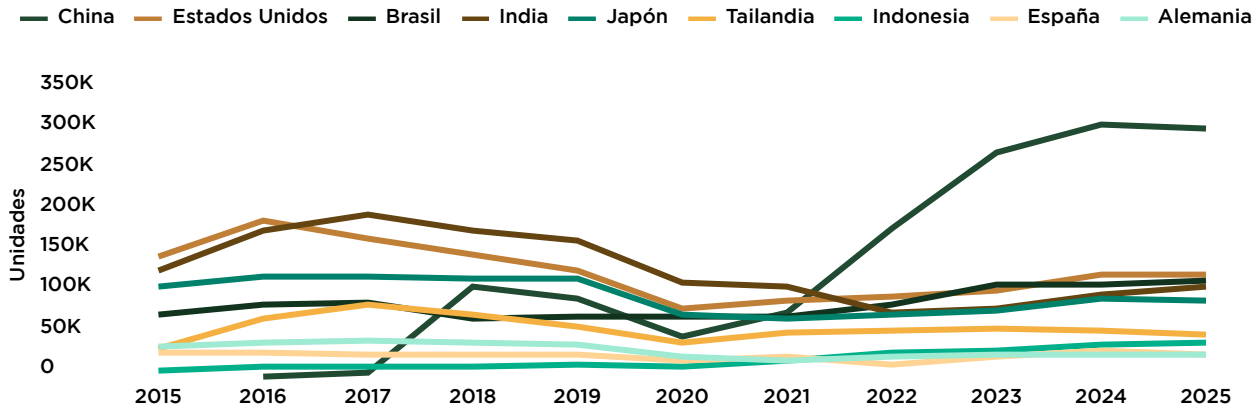
Fuente: Elaboración propia con información de INEGI.

Figura 30. Participación de vehículos ligeros nuevos por origen 2015-2025



Fuente: Elaboración propia con información de INEGI.

Figura 31. Ventas internas de vehículos ligeros nuevos por país de origen 2015-2025



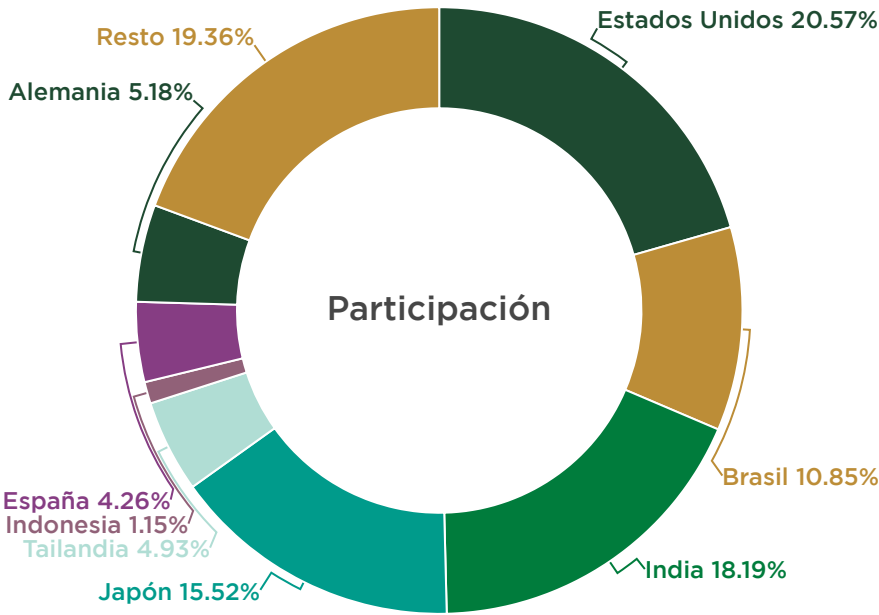
Fuente: Elaboración propia con información de INEGI.

Tabla 19. Ventas internas de vehículos ligeros nuevos por país de origen 2015-2025

| País/Año       | 2015      | 2016      | 2017      | 2018      | 2019      | 2020    | 2021      | 2022      | 2023      | 2024      | 2025      |
|----------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|
| México         | 639,006   | 701,652   | 622,294   | 500,963   | 460,187   | 366,748 | 372,538   | 356,625   | 457,499   | 511,679   | 535,888   |
| China          |           | 661       | 4,674     | 109,814   | 96,043    | 48,347  | 79,810    | 182,253   | 275,878   | 310,362   | 306,349   |
| Estados Unidos | 147,130   | 191,117   | 171,133   | 149,932   | 131,648   | 84,815  | 94,217    | 98,860    | 106,000   | 125,785   | 126,191   |
| Brasil         | 77,592    | 88,149    | 92,263    | 71,810    | 74,960    | 74,737  | 73,260    | 88,598    | 114,605   | 113,100   | 117,806   |
| India          | 130,163   | 180,764   | 198,564   | 179,093   | 166,396   | 115,701 | 111,804   | 77,756    | 82,674    | 102,255   | 111,147   |
| Japón          | 111,026   | 122,214   | 123,318   | 120,222   | 121,087   | 77,634  | 71,634    | 75,547    | 82,263    | 95,080    | 93,790    |
| Tailandia      | 35,253    | 72,109    | 88,232    | 76,504    | 60,458    | 41,285  | 53,367    | 56,909    | 59,399    | 57,378    | 51,809    |
| Indonesia      | 8,254     | 11,278    | 12,294    | 12,119    | 15,454    | 12,913  | 19,728    | 28,726    | 33,064    | 39,138    | 41,742    |
| España         | 30,461    | 29,358    | 28,109    | 27,875    | 27,246    | 20,376  | 25,576    | 13,920    | 25,785    | 32,071    | 27,918    |
| Alemania       | 37,044    | 41,971    | 44,487    | 42,891    | 38,811    | 23,427  | 19,830    | 24,249    | 26,966    | 27,377    | 27,788    |
| Resto          | 138,515   | 167,892   | 149,575   | 135,863   | 125,641   | 84,080  | 92,971    | 91,285    | 99,581    | 90,097    | 84,207    |
| Total general  | 1,354,444 | 1,607,165 | 1,534,943 | 1,427,086 | 1,317,931 | 950,063 | 1,014,735 | 1,094,728 | 1,363,714 | 1,504,322 | 1,524,635 |

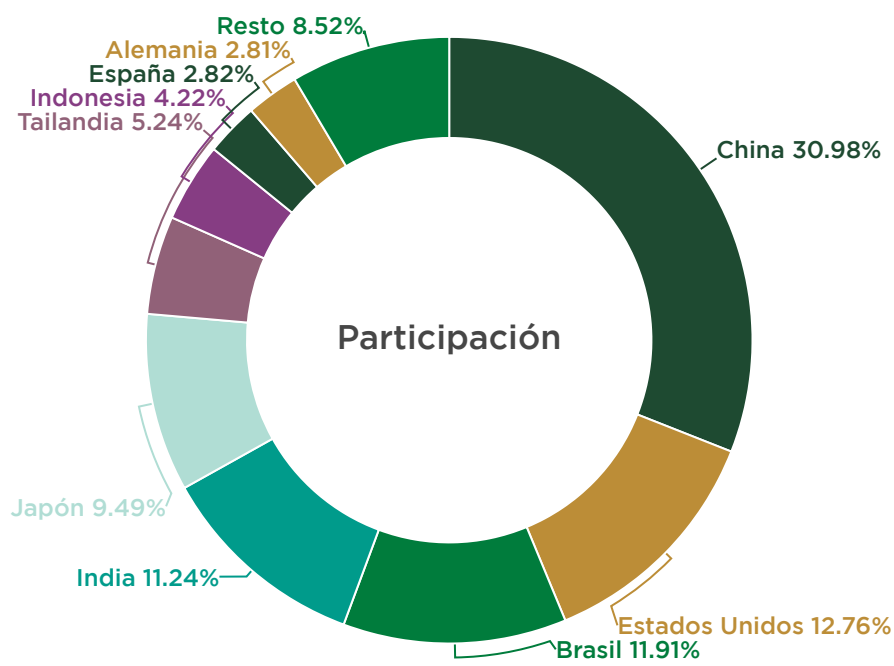
Fuente: Elaboración propia con información de INEGI.

Figura 32. Participación por país en ventas de vehículos ligeros nuevos de origen importado 2015



Fuente: Elaboración propia con información de INEGI.

Figura 33. Participación por país en ventas de vehículos ligeros nuevos de origen importado 2025

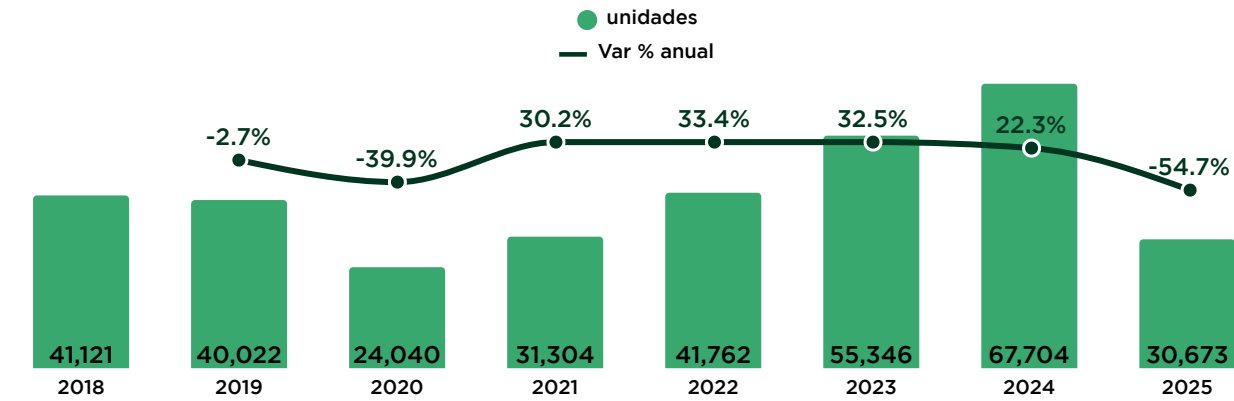


Fuente: Elaboración propia con información de INEGI.

# **IV. Mercado interno automotor: ventas de vehículos pesados nuevos 2018-2025**

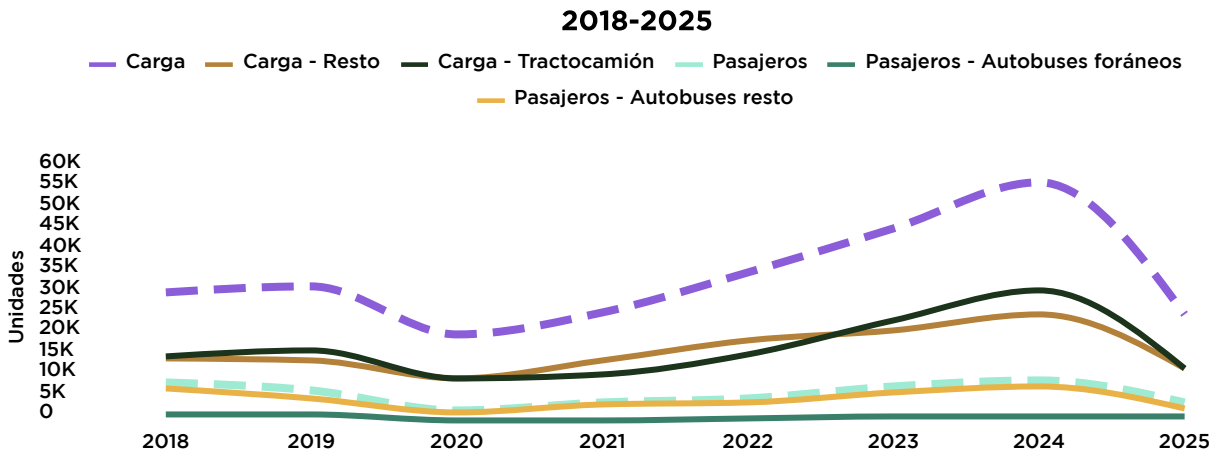


Figura 34. Ventas al mayoreo de vehículos pesados nuevos 2018-2025



Fuente: Elaboración propia con información de INEGI.

Figura 35. Ventas al mayoreo de vehículos pesados nuevos por segmento y clase



Fuente: Elaboración propia con información de INEGI.

Tabla 20. Ventas al mayoreo de vehículos pesados nuevos por segmento y clase

| 2018-2025                      |        |        |        |        |        |        |        |        |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Segmento y clase/Año           | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
| Carga                          | 31,373 | 32,430 | 21,082 | 26,478 | 36,005 | 46,601 | 57,473 | 25 860 |
| Carga - Resto                  | 15,310 | 15,083 | 10,621 | 14,763 | 19,571 | 21,967 | 25,702 | 12 793 |
| Carga - Tractocamión           | 16,063 | 17,347 | 10,461 | 11,715 | 16,434 | 24,634 | 31,771 | 13 067 |
| Pasajeros                      | 9,748  | 7,592  | 2,958  | 4,826  | 5,757  | 8,745  | 10,231 | 4 813  |
| Pasajeros - Autobuses foráneos | 1,689  | 1,807  | 520    | 543    | 745    | 1,458  | 1,605  | 1 502  |
| Pasajeros - Autobuses resto    | 8,059  | 5,785  | 2,438  | 4,283  | 5,012  | 7,287  | 8,626  | 3 311  |
| Total general                  | 41,121 | 40,022 | 24,040 | 31,304 | 41,762 | 55,346 | 67,704 | 30 673 |

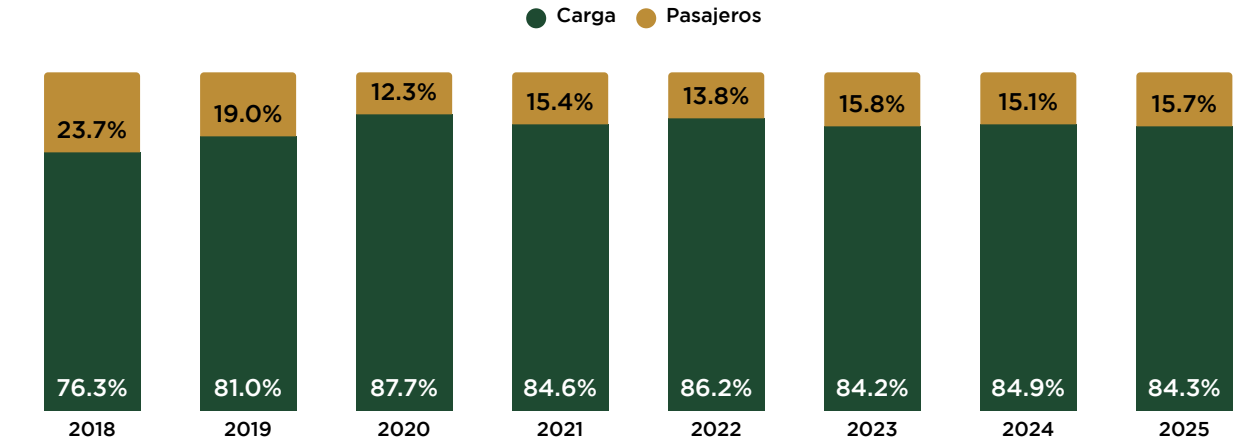
Fuente: Elaboración propia con información de INEGI.

Tabla 21. Variación de ventas al mayoreo de vehículos pesados nuevos por segmento y clase 2019-2025

| Segmento/Año                   | 2019   | 2020   | 2021  | 2022  | 2023  | 2024  | 2025   | TCMA 2025-2018 |
|--------------------------------|--------|--------|-------|-------|-------|-------|--------|----------------|
| Carga                          | 3.4%   | -35.0% | 25.6% | 36.0% | 29.4% | 23.3% | -55.0% | -2.7%          |
| Carga - Resto                  | -1.5%  | -29.6% | 39.0% | 32.6% | 12.2% | 17.0% | -50.2% | -2.5%          |
| Carga - Tractocamión           | 8.0%   | -39.7% | 12.0% | 40.3% | 49.9% | 29.0% | -58.9% | -2.9%          |
| Pasajeros                      | -22.1% | -61.0% | 63.2% | 19.3% | 51.9% | 17.0% | -53.0% | -9.6%          |
| Pasajeros - Autobuses foráneos | 7.0%   | -71.2% | 4.4%  | 37.2% | 95.7% | 10.1% | -6.4%  | -1.7%          |
| Pasajeros - Autobuses resto    | -28.2% | -57.9% | 75.7% | 17.0% | 45.4% | 18.4% | -61.6% | -11.9%         |
| Total general                  | -2.7%  | -39.9% | 30.2% | 33.4% | 32.5% | 22.3% | -54.7% | -4.1%          |

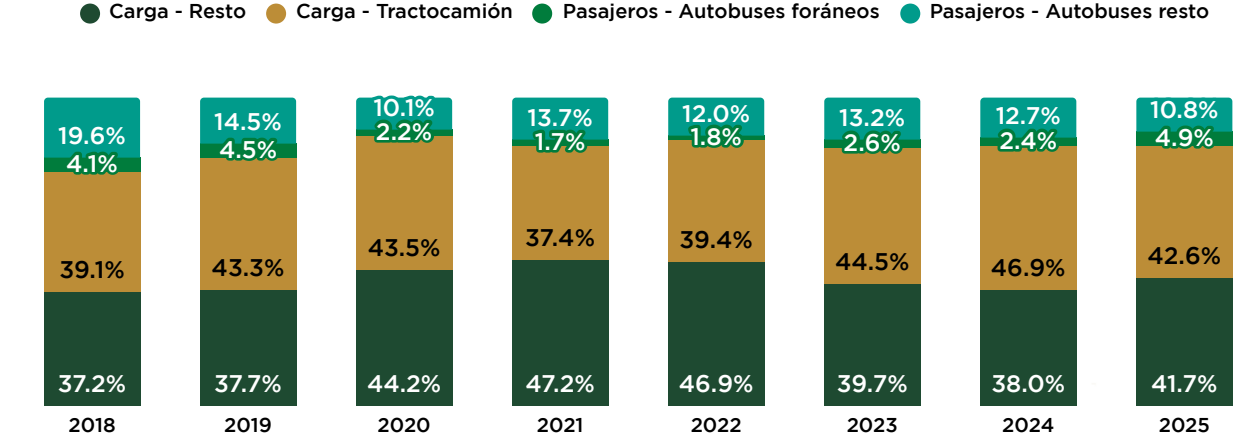
Fuente: Elaboración propia con información de INEGI.  
\*Tasa de crecimiento media anual.

Figura 36. Participación de ventas al mayoreo de vehículos pesados nuevos por segmento 2018-2025



Fuente: Elaboración propia con información de INEGI.

Figura 37. Participación de ventas al mayoreo de vehículos pesados nuevos por clase 2018-2025



Fuente: Elaboración propia con información de INEGI.

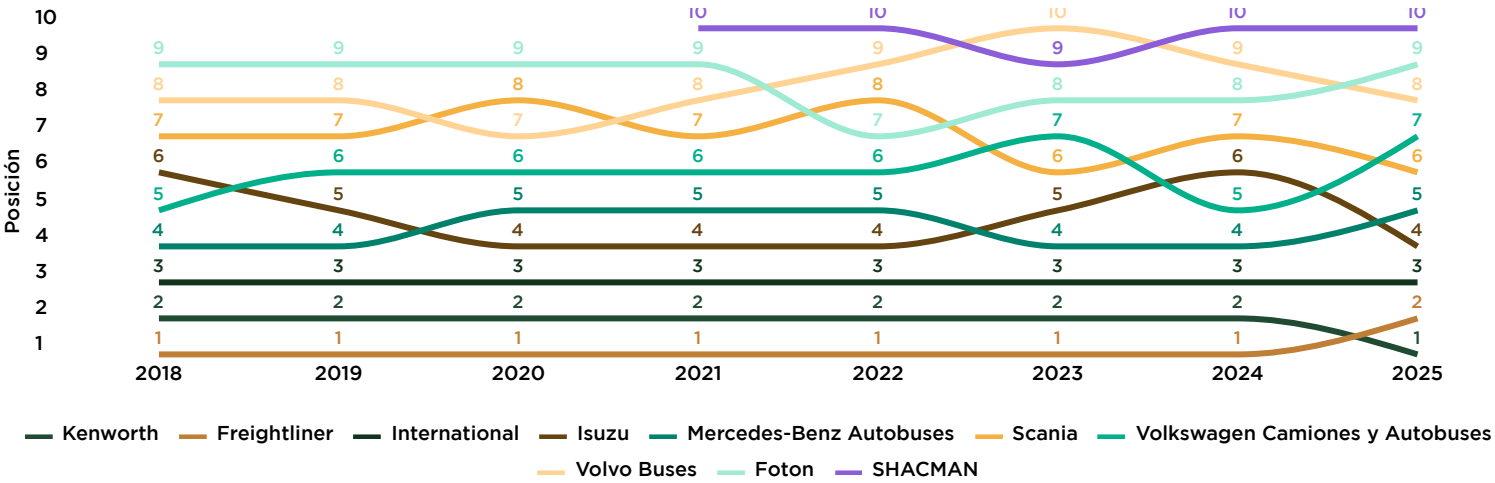
Tabla 22. Participación de ventas al mayoreo de vehículos pesados nuevos por

segmento y clase 2018-2025

| Segmento/año                   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Carga                          | 76.3%  | 81.0%  | 87.7%  | 84.6%  | 86.2%  | 84.2%  | 84.9%  | 84.3%  |
| Carga - Resto                  | 37.2%  | 37.7%  | 44.2%  | 47.2%  | 46.9%  | 39.7%  | 38.0%  | 41.7%  |
| Carga - Tractocamión           | 39.1%  | 43.3%  | 43.5%  | 37.4%  | 39.4%  | 44.5%  | 46.9%  | 42.6%  |
| Pasajeros                      | 23.7%  | 19.0%  | 12.3%  | 15.4%  | 13.8%  | 15.8%  | 15.1%  | 15.7%  |
| Pasajeros - Autobuses foráneos | 4.1%   | 4.5%   | 2.2%   | 1.7%   | 1.8%   | 2.6%   | 2.4%   | 4.9%   |
| Pasajeros - Autobuses resto    | 19.6%  | 14.5%  | 10.1%  | 13.7%  | 12.0%  | 13.2%  | 12.7%  | 10.8%  |
| Total general                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Fuente: Elaboración propia con información de INEGI.

Figura 38. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 posiciones 2018-2025



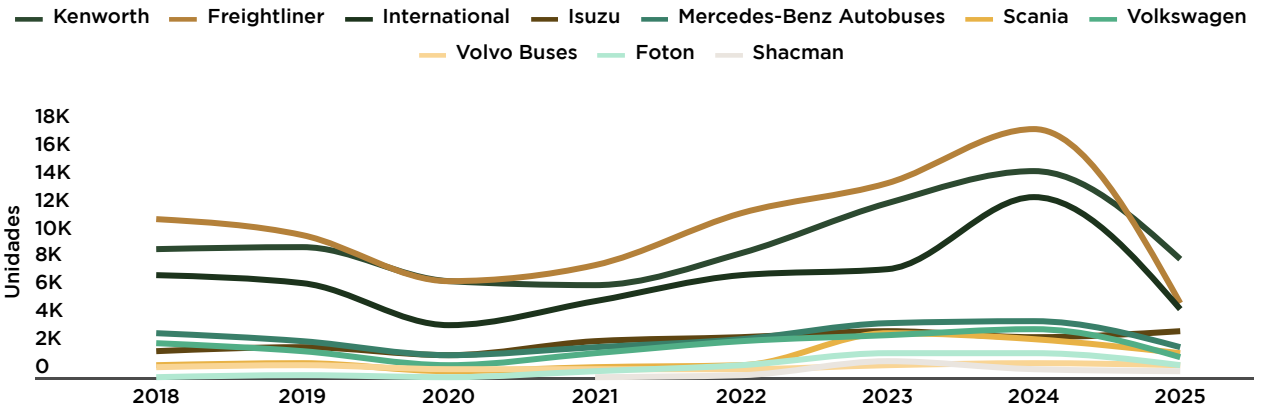
Fuente: Elaboración propia con información de INEGI.

Tabla 23. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 posiciones 2018-2025

| Marca/Año               | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-------------------------|------|------|------|------|------|------|------|------|
| Kenworth                | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 1    |
| Freightliner            | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 2    |
| International           | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| Isuzu                   | 6    | 5    | 4    | 4    | 4    | 5    | 6    | 4    |
| Mercedes-Benz Autobuses | 4    | 4    | 5    | 5    | 5    | 4    | 4    | 5    |
| Scania                  | 7    | 7    | 8    | 7    | 8    | 6    | 7    | 6    |
| Volkswagen              | 5    | 6    | 6    | 6    | 6    | 7    | 5    | 7    |
| Volvo Buses             | 8    | 8    | 7    | 8    | 9    | 10   | 9    | 8    |
| Foton                   | 9    | 9    | 9    | 9    | 7    | 8    | 8    | 9    |
| SHACMAN                 | -    | -    | -    | 10   | 10   | 9    | 10   | 10   |

Fuente: Elaboración propia con información de INEGI.

Figura 39. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2018-2025



Fuente: Elaboración propia con información de INEGI.

Tabla 24.1. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2018

| Marca                   | Unidades | Participación |
|-------------------------|----------|---------------|
| Freightliner            | 11,310   | 27.5%         |
| Kenworth                | 9,172    | 22.3%         |
| International           | 7,324    | 17.8%         |
| Mercedes-Benz Autobuses | 3,236    | 7.9%          |
| Volkswagen              | 2,503    | 6.1%          |
| Hino                    | 2,347    | 5.7%          |
| Isuzu                   | 1,850    | 4.5%          |
| Dina                    | 1,022    | 2.5%          |
| Scania                  | 796      | 1.9%          |
| Volvo Buses             | 725      | 1.8%          |
| Total top               | 40,285   | 98.0%         |
| Total general           | 41,121   | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

Tabla 24.2. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2019

| Marca                   | Unidades | Participación |
|-------------------------|----------|---------------|
| Freightliner            | 10,234   | 25.6%         |
| Kenworth                | 9,368    | 23.4%         |
| International           | 6,808    | 17.0%         |
| Hino                    | 2,941    | 7.3%          |
| Mercedes-Benz Autobuses | 2,627    | 6.6%          |
| Isuzu                   | 2,165    | 5.4%          |
| Volkswagen              | 1,844    | 4.6%          |
| Scania                  | 979      | 2.4%          |
| Volvo Buses             | 936      | 2.3%          |
| Dina                    | 843      | 2.1%          |
| Total top               | 38,745   | 96.8%         |
| Total general           | 40,022   | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

**Tabla 24.3. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2020**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 6,914         | 28.8%         |
| Kenworth                | 6,841         | 28.5%         |
| International           | 3,763         | 15.7%         |
| Isuzu                   | 1,590         | 6.6%          |
| Mercedes-Benz Autobuses | 1,515         | 6.3%          |
| Hino                    | 1,133         | 4.7%          |
| Volkswagen              | 803           | 3.3%          |
| Volvo Buses             | 554           | 2.3%          |
| Scania                  | 442           | 1.8%          |
| Volvo Trucks            | 202           | 0.8%          |
| <b>Total top 10</b>     | <b>23,757</b> | <b>98.8%</b>  |
| <b>Total general</b>    | <b>24,040</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 24.4. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2021**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 8,132         | 26.0%         |
| Kenworth                | 6,644         | 21.2%         |
| International           | 5,439         | 17.4%         |
| Isuzu                   | 2,545         | 8.1%          |
| Hino                    | 2,340         | 7.5%          |
| Mercedes-Benz Autobuses | 2,125         | 6.8%          |
| Volkswagen              | 1,783         | 5.7%          |
| Scania                  | 740           | 2.4%          |
| Volvo Buses             | 636           | 2.0%          |
| Foton                   | 479           | 1.5%          |
| <b>Total top 10</b>     | <b>30,863</b> | <b>98.6%</b>  |
| <b>Total general</b>    | <b>31,304</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 24.5. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2022**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 11,826        | 28.3%         |
| Kenworth                | 8,917         | 21.4%         |
| International           | 7,289         | 17.5%         |
| Isuzu                   | 2,930         | 7.0%          |
| Mercedes-Benz Autobuses | 2,674         | 6.4%          |
| Volkswagen              | 2,579         | 6.2%          |
| Hino                    | 2,359         | 5.6%          |
| Foton                   | 898           | 2.2%          |
| Scania                  | 887           | 2.1%          |
| Volvo Buses             | 595           | 1.4%          |
| <b>Total top 10</b>     | <b>40,954</b> | <b>98.1%</b>  |
| <b>Total general</b>    | <b>41,762</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 24.6. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2023**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 13,996        | 25.3%         |
| Kenworth                | 12,521        | 22.6%         |
| International           | 7,817         | 14.1%         |
| Mercedes-Benz Autobuses | 3,901         | 7.0%          |
| Isuzu                   | 3,309         | 6.0%          |
| Scania                  | 3,121         | 5.6%          |
| Hino                    | 3,105         | 5.6%          |
| Volkswagen              | 2,981         | 5.4%          |
| Foton                   | 1,766         | 3.2%          |
| Shacman                 | 1,108         | 2.0%          |
| <b>Total top 10</b>     | <b>53,625</b> | <b>96.9%</b>  |
| <b>Total general</b>    | <b>55,346</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 24.7. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2024**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 17,797        | 26.3%         |
| Kenworth                | 14,780        | 21.8%         |
| International           | 13,009        | 19.2%         |
| Mercedes-Benz Autobuses | 4,030         | 6.0%          |
| Hino                    | 3,830         | 5.7%          |
| Volkswagen              | 3,476         | 5.1%          |
| Isuzu                   | 2,827         | 4.2%          |
| Scania                  | 2,743         | 4.1%          |
| Foton                   | 1,677         | 2.5%          |
| Volvo Buses             | 1,033         | 1.5%          |
| <b>Total top 10</b>     | <b>65,202</b> | <b>96.3%</b>  |
| <b>Total general</b>    | <b>67,704</b> | <b>100.0%</b> |

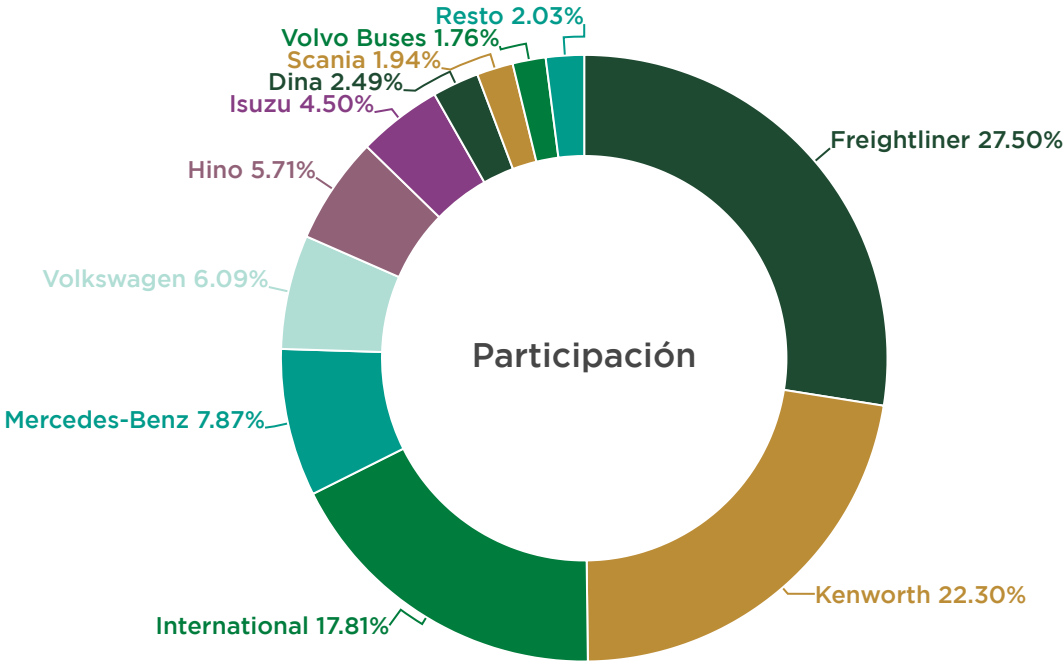
Fuente: Elaboración propia con información de INEGI.

**Tabla 24.8. Ventas al mayoreo de vehículos pesados nuevos por marca top 10 2025**

| Marca                           | Unidades      | Participación |
|---------------------------------|---------------|---------------|
| Kenworth                        | 8 538         | 27.8%         |
| Freightliner                    | 5 260         | 17.1%         |
| International                   | 4 827         | 15.7%         |
| Isuzu                           | 3 332         | 10.9%         |
| Mercedes-Benz Autobuses         | 2 145         | 7.0%          |
| Scania                          | 1 720         | 5.6%          |
| Volkswagen Camiones y Autobuses | 1 402         | 4.6%          |
| Volvo Buses                     | 848           | 2.8%          |
| Foton                           | 832           | 2.7%          |
| SHACMAN                         | 500           | 1.6%          |
| <b>Total top 10</b>             | <b>29,404</b> | <b>95.9%</b>  |
| <b>Total general</b>            | <b>30,673</b> | <b>100%</b>   |

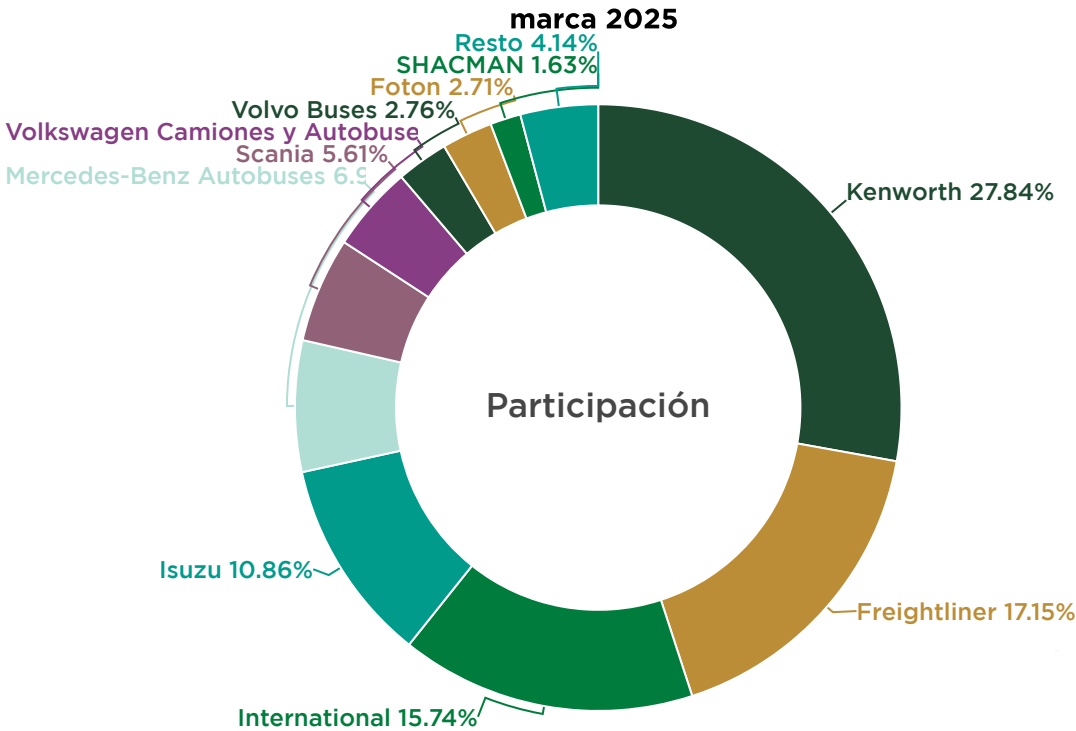
Fuente: Elaboración propia con información de INEGI.

**Figura 40. Participación ventas al mayoreo de vehículos pesados nuevos por marca 2018**



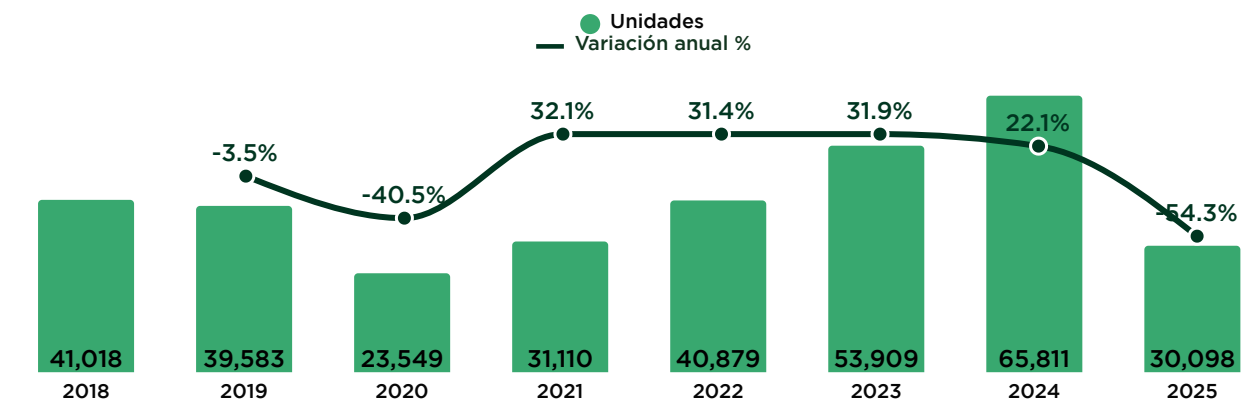
Fuente: Elaboración propia con información de INEGI.

**Figura 41. Participación ventas al mayoreo de vehículos pesados nuevos por marca 2025**



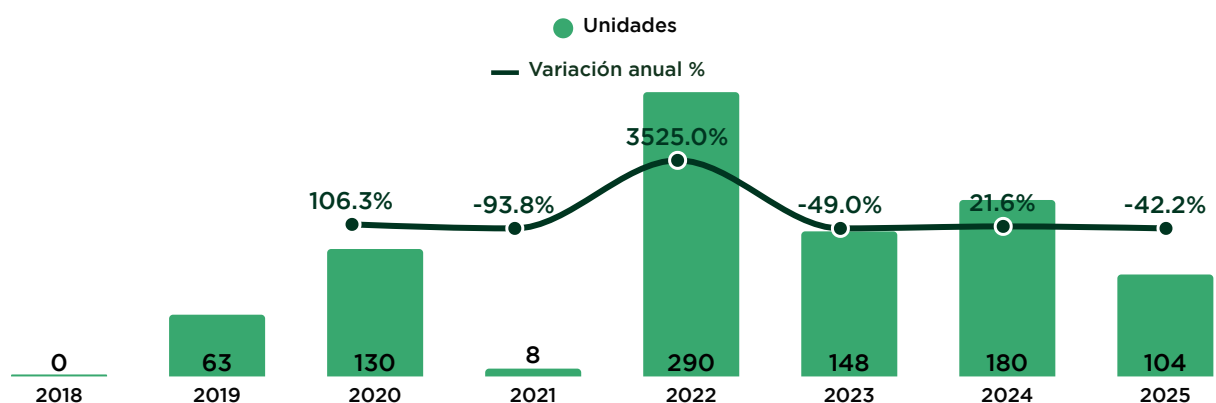
Fuente: Elaboración propia con información de INEGI.

**Figura 42. Ventas al mayoreo de vehículos pesados nuevos diésel 2018-2025**



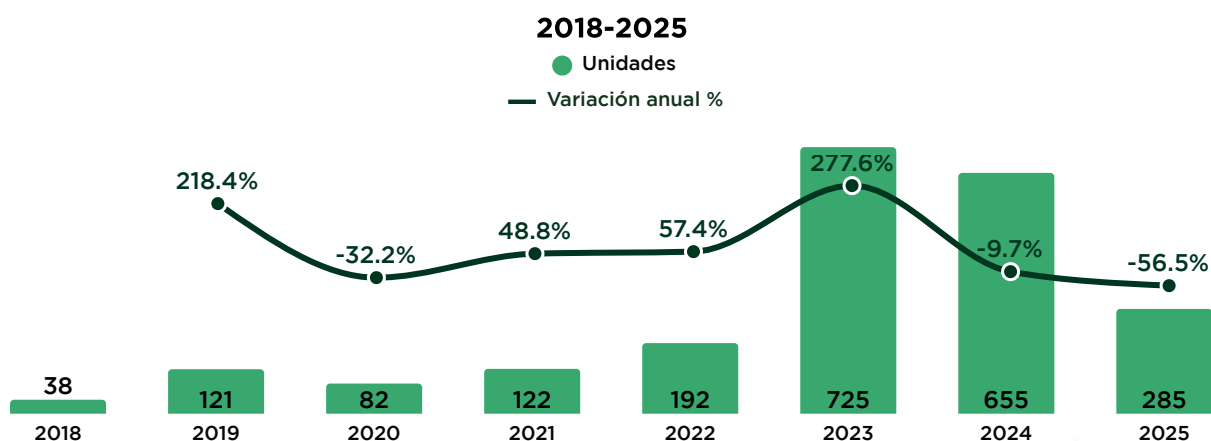
Fuente: Elaboración propia con información de INEGI.

**Figura 43. Ventas al mayoreo de vehículos pesados nuevos eléctricos 2018-2025**



Fuente: Elaboración propia con información de INEGI.

**Figura 44. Ventas al mayoreo de vehículos pesados nuevos gas natural vehicular 2018-2025**



Fuente: Elaboración propia con información de INEGI.

Figura 45. Ventas al mayoreo de vehículos pesados nuevos híbridos 2018-2025

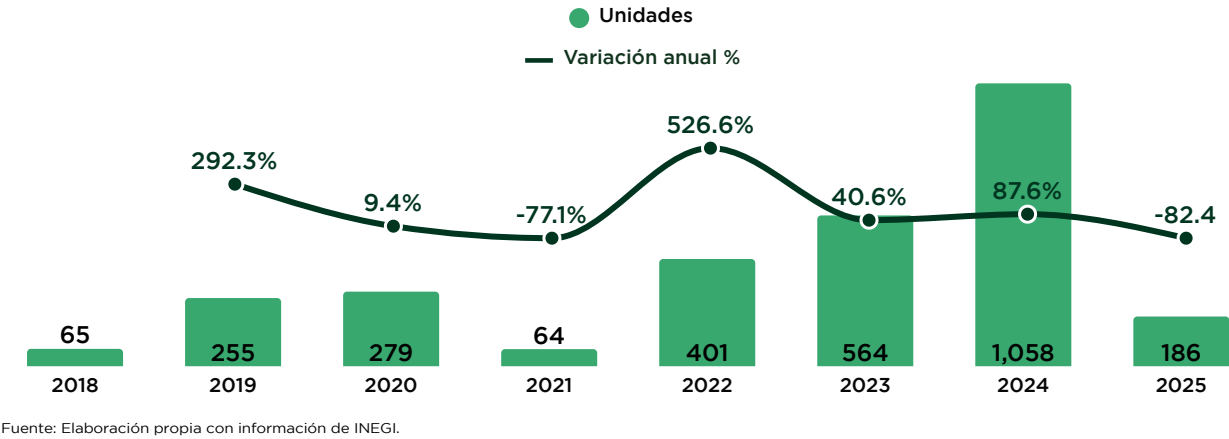


Figura 46. Participación de ventas al mayoreo de vehículos pesados nuevos por fuente de energía 2018-2025

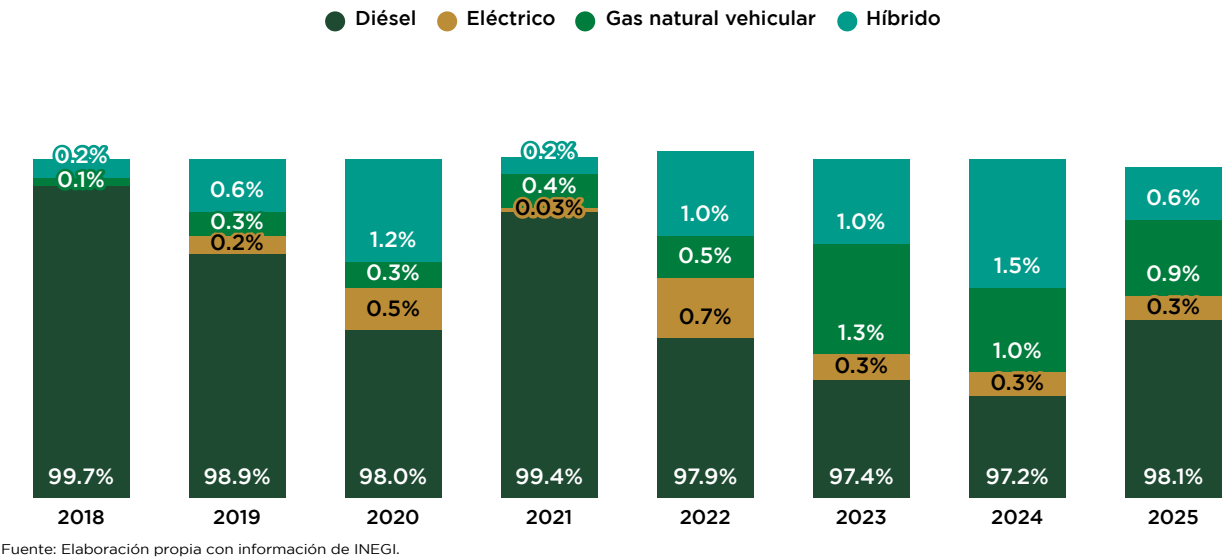


Tabla 25. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2018-2019

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             | Variación % Anual 2019-2018 |               |                      |        |                                |                             |        |      | TOTAL |       |     |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|-----------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|------|-------|-------|-----|
|                         | 2018          |                      |        |                                |                             | 2019   |               |                      |        |                                | 2019                        |                             |               |                      |        |                                |                             |        |      |       |       |     |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje                      | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |      |       |       |     |
| Freightliner            | 5,104         | 6,206                | 11,310 |                                |                             |        | 11,310        |                      | 4,565  | 5,669                          | 10,234                      |                             | 10,234        | -                    | 10.6   | -                              | 8.7                         | -      | 9.5  | -     | 9.5   |     |
| Kenworth                | 2,434         | 6,738                | 9,172  |                                |                             |        | 9,172         |                      | 1,693  | 7,675                          | 9,368                       |                             | 9,368         | -                    | 30.4   | -                              | 13.9                        | -      | 2.1  | -     | 2.1   |     |
| International           | 2,533         | 2,462                | 4,995  |                                | 2,329                       | 2,329  | 7,324         |                      | 2,457  | 2,947                          | 5,404                       |                             | 6,808         | -                    | 3.0    | -                              | 19.7                        | -      | 8.2  | -     | 7.0   |     |
| Hino                    | 2,191         | 6                    | 2,197  |                                | 150                         | 150    | 2,347         |                      | 2,689  | 48                             | 2,737                       |                             | 2,941         | -                    | 22.7   | -                              | 700.0                       | -      | 24.6 | -     | 25.3  |     |
| Mercedes-Benz Autobuses |               |                      |        | 219                            | 3,017                       | 3,236  | 3,236         |                      |        |                                | 1,404                       | 1,404                       | 2,627         | -                    | -      | -                              | -                           | -      | -    | -     | -     |     |
| Isuzu                   | 1,822         |                      | 1,822  |                                | 28                          | 28     | 1,850         |                      | 2,131  |                                | 2,131                       |                             | 34            | 34                   | 2,165  | -                              | 17.0                        | -      | 17.0 | -     | 17.0  |     |
| Volkswagen              | 1,088         | 9                    | 1,097  |                                | 1,406                       | 1,406  | 2,503         |                      | 1,297  | 1                              | 1,298                       |                             | 546           | 546                  | 1,844  | -                              | 88.9                        | -      | 18.3 | -     | 26.3  |     |
| Scania                  | 8             | 38                   | 46     | 694                            | 56                          | 750    | 796           |                      | 31     | 170                            | 201                         | 753                         | 25            | 778                  | 979    | 287.5                          | 347.4                       | 337.0  | 8.5  | 55.4  | 3.7   |     |
| Volvo Buses             |               |                      |        | 674                            | 51                          | 725    | 725           |                      |        |                                | 713                         | 223                         | 936           | 936                  | -      | -                              | -                           | -      | 5.8  | 337.3 | 29.1  |     |
| Dina                    |               | -                    | -      | -                              | 1,022                       | 1,022  | 1,022         |                      | -      | -                              | -                           | 843                         | 843           | 843                  | -      | -                              | -                           | -      | -    | 17.5  | -     |     |
| Volvo Trucks            | -             | 442                  | 442    |                                |                             |        | 442           |                      | -      | 511                            | 511                         |                             | 511           | -                    | -      | -                              | 15.6                        | -      | 15.6 | -     | -     |     |
| MAN                     | 2             | 49                   | 51     | 102                            |                             | 102    | 153           |                      | -      | 137                            | 137                         | 157                         | 294           | -                    | 100.0  | 179.6                          | 168.6                       | 53.9   | -    | -     | 53.9  |     |
| Mack Trucks             | 108           | 113                  | 221    |                                |                             |        | 221           |                      | 96     | 189                            | 285                         |                             | 285           | -                    | 11.1   | 67.3                           | 29.0                        | -      | -    | -     | 29.0  |     |
| Foton                   | 20            | -                    | 20     |                                |                             |        | 20            |                      | 124    | -                              | 124                         |                             | 124           | -                    | 520.0  | -                              | 520.0                       | -      | -    | -     | 520.0 |     |
| Yutong                  |               |                      |        |                                |                             |        |               |                      |        |                                | 63                          | 63                          | 63            | -                    | -      | -                              | -                           | -      | -    | -     | -     |     |
| Total general           | 15,310        | 16,063               | 31,373 | 1,689                          | 8,059                       | 9,748  | 41,121        |                      | 15,083 | 17,347                         | 32,430                      | 1,807                       | 5,785         | 7,592                | 40,022 | -                              | 1.5                         | 8.0    | 3.4  | 7.0   | -     | 2.7 |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |                             |               |                      |        |                                |                             |        |      |       |       |     |
| Freightliner            | 45.1%         | 54.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 44.6%  | 55.4%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |      |       |       |     |
| Kenworth                | 26.5%         | 73.5%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 18.1%  | 81.9%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |      |       |       |     |
| International           | 34.6%         | 33.6%                | 68.2%  | 0.0%                           | 31.8%                       | 31.8%  | 100.0%        |                      | 36.1%  | 43.3%                          | 79.4%                       | 0.0%                        | 20.6%         | 20.6%                | 100.0% |                                |                             |        |      |       |       |     |
| Hino                    | 93.4%         | 0.3%                 | 93.6%  | 0.0%                           | 6.4%                        | 6.4%   | 100.0%        |                      | 91.4%  | 1.6%                           | 93.1%                       | 0.0%                        | 6.9%          | 6.9%                 | 100.0% |                                |                             |        |      |       |       |     |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 6.8%                           | 93.2%                       | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 7.0%                        | 93.0%         | 100.0%               | 100.0% |                                |                             |        |      |       |       |     |
| Isuzu                   | 98.5%         | 0.0%                 | 98.5%  | 0.0%                           | 1.5%                        | 1.5%   | 100.0%        |                      | 98.4%  | 0.0%                           | 98.4%                       | 0.0%                        | 1.6%          | 1.6%                 | 100.0% |                                |                             |        |      |       |       |     |
| Volkswagen              | 43.5%         | 0.4%                 | 43.8%  | 0.0%                           | 56.2%                       | 56.2%  | 100.0%        |                      | 70.3%  | 0.1%                           | 70.4%                       | 0.0%                        | 29.6%         | 29.6%                | 100.0% |                                |                             |        |      |       |       |     |
| Scania                  | 1.0%          | 4.8%                 | 5.8%   | 87.2%                          | 7.0%                        | 94.2%  | 100.0%        |                      | 3.2%   | 17.4%                          | 20.5%                       | 76.9%                       | 2.6%          | 79.5%                | 100.0% |                                |                             |        |      |       |       |     |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 93.0%                          | 7.0%                        | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 76.2%                       | 23.8%         | 100.0%               | 100.0% |                                |                             |        |      |       |       |     |
| Dina                    | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%        | 100.0%               | 100.0% |                                |                             |        |      |       |       |     |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 0.0%   | 100.0%                         | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |      |       |       |     |
| MAN                     | 1.3%          | 32.0%                | 33.3%  | 66.7%                          | 0.0%                        | 66.7%  | 100.0%        |                      | 0.0%   | 46.6%                          | 46.6%                       | 53.4%                       | 0.0%          | 53.4%                | 100.0% |                                |                             |        |      |       |       |     |
| Mack Trucks             | 48.9%         | 51.1%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 33.7%  | 66.3%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |      |       |       |     |
| Foton                   | 100.0%        | 0.0%                 | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 100.0% | 0.0%                           | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |      |       |       |     |
| Yutong                  | -             | -                    | -      | -                              | -                           | -      | -             |                      | 0.0%   | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%        | 100.0%               | 100.0% |                                |                             |        |      |       |       |     |
| Total general           | 37.2%         | 39.1%                | 76.3%  | 4.1%                           | 19.6%                       | 23.7%  | 100.0%        |                      | 37.7%  | 43.3%                          | 81.0%                       | 4.5%                        | 14.5%         | 19.0%                | 100.0% |                                |                             |        |      |       |       |     |

Fuente: Elaboración propia con información de INEGI.

Tabla 26. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2019-2020

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             | Variación % Anual 2020-2019 |               |                      |        |                                |                             |        |       | TOTAL |       |      |       |   |      |   |      |   |      |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|-----------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-------|-------|-------|------|-------|---|------|---|------|---|------|
|                         | 2019          |                      |        |                                |                             |        | 2020          |                      |        |                                |                             |                             | 2020          |                      |        |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje                      | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |       |       |       |      |       |   |      |   |      |   |      |
| Freightliner            | 4,565         | 5,669                | 10,234 |                                |                             |        | 10,234        |                      | 3,599  | 3,315                          | 6,914                       |                             | 6,914         | -                    | 21.2   | -                              | 41.5                        | -      | 32.4  | -     | 32.4  |      |       |   |      |   |      |   |      |
| Kenworth                | 1,693         | 7,675                | 9,368  |                                |                             |        | 9,368         |                      | 1,282  | 5,559                          | 6,841                       |                             | 6,841         | -                    | 24.3   | -                              | 27.6                        | -      | 27.0  | -     | 27.0  |      |       |   |      |   |      |   |      |
| International           | 2,457         | 2,947                | 5,404  |                                | 1,404                       | 1,404  | 6,808         |                      | 2,392  | 1,067                          | 3,459                       |                             | 3,763         | -                    | 2.6    | -                              | 63.8                        | -      | 78.3  | -     | 44.7  |      |       |   |      |   |      |   |      |
| Isuzu                   | 2,131         |                      | 2,131  |                                | 34                          | 34     | 2,165         |                      | 1,561  |                                | 1,561                       |                             | 1,561         | -                    | 26.7   | -                              | 26.7                        | -      | 14.7  | -     | 26.6  |      |       |   |      |   |      |   |      |
| Mercedes-Benz Autobuses |               |                      |        | 184                            | 2,443                       | 2,627  | 2,627         |                      |        |                                | 31                          | 1,484                       | 1,515         | -                    | -      | -                              | -                           | 83.2   | -     | 39.3  | -     | 42.3 |       |   |      |   |      |   |      |
| Hino                    | 2,689         | 48                   | 2,737  |                                | 204                         | 204    | 2,941         |                      | 1,120  | 1                              | 1,121                       |                             | 1,133         | -                    | 58.3   | -                              | 97.9                        | -      | 94.1  | -     | 61.5  |      |       |   |      |   |      |   |      |
| Volkswagen              | 1,297         | 1                    | 1,298  |                                | 546                         | 546    | 1,844         |                      | 559    | -                              | 559                         |                             | 803           | -                    | 56.9   | -                              | 100.0                       | -      | 55.3  | -     | 56.5  |      |       |   |      |   |      |   |      |
| Volvo Buses             |               |                      |        | 713                            | 223                         | 936    | 936           |                      |        |                                | 376                         | 178                         | 554           | -                    | -      | -                              | -                           | 47.3   | -     | 20.2  | -     | 40.8 |       |   |      |   |      |   |      |
| Scania                  | 31            | 170                  | 201    | 753                            | 25                          | 778    | 979           |                      | 15     | 261                            | 276                         | 144                         | 22            | 166                  | 442    | -                              | 51.6                        | 53.5   | 37.3  | -     | 78.7  | -    | 54.9  |   |      |   |      |   |      |
| Volvo Trucks            | -             | 511                  | 511    |                                |                             |        | 511           |                      | -      | 202                            | 202                         |                             | 202           | -                    | -      | -                              | 60.5                        | -      | 60.5  | -     | -     | -    | 60.5  |   |      |   |      |   |      |
| Yutong                  |               |                      |        |                                | 63                          | 63     | 63            |                      |        |                                |                             | 130                         | 130           | -                    | -      | -                              | -                           | -      | 106.3 | -     | 106.3 | -    | 106.3 |   |      |   |      |   |      |
| Foton                   | 124           | -                    | 124    |                                |                             |        | 124           |                      | 54     | 1                              | 55                          |                             | 55            | -                    | 56.5   | -                              | -                           | 55.6   | -     | -     | -     | -    | 55.6  |   |      |   |      |   |      |
| Mack Trucks             | 96            | 189                  | 285    |                                |                             |        | 285           |                      | 39     | 11                             | 50                          |                             | 50            | -                    | 59.4   | -                              | 94.2                        | -      | 82.5  | -     | -     | -    | 82.5  |   |      |   |      |   |      |
| Dina                    | -             | -                    | -      |                                | 843                         | 843    | 843           |                      | -      | -                              | -                           |                             | 35            | -                    | -      | -                              | -                           | -      | 95.8  | -     | -     | -    | 95.8  |   |      |   |      |   |      |
| MAN                     | -             | 137                  | 137    | 157                            |                             | 157    | 294           |                      | -      | 44                             | 44                          | -                           | 31            | -                    | -      | -                              | 67.9                        | -      | 67.9  | -     | 119.7 | -    | 95.6  |   |      |   |      |   |      |
| Total general           | 15,083        | 17,347               | 32,430 | 1,807                          | 5,785                       | 7,592  | 40,022        |                      | 10,621 | 10,461                         | 21,082                      | 520                         | 2,438         | 2,958                | 24,040 | -                              | 29.6                        | -      | 39.7  | -     | 35.0  | -    | 71.2  | - | 57.9 | - | 61.0 | - | 39.9 |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |                             |               |                      |        |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Freightliner            | 44.6%         | 55.4%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 52.1%  | 47.9%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Kenworth                | 18.1%         | 81.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 18.7%  | 81.3%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| International           | 36.1%         | 43.3%                | 79.4%  | 0.0%                           | 20.6%                       | 20.6%  | 100.0%        |                      | 63.6%  | 28.4%                          | 91.9%                       | 0.0%                        | 8.1%          | 8.1%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Isuzu                   | 98.4%         | 0.0%                 | 98.4%  | 0.0%                           | 1.6%                        | 1.6%   | 100.0%        |                      | 98.2%  | 0.0%                           | 98.2%                       | 0.0%                        | 1.8%          | 1.8%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 7.0%                           | 93.0%                       | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 2.0%                        | 98.0%         | 100.0%               | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Hino                    | 91.4%         | 1.6%                 | 93.1%  | 0.0%                           | 6.9%                        | 6.9%   | 100.0%        |                      | 98.9%  | 0.1%                           | 98.9%                       | 0.0%                        | 1.1%          | 1.1%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Volkswagen              | 70.3%         | 0.1%                 | 70.4%  | 0.0%                           | 29.6%                       | 29.6%  | 100.0%        |                      | 69.6%  | 0.0%                           | 69.6%                       | 0.0%                        | 30.4%         | 30.4%                | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 76.2%                          | 23.8%                       | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 67.9%                       | 32.1%         | 100.0%               | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Scania                  | 3.2%          | 17.4%                | 20.5%  | 76.9%                          | 2.6%                        | 79.5%  | 100.0%        |                      | 3.4%   | 59.0%                          | 62.4%                       | 32.6%                       | 5.0%          | 37.6%                | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 0.0%   | 100.0%                         | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%        | 100.0%               | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Foton                   | 100.0%        | 0.0%                 | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 98.2%  | 1.8%                           | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Mack Trucks             | 33.7%         | 66.3%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        |                      | 78.0%  | 22.0%                          | 100.0%                      | 0.0%                        | 0.0%          | 0.0%                 | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Dina                    | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        |                      | 0.0%   | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%        | 100.0%               | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| MAN                     | 0.0%          | 46.6%                | 46.6%  | 53.4%                          | 0.0%                        | 53.4%  | 100.0%        |                      | 0.0%   | 338.5%                         | 338.5%                      | -238.5%                     | 0.0%          | -238.5%              | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |
| Total general           | 37.7%         | 43.3%                | 81.0%  | 4.5%                           | 14.5%                       | 19.0%  | 100.0%        |                      | 44.2%  | 43.5%                          | 87.7%                       | 2.2%                        | 10.1%         | 12.3%                | 100.0% |                                |                             |        |       |       |       |      |       |   |      |   |      |   |      |

Fuente: Elaboración propia con información de INEGI.

Tabla 27. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2020-2021

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |         |               |                      |        |                                |                             |        | Variación % Anual 2021-2020 |                      |         |                                |                             |        |       | TOTAL |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|---------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|---------|--------------------------------|-----------------------------|--------|-------|-------|
|                         | Total 2020    |                      |        |                                |                             |         | Total 2021    |                      |        |                                |                             |        | Total 2021                  |                      |         |                                |                             |        |       |       |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje  | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga   | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |       |       |
| Freightliner            | 3,599         | 3,315                | 6,914  |                                |                             | 6,914   | 4,599         | 3,533                | 8,132  |                                |                             | 8,132  | 27.8                        | 6.6                  | 17.6    | -                              | -                           | -      | 17.6  |       |
| Kenworth                | 1,282         | 5,559                | 6,841  |                                |                             | 6,841   | 1,330         | 5,314                | 6,644  |                                |                             | 6,644  | 3.7                         | 4.4                  | 2.9     | -                              | -                           | -      | 2.9   |       |
| International           | 2,392         | 1,067                | 3,459  |                                | 304                         | 304     | 2,363         | 2,176                | 4,539  |                                | 900                         | 900    | 5,439                       | 1.2                  | 103.9   | 31.2                           | -                           | 196.1  | 196.1 |       |
| Isuzu                   | 1,561         |                      | 1,561  |                                | 29                          | 29      | 1,590         | 2,543                | 2,543  |                                | 2                           | 2      | 543.9                       | 62.9                 | -       | 62.9                           | -                           | 93.1   | 93.1  |       |
| Hino                    | 1,120         | 1                    | 1,121  |                                | 12                          | 12      | 1,133         | 2,243                | 2,243  |                                | 97                          | 97     | 2,340                       | 100.3                | 100.0   | 100.1                          | -                           | 708.3  | 708.3 |       |
| Mercedes-Benz Autobuses |               |                      |        | 31                             | 1,484                       | 1,515   |               |                      |        | 27                             | 2,098                       | 2,125  | 2,125                       | -                    | -       | -                              | 12.9                        | 41.4   | 40.3  |       |
| Volkswagen              | 559           | -                    | 559    |                                | 244                         | 244     | 803           | 1,135                | 1,135  |                                | 648                         | 648    | 1,783                       | 103.0                | -       | 103.0                          | -                           | 165.6  | 165.6 |       |
| Scania                  | 15            | 261                  | 276    |                                | 144                         | 22      | 166           | 40                   | 527    | 567                            | 154                         | 19     | 173                         | 166.7                | 101.9   | 105.4                          | 6.9                         | 13.6   | 4.2   |       |
| Volvo Buses             |               |                      |        |                                | 376                         | 178     | 554           |                      |        |                                | 340                         | 296    | 636                         | -                    | -       | -                              | 9.6                         | 66.3   | 14.8  |       |
| Foton                   | 54            | 1                    | 55     |                                |                             |         | 55            | 346                  | 42     | 388                            |                             | 91     | 91                          | 540.7                | 4,100.0 | 605.5                          | -                           | -      | 770.9 |       |
| Dina                    |               | -                    | -      | -                              | 35                          | 35      | 35            | 94                   | -      | 94                             | -                           | 124    | 124                         | 218                  | -       | -                              | -                           | 254.3  | 254.3 |       |
| Mack Trucks             | 39            | 11                   | 50     |                                |                             |         | 50            | 70                   | 50     | 120                            |                             |        | 120                         | 79.5                 | 354.5   | 140.0                          | -                           | -      | 140.0 |       |
| MAN                     | -             | 44                   | 44     | 31                             | -                           | 31      | 13            | -                    | 37     | 37                             | 22                          |        | 22                          | 59                   | -       | 15.9                           | 15.9                        | -171.0 | 171.0 |       |
| Volvo Trucks            | -             | 202                  | 202    |                                |                             |         | 202           | -                    | 23     | 23                             |                             |        | 23                          | -                    | 88.6    | 88.6                           | -                           | -      | 88.6  |       |
| SHACMAN                 |               |                      |        |                                |                             |         |               |                      | 13     | 13                             |                             |        | 13                          | -                    | -       | -                              | -                           | -      | -     |       |
| Yutong                  |               |                      |        |                                | 130                         | 130     |               |                      |        |                                | 8                           | 8      | 8                           | -                    | -       | -                              | -                           | 93.8   | 93.8  |       |
| Total general           | 10,621        | 10,461               | 21,082 | 520                            | 2,438                       | 2,958   | 14,763        | 11,715               | 26,478 | 543                            | 4,283                       | 4,826  | 31,304                      | 39.0                 | 12.0    | 25.6                           | 4.4                         | 75.7   | 63.2  |       |
| Participación           |               |                      |        |                                |                             |         |               |                      |        |                                |                             |        |                             |                      |         |                                |                             |        |       |       |
| Freightliner            | 52.1%         | 47.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%    | 56.6%         | 43.4%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| Kenworth                | 18.7%         | 81.3%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%    | 20.0%         | 80.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| International           | 63.6%         | 28.4%                | 91.9%  | 0.0%                           | 8.1%                        | 8.1%    | 43.4%         | 40.0%                | 83.5%  | 0.0%                           | 16.5%                       | 16.5%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Isuzu                   | 98.2%         | 0.0%                 | 98.2%  | 0.0%                           | 1.8%                        | 1.8%    | 99.9%         | 0.0%                 | 99.9%  | 0.0%                           | 0.1%                        | 0.1%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| Hino                    | 98.9%         | 0.1%                 | 98.9%  | 0.0%                           | 1.1%                        | 1.1%    | 95.9%         | 0.0%                 | 95.9%  | 0.0%                           | 4.1%                        | 4.1%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 2.0%                           | 98.0%                       | 100.0%  | 0.0%          | 0.0%                 | 0.0%   | 1.3%                           | 98.7%                       | 100.0% | 100.0%                      |                      |         |                                |                             |        |       |       |
| Volkswagen              | 69.6%         | 0.0%                 | 69.6%  | 0.0%                           | 30.4%                       | 30.4%   | 63.7%         | 0.0%                 | 63.7%  | 0.0%                           | 36.3%                       | 36.3%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Scania                  | 3.4%          | 59.0%                | 62.4%  | 32.6%                          | 5.0%                        | 37.6%   | 5.4%          | 71.2%                | 76.6%  | 20.8%                          | 2.6%                        | 23.4%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 67.9%                          | 32.1%                       | 100.0%  | 0.0%          | 0.0%                 | 0.0%   | 53.5%                          | 46.5%                       | 100.0% | 100.0%                      |                      |         |                                |                             |        |       |       |
| Foton                   | 98.2%         | 1.8%                 | 100.0% | 0.0%                           | 0.0%                        | 0.0%    | 72.2%         | 8.8%                 | 81.0%  | 0.0%                           | 19.0%                       | 19.0%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Dina                    | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0%  | 43.1%         | 0.0%                 | 43.1%  | 0.0%                           | 56.9%                       | 56.9%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Mack Trucks             | 78.0%         | 22.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%    | 58.3%         | 41.7%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| MAN                     | 0.0%          | 338.5%               | 338.5% | -238.5%                        | 0.0%                        | -238.5% | 0.0%          | 62.7%                | 0.0%   | 37.3%                          | 0.0%                        | 37.3%  | 100.0%                      |                      |         |                                |                             |        |       |       |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%    | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| SHACMAN                 | -             | -                    | -      | -                              | -                           | -       | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |       |       |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0%  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%                      |                      |         |                                |                             |        |       |       |
| Total general           | 44.2%         | 43.5%                | 87.7%  | 2.2%                           | 10.1%                       | 12.3%   | 47.2%         | 37.4%                | 84.6%  | 1.7%                           | 13.7%                       | 15.4%  | 100.0%                      |                      |         |                                |                             |        |       |       |

Fuente: Elaboración propia con información de INEGI.

Tabla 28. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2021-2022

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2022-2021 |                      |       |                                |                             |         |         | TOTAL   |      |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|-------|--------------------------------|-----------------------------|---------|---------|---------|------|
|                         | Total 2021    |                      |        |                                |                             |        | Total 2022    |                      |        |                                |                             |        | Total 2022                  |                      |       |                                |                             |         |         |         |      |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje  |         |         |      |
| Freightliner            | 4,599         | 3,533                | 8,132  |                                |                             | 8,132  | 6,233         | 5,593                | 11,826 |                                |                             | 11,826 | 35.5                        | 58.3                 | 45.4  | -                              | -                           | -       | 45.4    |         |      |
| Kenworth                | 1,330         | 5,314                | 6,644  |                                |                             | 6,644  | 2,143         | 6,774                | 8,917  |                                |                             | 8,917  | 61.1                        | 27.5                 | 34.2  | -                              | -                           | -       | 34.2    |         |      |
| International           | 2,363         | 2,176                | 4,539  |                                | 900                         | 900    | 5,439         | 3,361                | 2,961  |                                | 967                         | 967    | 7,289                       | 42.2                 | 36.1  | 39.3                           | -                           | 7.4     | 7.4     | 34.0    |      |
| Isuzu                   | 2,543         |                      | 2,543  |                                | 2                           | 2      | 2,545         | 2,924                |        |                                | 6                           | 6      | 2,930                       | 15.0                 | -     | 15.0                           | -                           | 200.0   | 200.0   | 15.1    |      |
| Mercedes-Benz Autobuses |               |                      |        | 27                             | 2,098                       | 2,125  | 2,125         |                      |        | 54                             | 2,620                       | 2,674  | 2,674                       | -                    | -     | -                              | 100.0                       | 24.9    | 25.8    | 25.8    |      |
| Volkswagen              | 1,135         | -                    | 1,135  |                                | 648                         | 648    | 1,783         | 1,817                | -      | 1,817                          |                             | 762    | 762                         | 2,579                | 60.1  | -                              | 60.1                        | -       | 17.6    | 44.6    |      |
| Hino                    | 2,243         | -                    | 2,243  |                                | 97                          | 97     | 2,340         | 2,351                | 1      | 2,352                          |                             | 7      | 7                           | 2,359                | 4.8   | -                              | 4.9                         | -       | 92.8    | 92.8    | 0.8  |
| Foton                   | 346           | 42                   | 388    |                                | 91                          | 91     | 479           | 562                  | 228    | 790                            |                             | 108    | 898                         | 62.4                 | 442.9 | 103.6                          | -                           | 18.7    | 18.7    | 87.5    |      |
| Scania                  | 40            | 527                  | 567    | 154                            | 19                          | 173    | 740           | 77                   | 586    | 663                            | 215                         | 9      | 224                         | 88.7                 | 92.5  | 11.2                           | 16.9                        | 39.6    | 52.6    | 29.5    | 19.9 |
| Volvo Buses             |               |                      |        | 340                            | 296                         | 636    | 636           |                      |        | 397                            | 198                         | 595    | 595                         | -                    | -     | -                              | 16.8                        | 33.1    | 6.4     | 6.4     |      |
| Yutong                  |               |                      |        |                                | 8                           | 8      | 8             |                      |        |                                | 334                         | 334    | 334                         | -                    | -     | -                              | -                           | 4,075.0 | 4,075.0 | 4,075.0 |      |
| MAN                     | -             | 37                   | 37     | 22                             |                             | 22     | 59            | 1                    | 128    | 129                            | 79                          | 79     | 208                         | -                    | 245.9 | 248.6                          | 259.1                       | -       | 259.1   | 252.5   |      |
| SHACMAN                 |               | 13                   | 13     |                                |                             |        | 13            |                      | 141    | 141                            |                             |        | 141                         | -                    | 984.6 | 984.6                          | -                           | -       | -       | 984.6   |      |
| Mack Trucks             | 70            | 50                   | 120    |                                |                             |        | 120           | 79                   | 22     | 101                            |                             |        | 101                         | 12.9                 | 56.0  | 15.8                           | -                           | -       | -       | 15.8    |      |
| Dina                    | 94            | -                    | 94     | -                              | 124                         | 124    | 218           | 23                   | -      | 23                             | -                           | 1      | 24                          | -                    | 75.5  | -                              | 75.5                        | -       | 99.2    | 99.2    | 89.0 |
| Volvo Trucks            | -             | 23                   | 23     |                                |                             |        | 23            | -                    | -      | -                              |                             |        | -                           | -                    | 100.0 | 100.0                          | -                           | -       | -       | 100.0   |      |
| Total general           | 14,763        | 11,715               | 26,478 | 543                            | 4,283                       | 4,826  | 31,304        | 19,571               | 16,434 | 36,005                         | 745                         | 5,012  | 5,757                       | 41,762               | 32.6  | 40.3                           | 36.0                        | 37.2    | 17.0    | 19.3    | 33.4 |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |       |                                |                             |         |         |         |      |
| Freightliner            | 56.6%         | 43.4%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 52.7%                | 47.3%  | 100.0%                         | 0.0%                        | 0.0%   | 100.0%                      |                      |       |                                |                             |         |         |         |      |
| Kenworth                | 20.0%         | 80.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 24.0%                | 76.0%  | 100.0%                         | 0.0%                        | 0.0%   | 100.0%                      |                      |       |                                |                             |         |         |         |      |
| International           | 43.4%         | 40.0%                | 83.5%  | 0.0%                           | 16.5%                       | 16.5%  | 100.0%        | 46.1%                | 40.6%  | 86.7%                          | 0.0%                        | 13.3%  | 13.3%                       | 100.0%               |       |                                |                             |         |         |         |      |
| Isuzu                   | 99.9%         | 0.0%                 | 99.9%  | 0.0%                           | 0.1%                        | 0.1%   | 100.0%        | 99.8%                | 0.0%   | 99.8%                          | 0.0%                        | 0.2%   | 0.2%                        | 100.0%               |       |                                |                             |         |         |         |      |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 1.3%                           | 98.7%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 2.0%                        | 98.0%  | 100.0%                      | 100.0%               |       |                                |                             |         |         |         |      |
| Volkswagen              | 63.7%         | 0.0%                 | 63.7%  | 0.0%                           | 36.3%                       | 36.3%  | 100.0%        | 70.5%                | 0.0%   | 70.5%                          | 0.0%                        | 29.5%  | 29.5%                       | 100.0%               |       |                                |                             |         |         |         |      |
| Hino                    | 95.9%         | 0.0%                 | 95.9%  | 0.0%                           | 4.1%                        | 4.1%   | 100.0%        | 99.7%                | 0.0%   | 99.7%                          | 0.0%                        | 0.3%   | 0.3%                        | 100.0%               |       |                                |                             |         |         |         |      |
| Foton                   | 72.2%         | 8.8%                 | 81.0%  | 0.0%                           | 19.0%                       | 19.0%  | 100.0%        | 62.6%                | 25.4%  | 88.0%                          | 0.0%                        | 12.0%  | 12.0%                       | 100.0%               |       |                                |                             |         |         |         |      |
| Scania                  | 5.4%          | 71.2%                | 76.6%  | 20.8%                          | 2.6%                        | 23.4%  | 100.0%        | 8.7%                 | 66.1%  | 74.7%                          | 24.2%                       | 1.0%   | 25.3%                       | 100.0%               |       |                                |                             |         |         |         |      |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 53.5%                          | 46.5%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 66.7%                       | 33.3%  | 100.0%                      | 100.0%               |       |                                |                             |         |         |         |      |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      | 100.0%               |       |                                |                             |         |         |         |      |
| MAN                     | 0.0%          | 62.7%                | 62.7%  | 37.3%                          | 0.0%                        | 37.3%  | 100.0%        | 0.5%                 | 61.5%  | 62.0%                          | 38.0%                       | 0.0%   | 38.0%                       | 100.0%               |       |                                |                             |         |         |         |      |
| SHACMAN                 | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |         |         |         |      |
| Mack Trucks             | 58.3%         | 41.7%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 78.2%                | 21.8%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |         |         |         |      |
| Dina                    | 43.1%         | 0.0%                 | 43.1%  | 0.0%                           | 56.9%                       | 56.9%  | 100.0%        | 95.8%                | 0.0%   | 95.8%                          | 0.0%                        | 4.2%   | 4.2%                        | 100.0%               |       |                                |                             |         |         |         |      |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | -                    | -      | -                              | -                           | -      | -                           | 100.0%               |       |                                |                             |         |         |         |      |
| Total general           | 47.2%         | 37.4%                | 84.6%  | 1.7%                           | 13.7%                       | 15.4%  | 100.0%        | 46.9%                | 39.4%  | 86.2%                          | 1.8%                        | 12.0%  | 13.8%                       | 100.0%               |       |                                |                             |         |         |         |      |

Fuente: Elaboración propia con información de INEGI.

Tabla 29. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2022-2023

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2023-2022 |                      |         |                                |                             |         |         |       |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|---------|--------------------------------|-----------------------------|---------|---------|-------|
|                         | 2022          |                      |        |                                |                             | 2023   |               |                      |        |                                | 2024                        |        |                             |                      |         | 2025                           |                             |         |         |       |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga   | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje  | TOTAL   |       |
| Freightliner            | 6,233         | 5,593                | 11,826 |                                |                             | 11,826 |               |                      |        |                                |                             |        | 13,996                      | 4.2                  | 34.1    | 18.3                           | -                           | -       | -       | 18.3  |
| Kenworth                | 2,143         | 6,774                | 8,917  |                                |                             | 8,917  |               |                      |        |                                |                             |        | 12,521                      | 35.0                 | 42.1    | 40.4                           | -                           | -       | -       | 40.4  |
| International           | 3,361         | 2,961                | 6,322  |                                |                             | 7,289  |               |                      |        |                                |                             |        | 7,817                       | - 11.4               | 17.7    | 2.2                            | -                           | -       | -       | 2.2   |
| Mercedes-Benz Autobuses |               |                      |        | 54                             | 2,620                       | 2,674  |               |                      |        |                                |                             |        | 3,901                       | -                    | -       | -                              | 40.7                        | 46.0    | 45.9    | 45.9  |
| Isuzu                   | 2,924         |                      | 2,924  |                                | 6                           | 6      | 2,930         |                      |        |                                |                             |        | 3,309                       | 12.9                 | -       | 12.9                           | -                           | 50.0    | 50.0    | 12.9  |
| Scania                  | 77            | 586                  | 663    | 215                            | 9                           | 224    | 887           |                      |        |                                |                             |        | 3,121                       | 187.0                | 292.3   | 280.1                          | 179.1                       | - 88.9  | 168.3   | 251.9 |
| Hino                    | 2,351         | 1                    | 2,352  |                                | 7                           | 7      | 2,359         |                      |        |                                |                             |        | 3,105                       | 30.5                 | - 100.0 | 30.5                           | -                           | 414.3   | 414.3   | 31.6  |
| Volkswagen              | 1,817         | -                    | 1,817  |                                | 762                         | 762    | 2,579         |                      |        |                                |                             |        | 2,981                       | - 6.8                | -       | - 2.8                          | -                           | 59.3    | 59.3    | 15.6  |
| Foton                   | 562           | 228                  | 790    |                                | 108                         | 108    | 898           |                      |        |                                |                             |        | 1,766                       | 102.5                | - 18.0  | 67.7                           | -                           | 308.3   | 308.3   | 96.7  |
| SHACMAN                 |               | 141                  | 141    |                                |                             |        | 141           |                      |        |                                |                             |        | 1,108                       | -                    | 685.8   | 685.8                          | -                           | -       | -       | 685.8 |
| Volvo Buses             |               |                      |        | 397                            | 198                         | 595    | 595           |                      |        |                                |                             |        | 866                         | -                    | -       | -                              | 87.9                        | - 39.4  | 45.5    | 45.5  |
| MAN                     | 1             | 128                  | 129    | 79                             |                             | 79     | 208           |                      |        |                                |                             |        | 36                          | 200.0                | 107.0   | 107.8                          | - 54.4                      | -       | - 54.4  | 46.2  |
| Mack Trucks             | 79            | 22                   | 101    |                                |                             |        | 101           |                      |        |                                |                             |        | 261                         | 122.8                | 286.4   | 158.4                          | -                           | -       | -       | 158.4 |
| Yutong                  |               |                      |        |                                | 334                         | 334    | 334           |                      |        |                                |                             |        | 227                         | -                    | -       | -                              | -                           | - 32.0  | - 32.0  | 32.0  |
| Dina                    | 23            | -                    | 23     | -                              | 1                           | 1      | 24            |                      |        |                                |                             |        | 61                          | - 91.3               | -       | - 91.3                         | -                           | 6,000.0 | 6,000.0 | 162.5 |
| Total general           | 19,571        | 16,434               | 36,005 | 745                            | 5,012                       | 5,757  | 41,762        | 21,967               | 24,634 | 46,601                         | 1,458                       | 7,287  | 8,745                       | 12.2                 | 49.9    | 29.4                           | 95.7                        | 45.4    | 51.9    | 32.5  |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |         |                                |                             |         |         |       |
| Freightliner            | 52.7%         | 47.3%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 46.4%                | 53.6%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |         |                                |                             |         |         |       |
| Kenworth                | 24.0%         | 76.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 23.1%                | 76.9%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |         |                                |                             |         |         |       |
| International           | 46.1%         | 40.6%                | 86.7%  | 0.0%                           | 13.3%                       | 13.3%  | 100.0%        | 38.1%                | 44.6%  | 82.7%                          | 0.0%                        | 17.3%  | 17.3%                       | 100.0%               |         |                                |                             |         |         |       |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 2.0%                           | 98.0%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 1.9%                        | 98.1%  | 100.0%                      | 100.0%               |         |                                |                             |         |         |       |
| Isuzu                   | 99.8%         | 0.0%                 | 99.8%  | 0.0%                           | 0.2%                        | 0.2%   | 100.0%        | 99.7%                | 0.0%   | 99.7%                          | 0.0%                        | 0.3%   | 0.3%                        | 100.0%               |         |                                |                             |         |         |       |
| Scania                  | 8.7%          | 66.1%                | 74.7%  | 24.2%                          | 1.0%                        | 25.3%  | 100.0%        | 7.1%                 | 73.7%  | 80.7%                          | 19.2%                       | 0.0%   | 19.3%                       | 100.0%               |         |                                |                             |         |         |       |
| Hino                    | 99.7%         | 0.0%                 | 99.7%  | 0.0%                           | 0.3%                        | 0.3%   | 100.0%        | 98.8%                | 0.0%   | 98.8%                          | 0.0%                        | 1.2%   | 1.2%                        | 100.0%               |         |                                |                             |         |         |       |
| Volkswagen              | 70.5%         | 0.0%                 | 70.5%  | 0.0%                           | 29.5%                       | 29.5%  | 100.0%        | 56.8%                | 2.5%   | 59.3%                          | 0.0%                        | 40.7%  | 40.7%                       | 100.0%               |         |                                |                             |         |         |       |
| Foton                   | 62.6%         | 25.4%                | 88.0%  | 0.0%                           | 12.0%                       | 12.0%  | 100.0%        | 64.4%                | 10.6%  | 75.0%                          | 0.0%                        | 25.0%  | 25.0%                       | 100.0%               |         |                                |                             |         |         |       |
| SHACMAN                 | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |         |                                |                             |         |         |       |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 66.7%                          | 33.3%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 86.1%                       | 13.9%  | 100.0%                      | 100.0%               |         |                                |                             |         |         |       |
| MAN                     | 0.5%          | 61.5%                | 62.0%  | 38.0%                          | 0.0%                        | 38.0%  | 100.0%        | 1.0%                 | 87.2%  | 88.2%                          | 11.8%                       | 0.0%   | 11.8%                       | 100.0%               |         |                                |                             |         |         |       |
| Mack Trucks             | 78.2%         | 21.8%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 67.4%                | 32.6%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |         |                                |                             |         |         |       |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      | 100.0%               |         |                                |                             |         |         |       |
| Dina                    | 95.8%         | 0.0%                 | 95.8%  | 0.0%                           | 4.2%                        | 4.2%   | 100.0%        | 3.2%                 | 0.0%   | 3.2%                           | 0.0%                        | 96.8%  | 96.8%                       | 100.0%               |         |                                |                             |         |         |       |
| Participación           | 46.9%         | 39.4%                | 86.2%  | 1.8%                           | 12.0%                       | 13.8%  | 100.0%        | 39.7%                | 44.5%  | 84.2%                          | 2.6%                        | 13.2%  | 15.8%                       | 100.0%               |         |                                |                             |         |         |       |

Fuente: Elaboración propia con información de INEGI.

Tabla 30. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2023-2024

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2024-2023 |                      |         |                                |                             |        |        |  |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|---------|--------------------------------|-----------------------------|--------|--------|--|
|                         | Total 2023    |                      |        |                                |                             |        | Total 2024    |                      |        |                                |                             |        | TOTAL                       |                      |         |                                |                             |        |        |  |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga   | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |        |  |
| Freightliner            | 6,494         | 7,502                | 13,996 |                                |                             | 13,996 | 7,718         | 10,079               | 17,797 |                                |                             | 17,797 | 18.8                        | 34.4                 | 27.2    | -                              | -                           | -      | 27.2   |  |
| Kenworth                | 2,893         | 9,628                | 12,521 |                                |                             | 12,521 | 2,677         | 12,103               | 14,780 |                                |                             | 14,780 | - 7.5                       | 25.7                 | 18.0    | -                              | -                           | -      | 18.0   |  |
| International           | 2,978         | 3,486                | 6,464  |                                |                             | 7,817  | 5,049         | 6,410                | 11,459 |                                |                             | 13,009 | 69.5                        | 83.9                 | 77.3    | -                              | -                           | -      | 66.4   |  |
| Mercedes-Benz Autobuses |               |                      |        | 76                             | 1,353                       | 3,901  |               |                      |        | 46                             | 1,550                       | 4,030  | -                           | -                    | -       | - 39.5                         | 4.2                         | 3.3    | 3.3    |  |
| Hino                    | 3,069         | -                    | 3,069  |                                | 36                          | 36     | 3,785         | -                    | 3,785  |                                | 45                          | 45     | 23.3                        | -                    | 23.3    | -                              | 25.0                        | 25.0   | 23.3   |  |
| Volkswagen              | 1,693         | 74                   | 1,767  |                                | 1,214                       | 1,214  | 2,030         | 126                  | 2,156  |                                | 1,320                       | 3,476  | 19.9                        | 70.3                 | 22.0    | -                              | 8.7                         | 8.7    | 16.6   |  |
| Isuzu                   | 3,300         |                      | 3,300  |                                | 9                           | 9      | 2,825         |                      | 2,825  |                                | 2                           | 2      | - 14.4                      | -                    | - 14.4  | -                              | - 77.8                      | - 77.8 | - 14.6 |  |
| Scania                  | 221           | 2,299                | 2,520  | 600                            | 1                           | 601    | 414           | 1,578                | 1,992  | 747                            | 4                           | 751    | 87.3                        | - 31.4               | - 21.0  | 24.5                           | 300.0                       | 25.0   | - 12.1 |  |
| Foton                   | 1,138         | 187                  | 1,325  |                                | 441                         | 441    | 829           | 314                  | 1,143  |                                | 534                         | 1,677  | - 27.2                      | 67.9                 | - 13.7  | -                              | 21.1                        | 21.1   | - 5.0  |  |
| Volvo Buses             |               |                      |        | 746                            | 120                         | 866    |               |                      |        | 782                            | 251                         | 1,033  | -                           | -                    | -       | 4.8                            | 109.2                       | 19.3   | 19.3   |  |
| Yutong                  |               |                      |        |                                | 227                         | 227    |               |                      |        |                                | 611                         | 611    | -                           | -                    | -       | -                              | 169.2                       | 169.2  | 169.2  |  |
| SHACMAN                 |               | 1,108                | 1,108  |                                |                             | 1,108  |               | 553                  | 553    |                                |                             | 553    | -                           | - 50.1               | - 50.1  | -                              | -                           | -      | - 50.1 |  |
| MAN                     | 3             | 265                  | 268    | 36                             |                             | 36     | -             | 453                  | 453    | 30                             |                             | 30     | - 100.0                     | 70.9                 | 69.0    | - 16.7                         | -                           | - 16.7 | 58.9   |  |
| Mack Trucks             | 176           | 85                   | 261    |                                |                             | 261    | 326           | 155                  | 481    |                                |                             | 481    | 85.2                        | 82.4                 | 84.3    | -                              | -                           | -      | 84.3   |  |
| Dina                    | 2             | -                    | 2      | -                              | 61                          | 61     | 38            | -                    | 38     | -                              | 325                         | 325    | 1,800.0                     | -                    | 1,800.0 | -                              | 432.8                       | 432.8  | 476.2  |  |
| Auteco                  |               |                      |        |                                |                             |        | 11            |                      | 11     |                                |                             | 11     | -                           | -                    | -       | -                              | -                           | -      | -      |  |
| Total general           | 21,967        | 24,634               | 46,601 | 1,458                          | 7,287                       | 8,745  | 25,702        | 31,771               | 57,473 | 1,605                          | 8,626                       | 10,231 | 17.0                        | 29.0                 | 23.3    | 10.1                           | 18.4                        | 17.0   | 22.3   |  |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |         |                                |                             |        |        |  |
| Freightliner            | 46.4%         | 53.6%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 43.4%         | 56.6%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Kenworth                | 23.1%         | 76.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 18.1%         | 81.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| International           | 38.1%         | 44.6%                | 82.7%  | 0.0%                           | 17.3%                       | 17.3%  | 38.8%         | 49.3%                | 88.1%  | 0.0%                           | 11.9%                       | 11.9%  | 100.0%                      |                      |         |                                |                             |        |        |  |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 1.9%                           | 98.1%                       | 100.0% | 0.0%          | 0.0%                 | 0.0%   | 1.1%                           | 98.9%                       | 100.0% | 100.0%                      |                      |         |                                |                             |        |        |  |
| Hino                    | 98.8%         | 0.0%                 | 98.8%  | 0.0%                           | 1.2%                        | 1.2%   | 98.8%         | 0.0%                 | 98.8%  | 0.0%                           | 1.2%                        | 1.2%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Volkswagen              | 56.8%         | 2.5%                 | 59.3%  | 0.0%                           | 40.7%                       | 40.7%  | 58.4%         | 3.6%                 | 62.0%  | 0.0%                           | 38.0%                       | 38.0%  | 100.0%                      |                      |         |                                |                             |        |        |  |
| Isuzu                   | 99.7%         | 0.0%                 | 99.7%  | 0.0%                           | 0.3%                        | 0.3%   | 99.9%         | 0.0%                 | 99.9%  | 0.0%                           | 0.1%                        | 0.1%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Scania                  | 7.1%          | 73.7%                | 80.7%  | 19.2%                          | 0.0%                        | 19.3%  | 15.1%         | 57.5%                | 72.6%  | 27.2%                          | 0.1%                        | 27.4%  | 100.0%                      |                      |         |                                |                             |        |        |  |
| Foton                   | 64.4%         | 10.6%                | 75.0%  | 0.0%                           | 25.0%                       | 25.0%  | 49.4%         | 18.7%                | 68.2%  | 0.0%                           | 31.8%                       | 31.8%  | 100.0%                      |                      |         |                                |                             |        |        |  |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 86.1%                          | 13.9%                       | 100.0% | 0.0%          | 0.0%                 | 0.0%   | 75.7%                          | 24.3%                       | 100.0% | 100.0%                      |                      |         |                                |                             |        |        |  |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 0.0%          | 0.0%                 | 0.0%   | 100.0%                         | 100.0%                      | 100.0% | 100.0%                      |                      |         |                                |                             |        |        |  |
| SHACMAN                 | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| MAN                     | 1.0%          | 87.2%                | 88.2%  | 11.8%                          | 0.0%                        | 11.8%  | 0.0%          | 93.8%                | 93.8%  | 6.2%                           | 0.0%                        | 6.2%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Mack Trucks             | 67.4%         | 32.6%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 67.8%         | 32.2%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Dina                    | 3.2%          | 0.0%                 | 3.2%   | 0.0%                           | 96.8%                       | 96.8%  | 10.5%         | 0.0%                 | 10.5%  | 0.0%                           | 89.5%                       | 89.5%  | 100.0%                      |                      |         |                                |                             |        |        |  |
| Auteco                  | -             | -                    | -      | -                              | -                           | -      | 100.0%        | 0.0%                 | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%                      |                      |         |                                |                             |        |        |  |
| Participación           | 39.7%         | 44.5%                | 84.2%  | 2.6%                           | 13.2%                       | 15.8%  | 38.0%         | 46.9%                | 84.9%  | 2.4%                           | 12.7%                       | 15.1%  | 100.0%                      |                      |         |                                |                             |        |        |  |

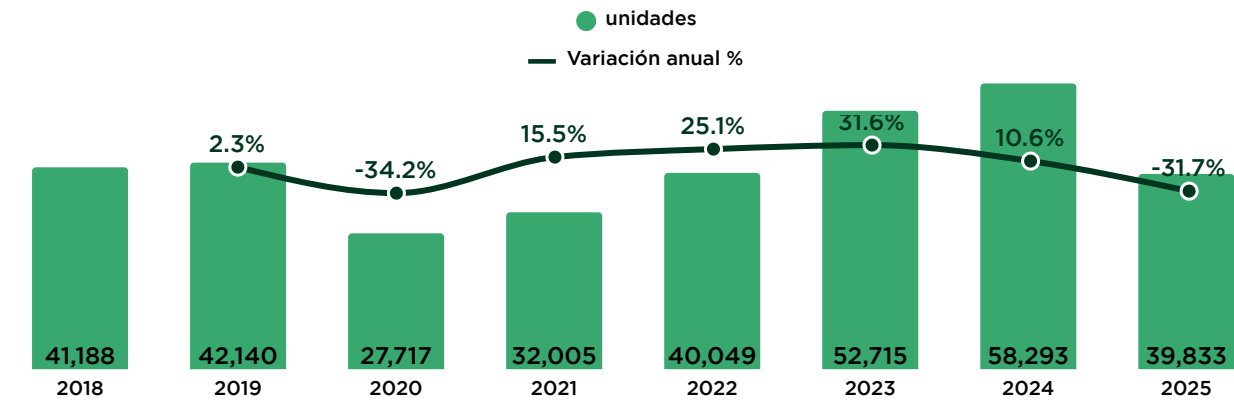
Fuente: Elaboración propia con información de INEGI.

Tabla 31. Ventas al mayoreo de vehículos pesados nuevos por marca, segmento y clase 2024-2025

| Marca/Segmento          | (UNIDADES)                     |                             |        |                                |                             |        |            |                                |                             |        |                                |                             | Variación % Anual 2025-2024 |            |               |      |      |                      |      |      | TOTAL |       |      |      |   |      |
|-------------------------|--------------------------------|-----------------------------|--------|--------------------------------|-----------------------------|--------|------------|--------------------------------|-----------------------------|--------|--------------------------------|-----------------------------|-----------------------------|------------|---------------|------|------|----------------------|------|------|-------|-------|------|------|---|------|
|                         | Carga - Resto                  |                             |        | Carga - Tractocamión           |                             |        | Total 2024 | Carga - Resto                  |                             |        | Carga - Tractocamión           |                             |                             | Total 2025 | Carga - Resto |      |      | Carga - Tractocamión |      |      |       |       |      |      |   |      |
|                         | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |            | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje                      |            |               |      |      |                      |      |      |       |       |      |      |   |      |
| Kenworth                | 2,677                          | 12,103                      | 14,780 |                                |                             |        | 14,780     | 1,409                          | 7,129                       | 8,538  |                                |                             | 8,538                       | -          | 47.4          | -    | 41.1 | -                    | 42.2 | -    | -     | -     | 42.2 |      |   |      |
| Freightliner            | 7,718                          | 10,079                      | 17,797 |                                |                             |        | 17,797     | 2,750                          | 2,510                       | 5,260  |                                |                             | 5,260                       | -          | 64.4          | -    | 75.1 | -                    | 70.4 | -    | -     | -     | 70.4 |      |   |      |
| International           | 5,049                          | 6,410                       | 11,459 |                                | 1,550                       | 1,550  | 13,009     | 3,321                          | 1,499                       | 4,820  |                                |                             | 4,827                       | -          | 34.2          | -    | 76.6 | -                    | 57.9 | -    | 99.5  | -     | 62.9 |      |   |      |
| Isuzu                   | 2,825                          |                             | 2,825  |                                | 2                           | 2      | 2,827      | 3,324                          |                             | 3,324  |                                |                             | 3,332                       | -          | 17.7          | -    |      | -                    | 17.7 | -    | 300.0 | -     | 17.9 |      |   |      |
| Mercedes-Benz Autobuses |                                |                             |        | 46                             | 3,984                       | 4,030  | 4,030      |                                |                             |        | 55                             | 2,090                       | 2,145                       | -          | -             | -    | -    | -                    | 19.6 | -    | 47.5  | -     | 46.8 |      |   |      |
| Scania                  | 414                            | 1,578                       | 1,992  | 747                            | 4                           | 751    | 2,743      | 90                             | 780                         | 870    | 820                            | 30                          | 850                         | 1,720      | -             | 78.3 | -    | 50.6                 | -    | 56.3 | 9.8   | 650.0 | 13.2 | 37.3 |   |      |
| Volkswagen              | 2,030                          | 126                         | 2,156  |                                | 1,320                       | 1,320  | 3,476      | 1,064                          | 22                          | 1,086  |                                | 316                         | 316                         | 1,402      | -             | 47.6 | -    | 82.5                 | -    | 49.6 | -     | 76.1  | -    | 59.7 |   |      |
| Volvo Buses             |                                |                             |        | 782                            | 251                         | 1,033  | 1,033      |                                |                             |        | 627                            | 221                         | 848                         | 848        | -             | -    | -    | -                    | -    | 19.8 | -     | 12.0  | -    | 17.9 |   |      |
| Foton                   | 829                            | 314                         | 1,143  |                                | 534                         | 534    | 1,677      | 394                            | 294                         | 688    |                                | 144                         | 144                         | 832        | -             | 52.5 | -    | 6.4                  | -    | 39.8 | -     | 73.0  | -    | 50.4 |   |      |
| SHACMAN                 |                                | 553                         | 553    |                                |                             |        | 553        |                                | 500                         | 500    |                                |                             |                             | 500        | -             | -    | -    | 9.6                  | -    | 9.6  | -     | -     | -    | 9.6  |   |      |
| Mack Trucks             | 326                            | 155                         | 481    |                                |                             |        | 481        | 70                             | 293                         | 363    |                                |                             |                             | 363        | -             | 78.5 | -    | 89.0                 | -    | 24.5 | -     | -     | -    | 24.5 |   |      |
| Hino                    | 3,785                          | -                           | 3,785  |                                | 45                          | 45     | 3,830      | 337                            | -                           | 337    |                                | -                           | -                           | 337        | -             | 91.1 | -    | -                    | -    | 91.1 | -     | 100.0 | -    | 91.2 |   |      |
| Yutong                  |                                |                             |        | 611                            | 611                         | 611    | 611        |                                |                             |        | 328                            | 328                         | 328                         | 328        | -             | -    | -    | -                    | -    | -    | -     | -     | -    | -    |   |      |
| Dina                    | 38                             | -                           | 38     | -                              | 325                         | 325    | 363        | 14                             | -                           | 14     | -                              | 167                         | 167                         | 181        | -             | -    | -    | -                    | -    | -    | -     | 46.3  | -    | 46.3 |   |      |
| SITRAK                  |                                |                             |        |                                |                             |        |            | 16                             | 33                          | 49     |                                |                             |                             | 49         | -             | -    | -    | -                    | -    | -    | -     | -     | -    | -    |   |      |
| MAN                     | -                              | 453                         | 453    | 30                             |                             | 30     | 483        | -                              | 7                           | 7      | -                              | -                           | -                           | 7          | -             | -    | -    | 98.5                 | -    | 98.5 | -     | 100.0 | -    | 98.6 |   |      |
| Auteco                  | 11                             |                             | 11     |                                |                             |        | 11         | 4                              |                             | 4      |                                |                             |                             | 4          | -             | 63.6 | -    | -                    | -    | 63.6 | -     | -     | -    | 63.6 |   |      |
| Total general           | 25,702                         | 31,771                      | 57,473 | 1,605                          | 8,626                       | 10,231 | 67,704     | 12,793                         | 13,067                      | 25,860 | 1,502                          | 3,311                       | 4,813                       | 30,673     | -             | 50.2 | -    | 58.9                 | -    | 55.0 | -     | 6.4   | -    | 61.6 | - | 54.7 |
| Participación           |                                |                             |        |                                |                             |        |            |                                |                             |        |                                |                             |                             |            |               |      |      |                      |      |      |       |       |      |      |   |      |
| Kenworth                | 18.1%                          | 81.9%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 16.5%                          | 83.5%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Freightliner            | 43.4%                          | 56.6%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 52.3%                          | 47.7%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| International           | 38.8%                          | 49.3%                       | 88.1%  | 0.0%                           | 11.9%                       | 11.9%  | 100.0%     | 68.8%                          | 31.1%                       | 99.9%  | 0.0%                           | 0.1%                        | 0.1%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Isuzu                   | 99.9%                          | 0.0%                        | 99.9%  | 0.0%                           | 0.1%                        | 0.1%   | 100.0%     | 99.8%                          | 0.0%                        | 99.8%  | 0.0%                           | 0.2%                        | 0.2%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Mercedes-Benz Autobuses | 0.0%                           | 0.0%                        | 0.0%   | 1.1%                           | 98.9%                       | 100.0% | 100.0%     | 0.0%                           | 0.0%                        | 0.0%   | 2.6%                           | 97.4%                       | 100.0%                      | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Scania                  | 15.1%                          | 57.5%                       | 72.6%  | 27.2%                          | 0.1%                        | 27.4%  | 100.0%     | 5.2%                           | 45.3%                       | 50.6%  | 47.7%                          | 1.7%                        | 49.4%                       | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Volkswagen              | 58.4%                          | 3.6%                        | 62.0%  | 0.0%                           | 38.0%                       | 38.0%  | 100.0%     | 75.9%                          | 1.6%                        | 77.5%  | 0.0%                           | 22.5%                       | 22.5%                       | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Volvo Buses             | 0.0%                           | 0.0%                        | 0.0%   | 75.7%                          | 24.3%                       | 100.0% | 100.0%     | 0.0%                           | 0.0%                        | 0.0%   | 73.9%                          | 26.1%                       | 100.0%                      | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Foton                   | 49.4%                          | 18.7%                       | 68.2%  | 0.0%                           | 31.8%                       | 31.8%  | 100.0%     | 47.4%                          | 35.3%                       | 82.7%  | 0.0%                           | 17.3%                       | 17.3%                       | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| SHACMAN                 | 0.0%                           | 100.0%                      | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 0.0%                           | 100.0%                      | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Mack Trucks             | 67.8%                          | 32.2%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 19.3%                          | 80.7%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Hino                    | 98.8%                          | 0.0%                        | 98.8%  | 0.0%                           | 1.2%                        | 1.2%   | 100.0%     | 100.0%                         | 0.0%                        | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Yutong                  | 0.0%                           | 0.0%                        | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%     | 0.0%                           | 0.0%                        | 0.0%   | 0.0%                           | 100.0%                      | 100.0%                      | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Dina                    | 10.5%                          | 0.0%                        | 10.5%  | 0.0%                           | 89.5%                       | 89.5%  | 100.0%     | 7.7%                           | 0.0%                        | 7.7%   | 0.0%                           | 92.3%                       | 92.3%                       | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| SITRAK                  | -                              | -                           | -      | -                              | -                           | -      | -          | 32.7%                          | 67.3%                       | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| MAN                     | 0.0%                           | 93.8%                       | 93.8%  | 6.2%                           | 0.0%                        | 6.2%   | 100.0%     | 0.0%                           | 100.0%                      | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Auteco                  | 100.0%                         | 0.0%                        | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 100.0%                         | 0.0%                        | 100.0% | 0.0%                           | 0.0%                        | 0.0%                        | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |
| Total general           | 38.0%                          | 46.9%                       | 84.9%  | 2.4%                           | 12.7%                       | 15.1%  | 100.0%     | 41.7%                          | 42.6%                       | 84.3%  | 4.9%                           | 10.8%                       | 15.7%                       | 100.0%     |               |      |      |                      |      |      |       |       |      |      |   |      |

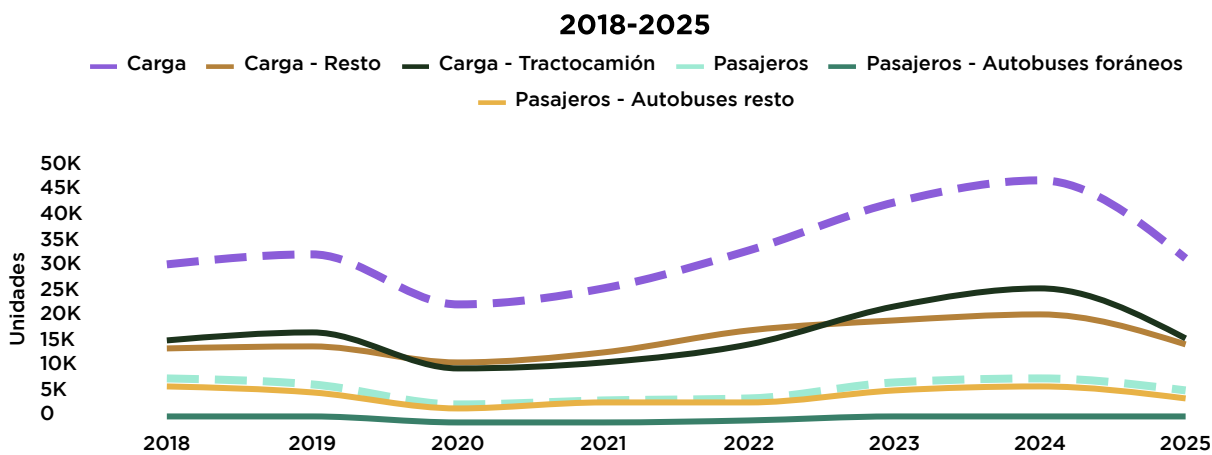
Fuente: Elaboración propia con información de INEGI.

Figura 47. Ventas al menudeo de vehículos pesados nuevos 2018-2025



Fuente: Elaboración propia con información de INEGI.

Figura 48. Ventas al menudeo de vehículos pesados nuevos por segmento y clase



Fuente: Elaboración propia con información de INEGI.

Tabla 32. Ventas al menudeo de vehículos pesados nuevos por segmento y clase

| 2018-2025                      |        |        |        |        |        |        |        |        |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Segmento y clase/Año           | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
| Carga                          | 32,020 | 33,995 | 23,883 | 27,056 | 34,891 | 44,273 | 48 989 | 33 121 |
| Carga - Resto                  | 15,366 | 15,545 | 12,520 | 14,532 | 18,879 | 20,688 | 21 898 | 16 024 |
| Carga - Tractocamión           | 16,654 | 18,450 | 11,363 | 12,524 | 16,012 | 23,585 | 27 091 | 17 097 |
| Pasajeros                      | 9,168  | 8,145  | 3,834  | 4,949  | 5,158  | 8,442  | 9 304  | 6 712  |
| Pasajeros - Autobuses foráneos | 1,686  | 1,792  | 550    | 542    | 744    | 1,461  | 1 596  | 1 508  |
| Pasajeros - Autobuses resto    | 7,482  | 6,353  | 3,284  | 4,407  | 4,414  | 6,981  | 7 708  | 5 204  |
| Total general                  | 41,188 | 42,140 | 27,717 | 32,005 | 40,049 | 52,715 | 58 293 | 39 833 |

Fuente: Elaboración propia con información de INEGI.

**Tabla 33. Variación de ventas al menudeo de vehículos pesados nuevos por segmento**

**y clase 2019-2025**

| Segmento/Año                   | 2019   | 2020   | 2021  | 2022  | 2023  | 2024  | 2025   | TCMA 2025-2018 |
|--------------------------------|--------|--------|-------|-------|-------|-------|--------|----------------|
| Carga                          | 6.2%   | -29.7% | 13.3% | 29.0% | 26.9% | 10.7% | -32.4% | 0.5%           |
| Carga - Resto                  | 1.2%   | -19.5% | 16.1% | 29.9% | 9.6%  | 5.8%  | -26.8% | 0.6%           |
| Carga - Tractocamión           | 10.8%  | -38.4% | 10.2% | 27.9% | 47.3% | 14.9% | -36.9% | 0.4%           |
| Pasajeros                      | -11.2% | -52.9% | 29.1% | 4.2%  | 63.7% | 10.2% | -27.9% | -4.4%          |
| Pasajeros - Autobuses foráneos | 6.3%   | -69.3% | -1.5% | 37.3% | 96.4% | 9.2%  | -5.5%  | -1.6%          |
| Pasajeros - Autobuses resto    | -15.1% | -48.3% | 34.2% | 0.2%  | 58.2% | 10.4% | -32.5% | -5.1%          |
| Total general                  | 2.3%   | -34.2% | 15.5% | 25.1% | 31.6% | 10.6% | -31.7% | -0.5%          |

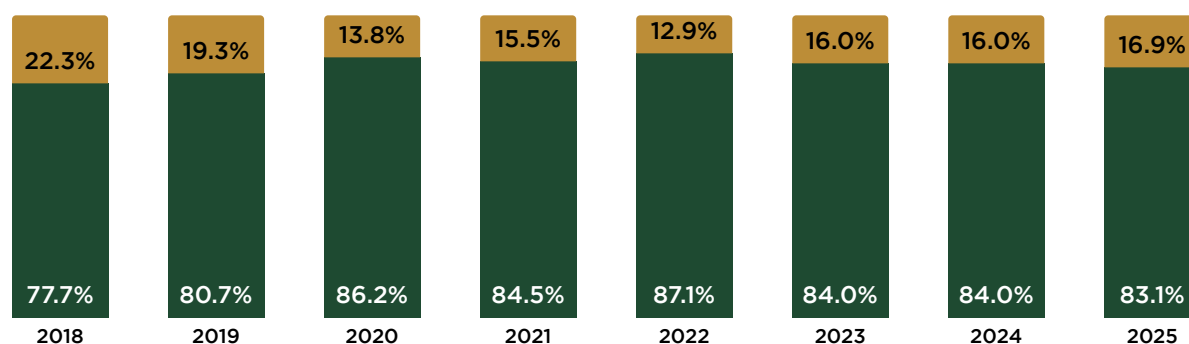
Fuente: Elaboración propia con información de INEGI.

\*Tasa de crecimiento media anual.

**Figura 49. Participación de ventas al menudeo de vehículos pesados nuevos por**

**segmento 2018-2025**

● Carga ● Pasajeros

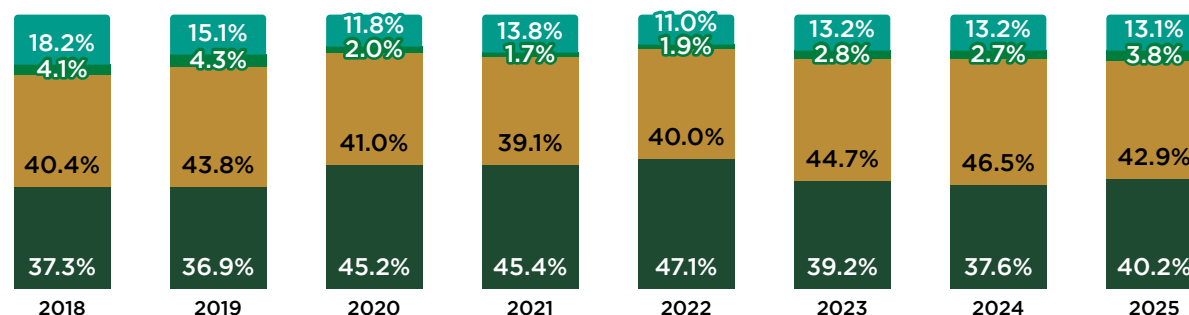


Fuente: Elaboración propia con información de INEGI.

**Figura 50. Participación de ventas al menudeo de vehículos pesados nuevos**

**por clase 2018-2025**

● Carga - Resto ● Carga - Tractocamión ● Pasajeros - Autobuses foráneos ● Pasajeros - Autobuses resto



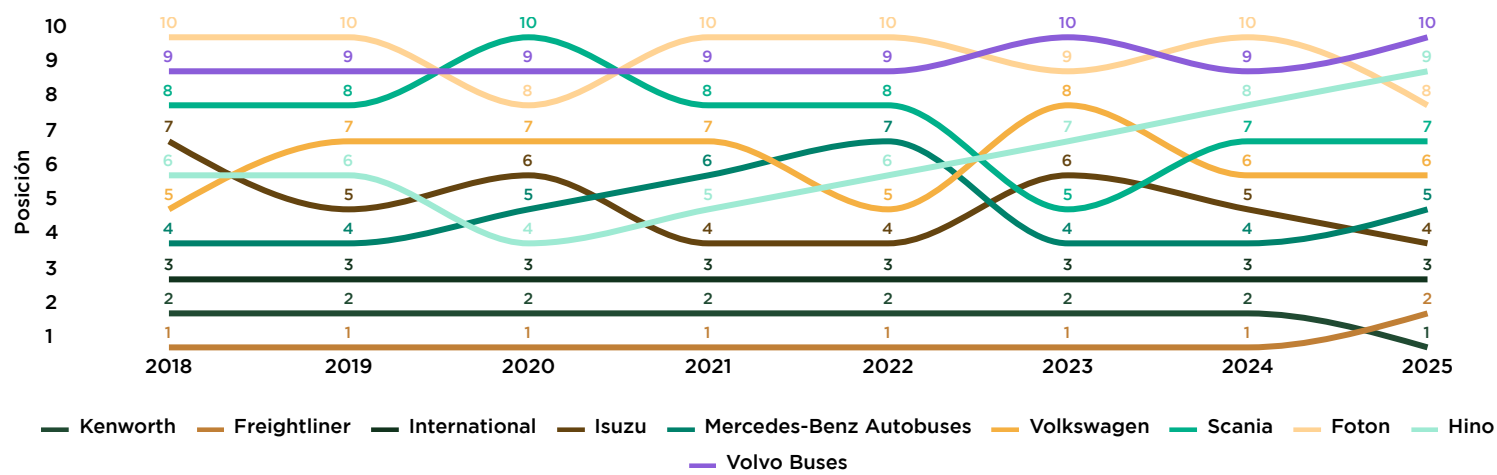
Fuente: Elaboración propia con información de INEGI.

Tabla 34. Participación de ventas al menudeo de vehículos pesados nuevos por segmento y clase 2018-2025

| Segmento/Año                   | 2018   | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   | 2025   |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Carga                          | 77.7%  | 80.7%  | 86.2%  | 84.5%  | 87.1%  | 84.0%  | 84.0%  | 83.1%  |
| Carga - Resto                  | 37.3%  | 36.9%  | 45.2%  | 45.4%  | 47.1%  | 39.2%  | 37.6%  | 40.2%  |
| Carga - Tractocamión           | 40.4%  | 43.8%  | 41.0%  | 39.1%  | 40.0%  | 44.7%  | 46.5%  | 42.9%  |
| Pasajeros                      | 22.3%  | 19.3%  | 13.8%  | 15.5%  | 12.9%  | 16.0%  | 16.0%  | 16.9%  |
| Pasajeros - Autobuses foráneos | 4.1%   | 4.3%   | 2.0%   | 1.7%   | 1.9%   | 2.8%   | 2.7%   | 3.8%   |
| Pasajeros - Autobuses resto    | 18.2%  | 15.1%  | 11.8%  | 13.8%  | 11.0%  | 13.2%  | 13.2%  | 13.1%  |
| Total general                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Fuente: Elaboración propia con información de INEGI.

Figura 51. Ventas al menudeo de vehículos pesados nuevos por marca top 10 posiciones 2018-2025



Fuente: Elaboración propia con información de INEGI.

Tabla 35. Ventas al menudeo de vehículos pesados nuevos por marca top 10 posiciones 2018-2025

| Marca/Año               | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-------------------------|------|------|------|------|------|------|------|------|
| Kenworth                | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 1    |
| Freightliner            | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 2    |
| International           | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| Isuzu                   | 7    | 5    | 6    | 4    | 4    | 6    | 5    | 4    |
| Mercedes-Benz Autobuses | 4    | 4    | 5    | 6    | 7    | 4    | 4    | 5    |
| Volkswagen              | 5    | 7    | 7    | 7    | 5    | 8    | 6    | 6    |
| Scania                  | 8    | 8    | 10   | 8    | 8    | 5    | 7    | 7    |
| Foton                   | 10   | 10   | 8    | 10   | 10   | 9    | 10   | 8    |
| Hino                    | 6    | 6    | 4    | 5    | 6    | 7    | 8    | 9    |
| Volvo Buses             | 9    | 9    | 9    | 9    | 9    | 10   | 9    | 10   |

Fuente: Elaboración propia con información de INEGI.

Figura 52. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2018-2025

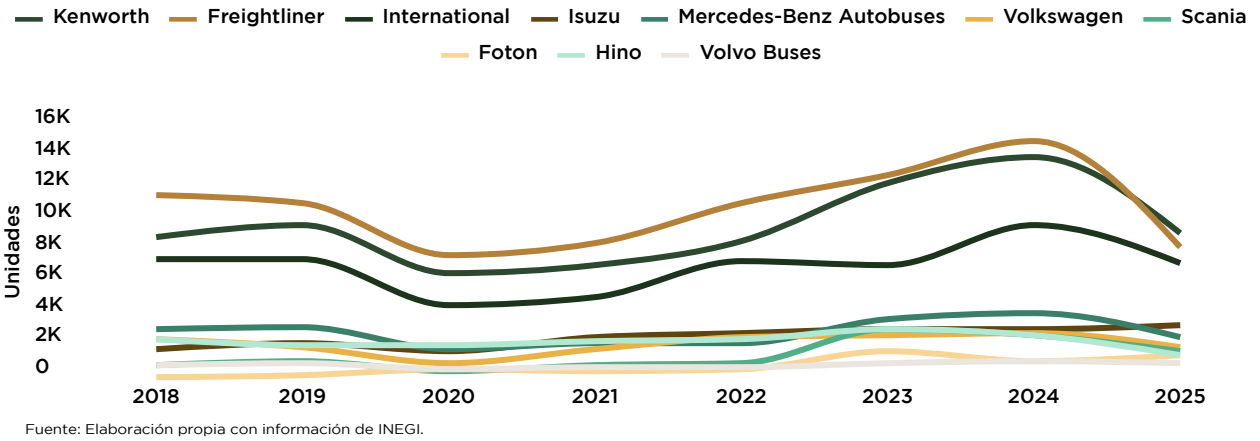


Tabla 36.1. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2018

| Marca                   | Unidades | Participación |
|-------------------------|----------|---------------|
| Freightliner            | 11,688   | 28.4%         |
| Kenworth                | 8,958    | 21.7%         |
| International           | 7,544    | 18.3%         |
| Mercedes-Benz Autobuses | 3,023    | 7.3%          |
| Volkswagen              | 2,414    | 5.9%          |
| Hino                    | 2,371    | 5.8%          |
| Isuzu                   | 1,834    | 4.5%          |
| Dina                    | 894      | 2.2%          |
| Scania                  | 796      | 1.9%          |
| Volvo Buses             | 725      | 1.8%          |
| Total top               | 40,247   | 97.7%         |
| Total general           | 41,188   | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

Tabla 36.2. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2019

| Marca                           | Unidades | Participación |
|---------------------------------|----------|---------------|
| Freightliner                    | 11,170   | 26.5%         |
| Kenworth                        | 9,684    | 23.0%         |
| International                   | 7,597    | 18.0%         |
| Mercedes-Benz Autobuses         | 3,165    | 7.5%          |
| Isuzu                           | 2,168    | 5.1%          |
| Hino                            | 2,099    | 5.0%          |
| Volkswagen Camiones y Autobuses | 1,945    | 4.6%          |
| Volvo Trucks                    | 998      | 2.4%          |
| Scania                          | 979      | 2.3%          |
| Volvo Buses                     | 936      | 2.2%          |
| Total top                       | 40,741   | 96.7%         |
| Total general                   | 42,140   | 100.0%        |

Fuente: Elaboración propia con información de INEGI.

**Tabla 36.3. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2020**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 7 827         | 28.2%         |
| Kenworth                | 6 651         | 24.0%         |
| International           | 4 670         | 16.8%         |
| Hino                    | 2 090         | 7.5%          |
| Mercedes-Benz Autobuses | 1 756         | 6.3%          |
| Isuzu                   | 1 616         | 5.8%          |
| Volkswagen              | 836           | 3.0%          |
| Foton                   | 567           | 2.0%          |
| Volvo Buses             | 554           | 2.0%          |
| Scania                  | 442           | 1.6%          |
| <b>Total top 10</b>     | <b>27,009</b> | <b>98.5%</b>  |
| <b>Total general</b>    | <b>27,717</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 36.4. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2021**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 8,521         | 26.6%         |
| Kenworth                | 7,156         | 22.4%         |
| International           | 5,077         | 15.9%         |
| Isuzu                   | 2,559         | 8.0%          |
| Hino                    | 2,281         | 7.1%          |
| Mercedes-Benz Autobuses | 2,176         | 6.8%          |
| Volkswagen              | 1,767         | 5.5%          |
| Scania                  | 740           | 2.3%          |
| Volvo Buses             | 636           | 2.0%          |
| Foton                   | 410           | 1.3%          |
| <b>Total top 10</b>     | <b>31,323</b> | <b>97.9%</b>  |
| <b>Total general</b>    | <b>32,005</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 36.5. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2022**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 11,126        | 27.8%         |
| Kenworth                | 8,722         | 21.8%         |
| International           | 7,405         | 18.5%         |
| Isuzu                   | 2,839         | 7.1%          |
| Volkswagen              | 2,575         | 6.4%          |
| Hino                    | 2,431         | 6.1%          |
| Mercedes-Benz Autobuses | 2,216         | 5.5%          |
| Scania                  | 887           | 2.2%          |
| Volvo Buses             | 595           | 1.5%          |
| Foton                   | 556           | 1.4%          |
| <b>Total top 10</b>     | <b>39,352</b> | <b>98.3%</b>  |
| <b>Total general</b>    | <b>40,049</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 36.6. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2023**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 12,990        | 24.6%         |
| Kenworth                | 12,424        | 23.6%         |
| International           | 7,193         | 13.6%         |
| Mercedes-Benz Autobuses | 3,742         | 7.1%          |
| Scania                  | 3,121         | 5.9%          |
| Isuzu                   | 3,108         | 5.9%          |
| Hino                    | 3,021         | 5.7%          |
| Volkswagen              | 2,658         | 5.0%          |
| Foton                   | 1,681         | 3.2%          |
| Shacman                 | 1,108         | 2.1%          |
| <b>Total top 10</b>     | <b>51,046</b> | <b>96.8%</b>  |
| <b>Total general</b>    | <b>52,715</b> | <b>100.0%</b> |

Fuente: Elaboración propia con información de INEGI.

**Tabla 36.7. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2024**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Freightliner            | 15 046        | 25.8%         |
| Kenworth                | 14 113        | 24.2%         |
| International           | 9 713         | 16.7%         |
| Mercedes-Benz Autobuses | 4 135         | 7.1%          |
| Isuzu                   | 3 040         | 5.2%          |
| Volkswagen              | 2 851         | 4.9%          |
| Scania                  | 2 743         | 4.7%          |
| Hino                    | 2 631         | 4.5%          |
| Volvo Buses             | 1 033         | 1.8%          |
| Foton                   | 985           | 1.7%          |
| <b>Total top 10</b>     | <b>56,290</b> | <b>96.6%</b>  |
| <b>Total general</b>    | <b>58 293</b> | <b>100.0%</b> |

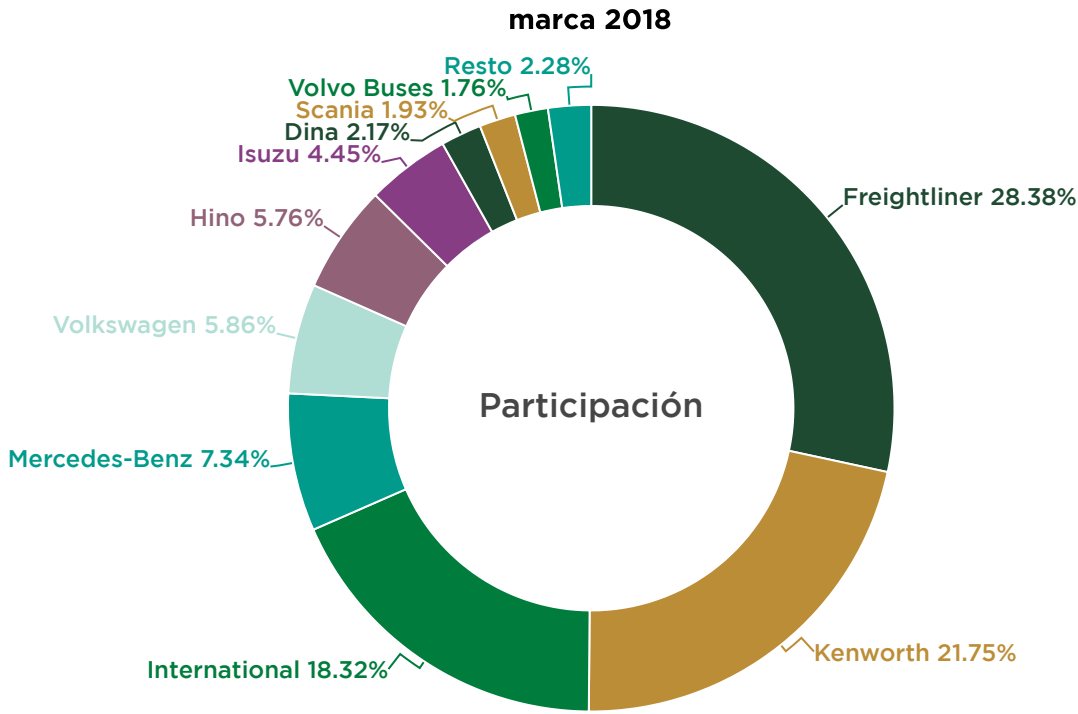
Fuente: Elaboración propia con información de INEGI.

**Tabla 36.8. Ventas al menudeo de vehículos pesados nuevos por marca top 10 2025**

| Marca                   | Unidades      | Participación |
|-------------------------|---------------|---------------|
| Kenworth                | 9 215         | 23.1%         |
| Freightliner            | 8 337         | 20.9%         |
| International           | 7 278         | 18.3%         |
| Isuzu                   | 3 323         | 8.3%          |
| Mercedes-Benz Autobuses | 2 607         | 6.5%          |
| Volkswagen              | 1 942         | 4.9%          |
| Scania                  | 1 720         | 4.3%          |
| Foton                   | 1 450         | 3.6%          |
| Hino                    | 1 423         | 3.6%          |
| Volvo Buses             | 848           | 2.1%          |
| <b>Total top 10</b>     | <b>38,143</b> | <b>95.8%</b>  |
| <b>Total general</b>    | <b>39 833</b> | <b>100.0%</b> |

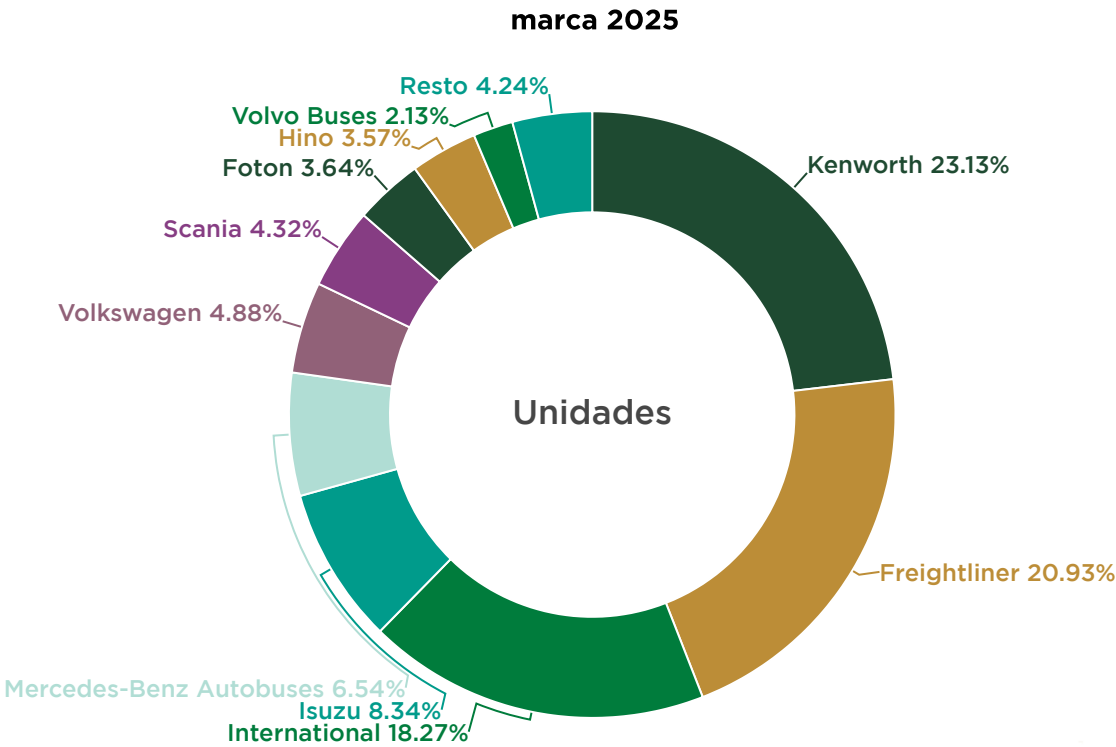
Fuente: Elaboración propia con información de INEGI.

Figura 53. Participación ventas al menudeo de vehículos pesados nuevos por



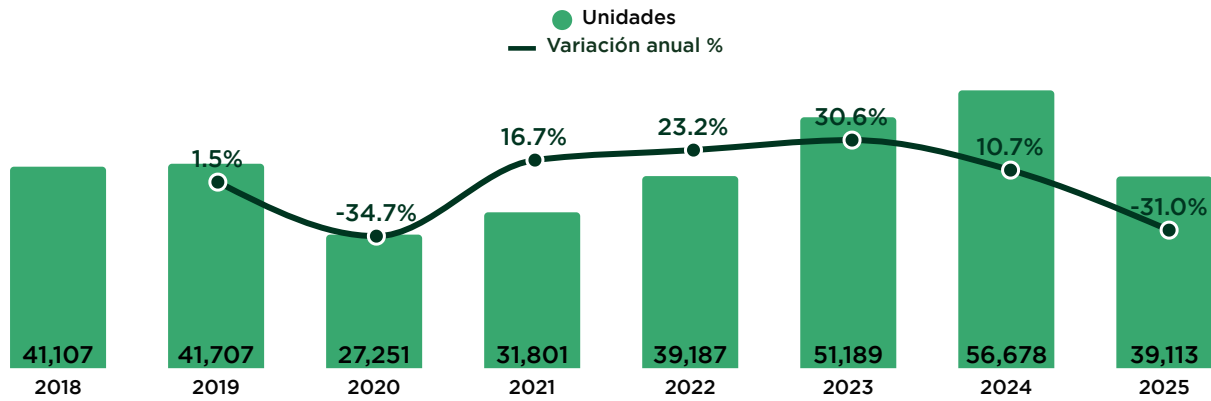
Fuente: Elaboración propia con información de INEGI.

Figura 54. Participación ventas al menudeo de vehículos pesados nuevos por



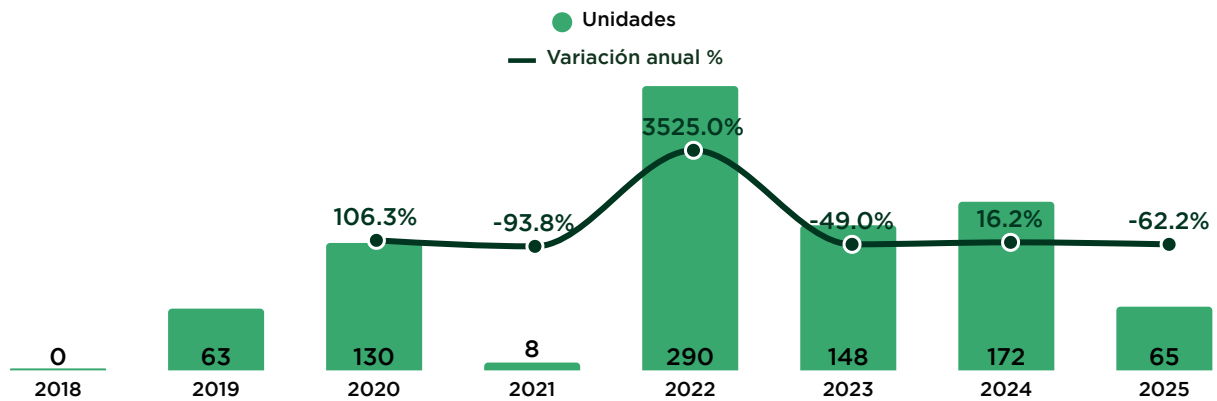
Fuente: Elaboración propia con información de INEGI.

**Figura 55. Ventas al menudeo de vehículos pesados nuevos diésel 2018-2025**



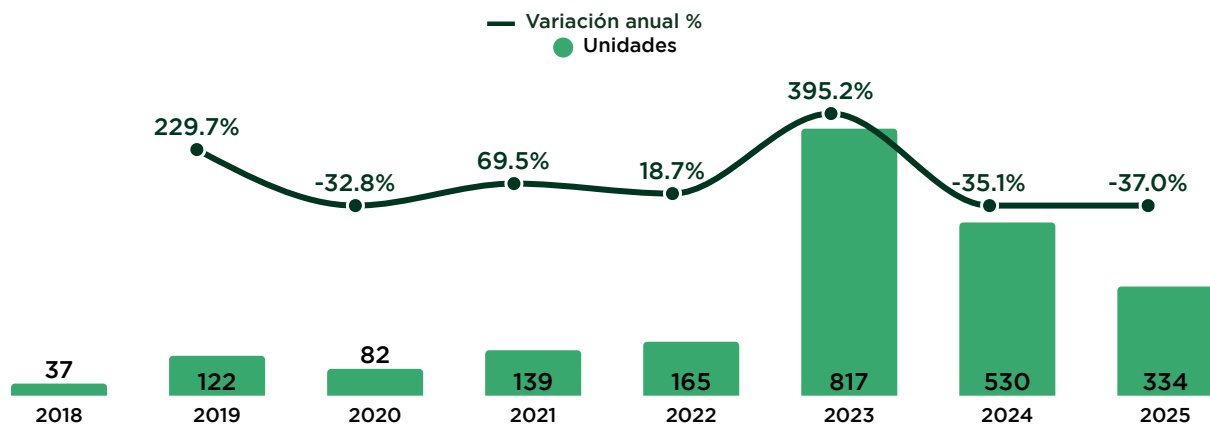
Fuente: Elaboración propia con información de INEGI.

**Figura 56. Ventas al menudeo de vehículos pesados nuevos eléctricos 2018-2025**



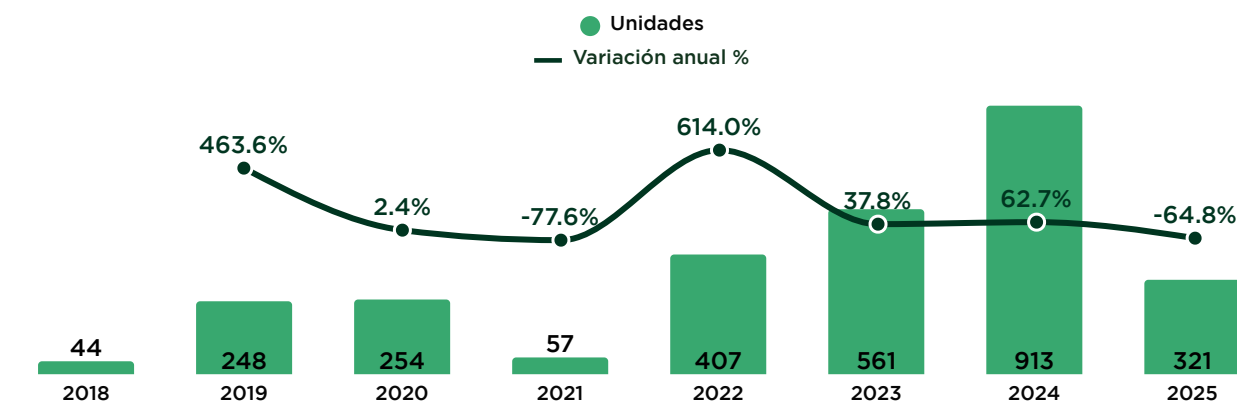
Fuente: Elaboración propia con información de INEGI.

**Figura 57. Ventas al menudeo de vehículos pesados nuevos gas natural vehicular 2018-2025**



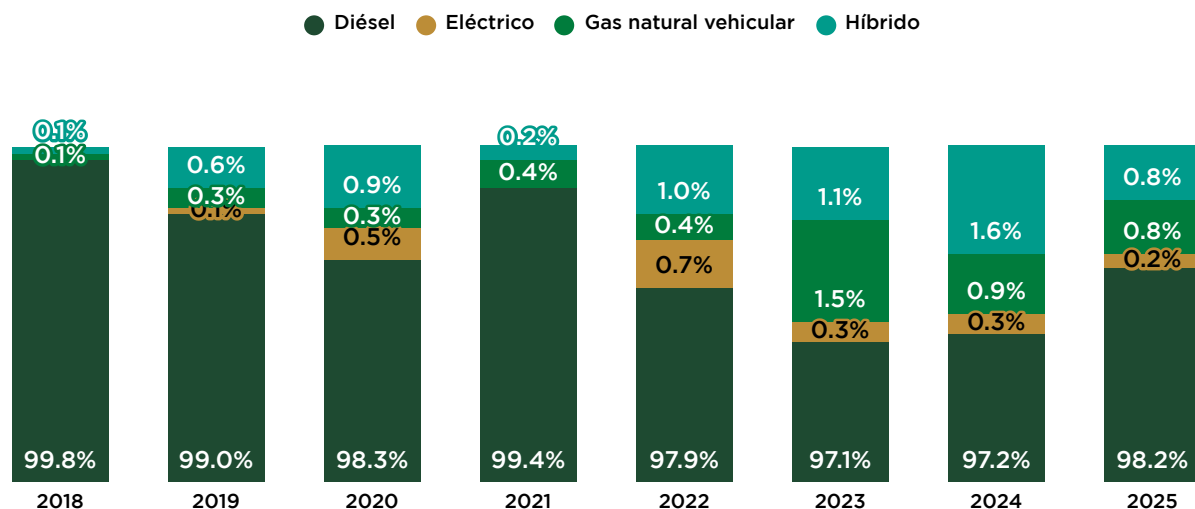
Fuente: Elaboración propia con información de INEGI.

**Figura 58. Ventas al menudeo de vehículos pesados nuevos híbridos 2018-2025**



Fuente: Elaboración propia con información de INEGI.

**Figura 59. Participación de ventas al menudeo de vehículos pesados nuevos por fuente de energía 2018-2025**



Fuente: Elaboración propia con información de INEGI.

**Tabla 37. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2018-2019**

| Marca/Segmento          | (UNIDADES)    |        |        |                      |        |        |                                |                             |        |            |               |       | Variación % Anual 2019-2018 |                      |        |                                |                             |        |            |               |       |       |                      |       |                                |                             |        |       |       |     |
|-------------------------|---------------|--------|--------|----------------------|--------|--------|--------------------------------|-----------------------------|--------|------------|---------------|-------|-----------------------------|----------------------|--------|--------------------------------|-----------------------------|--------|------------|---------------|-------|-------|----------------------|-------|--------------------------------|-----------------------------|--------|-------|-------|-----|
|                         | Carga - Resto |        |        | Carga - Tractocamión |        |        | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Total 2018 | Carga - Resto |       |                             | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Total 2019 | Carga - Resto |       |       | Carga - Tractocamión | Carga | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | TOTAL |       |     |
|                         |               |        |        |                      |        |        |                                |                             |        |            |               |       |                             |                      |        |                                |                             |        |            |               |       |       |                      |       |                                |                             |        |       |       |     |
| Freightliner            | 5,032         | 6,656  | 11,688 |                      |        |        |                                |                             |        | 11,688     | 5,129         | 6,041 | 11,170                      |                      |        |                                |                             |        |            | 11,170        | 1.9   | -     | 9.2                  | -     | 4.4                            | -                           | -      | -     | -     | 4.4 |
| Kenworth                | 2,318         | 6,640  | 8,958  |                      |        |        |                                |                             |        | 8,958      | 1,866         | 7,818 | 9,684                       |                      |        |                                |                             |        |            | 9,684         | -     | 19.5  | 17.7                 | 8.1   | -                              | -                           | -      | -     | 8.1   |     |
| International           | 2,806         | 2,671  | 5,477  |                      |        |        |                                |                             |        | 7,544      | 2,892         | 3,095 | 5,987                       |                      |        |                                |                             |        |            | 7,597         | 3.1   | 15.9  | 9.3                  | -     | -                              | -                           | 22.1   | -     | 0.7   |     |
| Mercedes-Benz Autobuses |               |        |        |                      | 2,067  |        |                                |                             |        | 3,023      |               |       |                             |                      | 1,610  |                                |                             |        |            | 3,165         | -     | -     | -                    | -     | 7.4                            | 5.6                         |        | 4.7   | 4.7   |     |
| Isuzu                   | 1,813         |        | 1,813  |                      | 21     |        |                                |                             |        | 1,834      | 2,129         |       | 2,129                       |                      | 39     |                                |                             |        |            | 39            | 2,168 | 17.4  | -                    | -     | 17.4                           | -                           | 85.7   | 85.7  | 18.2  |     |
| Hino                    | 2,179         | 7      | 2,186  |                      | 185    |        |                                |                             |        | 2,371      | 1,885         | 35    | 1,920                       |                      | 179    |                                |                             |        |            | 179           | 2,099 | 13.5  | 400.0                | -     | 12.2                           | -                           | 3.2    | -     | 11.5  |     |
| Volkswagen              | 999           | 14     | 1,013  |                      | 1,401  |        |                                |                             |        | 2,414      | 1,390         | 1     | 1,391                       |                      | 554    |                                |                             |        |            | 1,945         | 39.1  | -     | 92.9                 | 37.3  | -                              | -                           | 60.5   | -     | 19.4  |     |
| Volvo Trucks            | 71            | 422    | 493    |                      |        |        |                                |                             |        | 493        | 1             | 997   | 998                         |                      |        |                                |                             |        |            | 998           | 98.6  | 136.3 | 102.4                | -     | -                              | -                           | -      | -     | 102.4 |     |
| Scania                  | 8             | 38     | 46     |                      | 694    | 56     |                                |                             |        | 750        | 796           | 31    | 170                         |                      | 201    |                                | 753                         | 25     | 778        | 979           | 287.5 | 347.4 | 337.0                | 8.5   | -                              | 55.4                        | 3.7    | 23.0  |       |     |
| Volvo Buses             |               |        |        |                      | 674    | 51     |                                |                             |        | 725        | 725           |       |                             |                      | 713    |                                | 713                         | 223    | 936        | 936           | -     | -     | -                    | -     | 5.8                            | 337.3                       | 29.1   | 29.1  |       |     |
| Dina                    |               | -      | -      |                      | -      |        |                                |                             |        | 894        | 894           |       |                             |                      | -      |                                | -                           | 695    | 695        | 695           | -     | -     | -                    | -     | -                              | 22.3                        | -      | 22.3  | 22.3  |     |
| Mack Trucks             | 118           | 145    | 263    |                      |        |        |                                |                             |        | 263        | 98            | 162   | 260                         |                      |        |                                |                             |        |            | 260           | 16.9  | 11.7  | -                    | 1.1   | -                              | -                           | -      | -     | 1.1   |     |
| MAN                     | 2             | 61     | 63     |                      | 102    |        |                                |                             |        | 102        | 165           | -     | 131                         |                      | 126    |                                |                             |        | 126        | 257           | 100.0 | 114.8 | 107.9                | 23.5  | -                              | -                           | 23.5   | 55.8  |       |     |
| Foton                   | 20            | -      | 20     |                      |        |        |                                |                             |        | 20         | 124           | -     | 124                         |                      |        |                                |                             |        |            | 124           | -     | -     | -                    | -     | -                              | -                           | -      | -     | -     |     |
| Yutong                  |               |        |        |                      |        |        |                                |                             |        |            |               |       |                             |                      | 63     |                                |                             |        | 63         | 63            | -     | -     | -                    | -     | -                              | -                           | -      | -     | -     |     |
| Total general           | 15,366        | 16,654 | 32,020 | 1,686                | 7,482  | 9,168  | 41,188                         | 15,545                      | 18,460 | 33,995     | 1,792         | 6,353 | 8,145                       | 42,140               | 1.2    | 10.8                           | 6.2                         | 6.3    | -          | 15.1          | -     | 11.2  | 2.3                  | 2.3   | 2.3                            | 2.3                         | 2.3    | 2.3   | 2.3   |     |
| Participación           |               |        |        |                      |        |        |                                |                             |        |            |               |       |                             |                      |        |                                |                             |        |            |               |       |       |                      |       |                                |                             |        |       |       |     |
| Freightliner            | 43.1%         | 56.9%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 45.9%                       | 54.1%  | 100.0%     | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Kenworth                | 25.9%         | 74.1%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 19.3%                       | 80.7%  | 100.0%     | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 0.0%   | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| International           | 37.2%         | 35.4%  | 72.6%  | 0.0%                 | 27.4%  | 27.4%  | 100.0%                         | 38.1%                       | 40.7%  | 78.8%      | 0.0%          | 21.2% | 21.2%                       | 100.0%               | 0.0%   | 21.2%                          | 21.2%                       | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%   | 0.0%   | 7.1%                 | 92.9%  | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 6.3%          | 93.7% | 100.0%                      | 100.0%               | 0.0%   | 93.7%                          | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Isuzu                   | 98.9%         | 0.0%   | 98.9%  | 0.0%                 | 1.1%   | 1.1%   | 100.0%                         | 98.2%                       | 0.0%   | 98.2%      | 0.0%          | 1.8%  | 1.8%                        | 100.0%               | 0.0%   | 1.8%                           | 1.8%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Hino                    | 91.9%         | 0.3%   | 92.2%  | 0.0%                 | 7.8%   | 7.8%   | 100.0%                         | 89.8%                       | 1.7%   | 91.5%      | 0.0%          | 8.5%  | 8.5%                        | 100.0%               | 0.0%   | 8.5%                           | 8.5%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Volkswagen              | 41.4%         | 0.6%   | 42.0%  | 0.0%                 | 58.0%  | 58.0%  | 100.0%                         | 71.5%                       | 0.1%   | 71.5%      | 0.0%          | 28.5% | 28.5%                       | 100.0%               | 0.0%   | 28.5%                          | 28.5%                       | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Volvo Trucks            | 14.4%         | 85.6%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 0.1%                        | 99.9%  | 100.0%     | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Scania                  | 1.0%          | 4.8%   | 5.8%   | 87.2%                | 7.0%   | 94.2%  | 100.0%                         | 3.2%                        | 17.4%  | 20.5%      | 76.9%         | 2.6%  | 79.5%                       | 100.0%               | 0.0%   | 79.5%                          | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Volvo Buses             | 0.0%          | 0.0%   | 0.0%   | 93.0%                | 7.0%   | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Dina                    | 0.0%          | 0.0%   | 0.0%   | 0.0%                 | 100.0% | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 100.0%                         | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Mack Trucks             | 44.9%         | 55.1%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 37.7%                       | 62.3%  | 100.0%     | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| MAN                     | 1.2%          | 37.0%  | 38.2%  | 61.8%                | 0.0%   | 61.8%  | 100.0%                         | 0.0%                        | 51.0%  | 51.0%      | 49.0%         | 0.0%  | 49.0%                       | 100.0%               | 0.0%   | 49.0%                          | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Foton                   | 100.0%        | 0.0%   | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 100.0%                      | 0.0%   | 100.0%     | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Yutong                  | -             | -      | -      | -                    | -      | -      | -                              | 0.0%                        | 0.0%   | 0.0%       | 0.0%          | 0.0%  | 0.0%                        | 100.0%               | 0.0%   | 100.0%                         | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |
| Total general           | 37.3%         | 40.4%  | 77.7%  | 4.1%                 | 18.2%  | 22.3%  | 100.0%                         | 36.9%                       | 43.8%  | 80.7%      | 4.3%          | 15.1% | 19.3%                       | 100.0%               | 100.0% | 100.0%                         | 100.0%                      | 100.0% | 100.0%     | 100.0%        |       |       |                      |       |                                |                             |        |       |       |     |

Fuente: Elaboración propia con información de INEGI.

**Tabla 38. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2019-2020**

| Marca/Segmento          | (UNIDADES)    |        |        |                      |        |        |                                |                             |        |            |               |        | Variación % Anual 2020-2019 |                      |        |      |                                |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
|-------------------------|---------------|--------|--------|----------------------|--------|--------|--------------------------------|-----------------------------|--------|------------|---------------|--------|-----------------------------|----------------------|--------|------|--------------------------------|-----------------------------|--------|------------|---------------|------|-------|----------------------|-------|------|--------------------------------|-----------------------------|--------|-------|--|------|--|
|                         | Carga - Resto |        |        | Carga - Tractocamión |        |        | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Total 2019 | Carga - Resto |        |                             | Carga - Tractocamión |        |      | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Total 2020 | Carga - Resto |      |       | Carga - Tractocamión |       |      | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | TOTAL |  |      |  |
|                         |               |        |        |                      |        |        |                                |                             |        |            |               |        |                             |                      |        |      |                                |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Freightliner            | 5,129         | 6,041  | 11,170 |                      |        |        | 11,170                         | 4,040                       | 3,787  | 7,827      |               |        |                             |                      |        |      | 7,827                          | 21.2                        | 37.3   | 29.9       | -             | -    | -     | -                    | 29.9  |      |                                |                             |        |       |  | 29.9 |  |
| Kenworth                | 1,866         | 7,818  | 9,684  |                      |        |        | 9,684                          | 1,225                       | 5,426  | 6,651      |               |        |                             |                      |        |      | 6,651                          | 34.4                        | 30.6   | 31.3       | -             | -    | -     | -                    | 31.3  |      |                                |                             |        |       |  | 31.3 |  |
| International           | 2,892         | 3,095  | 5,987  |                      | 1,610  | 1,610  | 7,597                          | 2,537                       | 1,404  | 3,941      |               |        |                             | 729                  | 729    |      | 4,670                          | 12.3                        | 54.6   | 34.2       | -             | -    | 54.7  | 54.7                 | 38.5  |      |                                |                             |        |       |  |      |  |
| Hino                    | 1,885         | 35     | 1,920  |                      | 179    | 179    | 2,089                          | 1,972                       | 5      | 1,977      |               |        |                             | 113                  | 113    |      | 2,090                          | 4.6                         | 85.7   | 3.0        | -             | -    | 36.9  | 36.9                 | 0.4   |      |                                |                             |        |       |  |      |  |
| Mercedes-Benz Autobuses |               |        |        | 200                  | 2,965  | 3,165  | 3,165                          |                             |        |            |               |        | 30                          | 1,726                | 1,756  |      | 1,756                          | -                           | -      | -          | -             | 85.0 | 41.8  | 44.5                 | 44.5  |      |                                |                             |        |       |  |      |  |
| Isuzu                   | 2,129         |        | 2,129  |                      | 39     | 39     | 2,168                          | 1,589                       |        | 1,589      |               |        |                             | 27                   | 27     |      | 1,616                          | 25.4                        | -      | 25.4       | -             | -    | 30.8  | 30.8                 | 25.5  |      |                                |                             |        |       |  |      |  |
| Volkswagen              | 1,390         | 1      | 1,391  |                      | 554    | 554    | 1,945                          | 543                         | -      | 543        |               |        |                             | 293                  | 293    |      | 836                            | 60.9                        | 100.0  | -          | 61.0          | -    | -     | 47.1                 | 47.1  | 57.0 |                                |                             |        |       |  |      |  |
| Foton                   | 124           | -      | 124    |                      |        |        | 124                            | 507                         | 60     | 567        |               |        |                             |                      |        |      | 567                            | 308.9                       | -      | -          | 357.3         | -    | -     | -                    | 357.3 |      |                                |                             |        |       |  |      |  |
| Volvo Buses             |               |        |        | 713                  | 223    | 936    | 936                            |                             |        |            |               |        | 376                         | 178                  | 554    |      | 554                            | -                           | -      | -          | -             | 47.3 | 20.2  | 40.8                 | 40.8  |      |                                |                             |        |       |  |      |  |
| Scania                  | 31            | 170    | 201    | 753                  | 25     | 778    | 979                            | 15                          | 261    | 276        |               |        | 144                         | 22                   | 166    |      | 442                            | 51.6                        | 53.5   | 37.3       | 80.9          | 12.0 | 78.7  | 54.9                 |       |      |                                |                             |        |       |  |      |  |
| Volvo Trucks            | 1             | 997    | 998    |                      |        |        | 998                            | -                           | 308    | 308        |               |        |                             |                      |        |      | 308                            | 100.0                       | 69.1   | 69.1       | -             | -    | -     | -                    | 69.1  |      |                                |                             |        |       |  |      |  |
| Mack Trucks             | 98            | 162    | 260    |                      |        |        | 260                            | 92                          | 60     | 152        |               |        |                             |                      |        |      | 152                            | 6.1                         | 63.0   | 41.5       | -             | -    | -     | -                    | 41.5  |      |                                |                             |        |       |  |      |  |
| Yutong                  |               |        |        |                      | 63     | 63     | 63                             |                             |        |            |               |        |                             | 130                  | 130    |      | 130                            | -                           | -      | -          | -             | -    | 106.3 | 106.3                | 106.3 |      |                                |                             |        |       |  |      |  |
| Dina                    |               | -      | -      |                      | 695    | 695    | 695                            |                             | -      | -          |               |        | -                           | 66                   | 66     |      | 66                             | -                           | -      | -          | -             | -    | -     | -                    | -     |      |                                |                             |        |       |  |      |  |
| MAN                     | -             | 131    | 131    | 126                  |        | 126    | 257                            | -                           | 52     | 52         |               |        | -                           | -                    | -      |      | 52                             | -                           | 60.3   | 60.3       | 100.0         | -    | -     | 100.0                | -     | 79.8 |                                |                             |        |       |  |      |  |
| Total general           | 15,545        | 18,450 | 33,995 | 1,792                | 6,353  | 8,145  | 42,140                         | 12,520                      | 11,363 | 23,883     | 550           | 3,284  | 3,834                       | 27,717               | -      | 19.5 | 38.4                           | 29.7                        | 69.3   | 48.3       | 52.9          | 34.2 |       |                      |       |      |                                |                             |        |       |  |      |  |
| Participación           |               |        |        |                      |        |        |                                |                             |        |            |               |        |                             |                      |        |      |                                |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Freightliner            | 45.9%         | 54.1%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 51.6%                       | 48.4%  | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 0.0%                 | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Kenworth                | 19.3%         | 80.7%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 18.4%                       | 81.6%  | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 0.0%                 | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| International           | 38.1%         | 40.7%  | 78.8%  | 0.0%                 | 21.2%  | 21.2%  | 100.0%                         | 54.3%                       | 30.1%  | 84.4%      | 0.0%          | 15.6%  | 15.6%                       | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Hino                    | 89.8%         | 1.7%   | 91.5%  | 0.0%                 | 8.5%   | 8.5%   | 100.0%                         | 94.4%                       | 0.2%   | 94.6%      | 0.0%          | 5.4%   | 5.4%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%   | 0.0%   | 6.3%                 | 93.7%  | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 1.7%          | 98.3%  | 100.0%                      | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Isuzu                   | 98.2%         | 0.0%   | 98.2%  | 0.0%                 | 1.8%   | 1.8%   | 100.0%                         | 98.3%                       | 0.0%   | 98.3%      | 0.0%          | 1.7%   | 1.7%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Volkswagen              | 71.5%         | 0.1%   | 71.5%  | 0.0%                 | 28.5%  | 28.5%  | 100.0%                         | 65.0%                       | 0.0%   | 65.0%      | 0.0%          | 35.0%  | 35.0%                       | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Foton                   | 100.0%        | 0.0%   | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 89.4%                       | 10.6%  | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Volvo Buses             | 0.0%          | 0.0%   | 0.0%   | 76.2%                | 23.8%  | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 67.9%         | 32.1%  | 100.0%                      | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Scania                  | 3.2%          | 17.4%  | 20.5%  | 76.9%                | 2.6%   | 79.5%  | 100.0%                         | 3.4%                        | 59.0%  | 62.4%      | 32.6%         | 5.0%   | 37.6%                       | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Volvo Trucks            | 0.1%          | 99.9%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 0.0%                        | 100.0% | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Mack Trucks             | 37.7%         | 62.3%  | 100.0% | 0.0%                 | 0.0%   | 0.0%   | 100.0%                         | 60.5%                       | 39.5%  | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Yutong                  | 0.0%          | 0.0%   | 0.0%   | 0.0%                 | 100.0% | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 0.0%          | 100.0% | 100.0%                      | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Dina                    | 0.0%          | 0.0%   | 0.0%   | 0.0%                 | 100.0% | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%       | 0.0%          | 100.0% | 100.0%                      | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| MAN                     | 0.0%          | 51.0%  | 51.0%  | 49.0%                | 0.0%   | 49.0%  | 100.0%                         | 0.0%                        | 100.0% | 100.0%     | 0.0%          | 0.0%   | 0.0%                        | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |
| Total general           | 36.3%         | 43.8%  | 80.7%  | 4.3%                 | 15.1%  | 19.3%  | 100.0%                         | 45.2%                       | 41.0%  | 86.2%      | 2.0%          | 11.8%  | 13.8%                       | 100.0%               | 100.0% |      | 100.0%                         |                             |        |            |               |      |       |                      |       |      |                                |                             |        |       |  |      |  |

Tabla 39. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2020-2021

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2021-2020 |                      |       |                                |                             |        |       | TOTAL |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|-------|--------------------------------|-----------------------------|--------|-------|-------|
|                         | Total 2020    |                      |        |                                |                             |        | Total 2021    |                      |        |                                |                             |        | Total 2021                  |                      |       |                                |                             |        |       |       |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |       |       |
| Freightliner            | 4,040         | 3,787                | 7,827  |                                |                             |        | 7,827         | 4,578                | 3,943  | 8,521                          |                             |        | 8,521                       | 13.3                 | 4.1   | 8.9                            | -                           | -      | -     | 8.9   |
| Kenworth                | 1,225         | 5,426                | 6,651  |                                |                             |        | 6,651         | 1,441                | 5,715  | 7,156                          |                             |        | 7,156                       | 17.6                 | 5.3   | 7.6                            | -                           | -      | -     | 7.6   |
| International           | 2,537         | 1,404                | 3,941  |                                | 729                         | 729    | 4,670         | 2,188                | 2,094  | 4,282                          |                             | 795    | 5,077                       | 13.8                 | 49.1  | 8.7                            | -                           | 9.1    | 9.1   | 8.7   |
| Isuzu                   | 1,589         |                      | 1,589  |                                | 27                          | 27     | 1,616         | 2,554                |        | 2,554                          |                             | 5      | 2,559                       | 60.7                 | -     | 60.7                           | -                           | 81.5   | 81.5  | 58.4  |
| Hino                    | 1,972         | 5                    | 1,977  |                                | 113                         | 113    | 2,090         | 2,183                | -      | 2,183                          |                             | 98     | 2,281                       | 10.7                 | 100.0 | 10.4                           | -                           | 13.3   | 13.3  | 9.1   |
| Mercedes-Benz Autobuses |               |                      |        | 30                             | 1,726                       | 1,756  |               |                      |        |                                | 26                          | 2,150  | 2,176                       | -                    | -     | -                              | 13.3                        | 24.6   | 23.9  | 23.9  |
| Volkswagen              | 543           | -                    | 543    |                                | 293                         | 293    | 836           | 1,066                | -      | 1,066                          |                             | 701    | 1,767                       | 96.3                 | -     | 96.3                           | -                           | 139.2  | 139.2 | 111.4 |
| Scania                  | 15            | 261                  | 276    | 144                            | 22                          | 166    | 442           | 40                   | 527    | 567                            | 154                         | 19     | 173                         | 740                  | 166.7 | 101.9                          | 105.4                       | 6.9    | 13.6  | 4.2   |
| Volvo Buses             |               |                      |        | 376                            | 178                         | 554    | 554           |                      |        |                                | 340                         | 296    | 636                         | 636                  | -     | -                              | 9.6                         | 66.3   | 14.8  | 14.8  |
| Foton                   | 507           | 60                   | 567    |                                |                             |        | 567           | 317                  | 32     | 349                            |                             | 61     | 61                          | 410                  | 37.5  | 46.7                           | 38.4                        | -      | -     | 27.7  |
| Dina                    |               | -                    | -      | -                              | 66                          | 66     | 66            | 94                   | -      | 94                             | -                           | 274    | 274                         | 368                  | -     | -                              | -                           | 315.2  | 315.2 | 457.6 |
| Mack Trucks             | 92            | 60                   | 152    |                                |                             |        | 152           | 71                   | 68     | 139                            |                             |        | 139                         | 22.8                 | 13.3  | 8.6                            | -                           | -      | -     | 8.6   |
| Volvo Trucks            | -             | 308                  | 308    |                                |                             |        | 308           | -                    | 86     | 86                             |                             |        | 86                          | -                    | 72.1  | 72.1                           | -                           | -      | -     | 72.1  |
| MAN                     | -             | 52                   | 52     | -                              |                             | -      | 52            | -                    | 32     | 32                             | 22                          |        | 22                          | 54                   | -     | 38.5                           | 38.5                        | -      | -     | 3.8   |
| SHACMAN                 |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |       |                                |                             |        |       |       |
| Yutong                  |               |                      |        |                                | 130                         | 130    |               |                      |        |                                |                             | 8      | 8                           |                      |       |                                |                             | 93.8   | 93.8  | 93.8  |
| Total general           | 12,520        | 11,363               | 23,883 | 550                            | 3,284                       | 3,834  | 27,717        | 14,532               | 12,524 | 27,056                         | 542                         | 4,407  | 4,949                       | 16.1                 | 10.2  | 13.3                           | -                           | 1.5    | 34.2  | 15.5  |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |       |                                |                             |        |       |       |
| Freightliner            | 51.6%         | 48.4%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 53.7%                | 46.3%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |       |       |
| Kenworth                | 18.4%         | 81.6%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 20.1%                | 79.9%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |       |       |
| International           | 54.3%         | 30.1%                | 84.4%  | 0.0%                           | 15.6%                       | 15.6%  | 100.0%        | 43.1%                | 41.2%  | 84.3%                          | 0.0%                        | 15.7%  | 15.7%                       | 100.0%               |       |                                |                             |        |       |       |
| Isuzu                   | 98.3%         | 0.0%                 | 98.3%  | 0.0%                           | 1.7%                        | 1.7%   | 100.0%        | 99.8%                | 0.0%   | 99.8%                          | 0.0%                        | 0.2%   | 0.2%                        | 100.0%               |       |                                |                             |        |       |       |
| Hino                    | 94.4%         | 0.2%                 | 94.6%  | 0.0%                           | 5.4%                        | 5.4%   | 100.0%        | 95.7%                | 0.0%   | 95.7%                          | 0.0%                        | 4.3%   | 4.3%                        | 100.0%               |       |                                |                             |        |       |       |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 1.7%                           | 98.3%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 1.2%                        | 98.8%  | 100.0%                      | 100.0%               |       |                                |                             |        |       |       |
| Volkswagen              | 65.0%         | 0.0%                 | 65.0%  | 0.0%                           | 35.0%                       | 35.0%  | 100.0%        | 60.3%                | 0.0%   | 60.3%                          | 0.0%                        | 39.7%  | 39.7%                       | 100.0%               |       |                                |                             |        |       |       |
| Scania                  | 3.4%          | 59.0%                | 62.4%  | 32.6%                          | 5.0%                        | 37.6%  | 100.0%        | 5.4%                 | 71.2%  | 76.6%                          | 20.8%                       | 2.6%   | 23.4%                       | 100.0%               |       |                                |                             |        |       |       |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 67.9%                          | 32.1%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 53.5%                       | 46.5%  | 100.0%                      | 100.0%               |       |                                |                             |        |       |       |
| Foton                   | 89.4%         | 10.6%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 77.3%                | 7.8%   | 85.1%                          | 0.0%                        | 14.9%  | 14.9%                       | 100.0%               |       |                                |                             |        |       |       |
| Dina                    | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 25.5%                | 0.0%   | 25.5%                          | 0.0%                        | 74.5%  | 74.5%                       | 100.0%               |       |                                |                             |        |       |       |
| Mack Trucks             | 60.5%         | 39.5%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 51.1%                | 48.9%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |       |       |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |       |       |
| MAN                     | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 59.3%  | 59.3%                          | 40.7%                       | 0.0%   | 40.7%                       | 100.0%               |       |                                |                             |        |       |       |
| SHACMAN                 | -             | -                    | -      | -                              | -                           | -      | -             | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |       |       |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      | 100.0%               |       |                                |                             |        |       |       |
| Total general           | 45.2%         | 41.0%                | 86.2%  | 2.0%                           | 11.8%                       | 13.8%  | 100.0%        | 45.4%                | 39.1%  | 84.5%                          | 1.7%                        | 13.8%  | 15.5%                       | 100.0%               |       |                                |                             |        |       |       |

Fuente: Elaboración propia con información de INEGI.

Tabla 40. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2021-2022

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2022-2021 |                      |       |                                |                             |        |         | TOTAL   |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|-------|--------------------------------|-----------------------------|--------|---------|---------|
|                         | Total 2021    |                      |        |                                |                             |        | Total 2022    |                      |        |                                |                             |        | Total 2022                  |                      |       |                                |                             |        |         |         |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |         |         |
| Freightliner            | 4,578         | 3,943                | 8,521  |                                |                             |        | 8,521         | 5,744                | 5,382  | 11,126                         |                             |        | 11,126                      | 25.5                 | 36.5  | 30.6                           | -                           | -      | -       | 30.6    |
| Kenworth                | 1,441         | 5,715                | 7,156  |                                |                             |        | 7,156         | 2,009                | 6,713  | 8,722                          |                             |        | 8,722                       | 39.4                 | 17.5  | 21.9                           | -                           | -      | -       | 21.9    |
| International           | 2,188         | 2,094                | 4,282  |                                | 795                         | 795    | 5,077         | 3,470                | 3,020  | 6,490                          |                             | 915    | 915                         | 7,405                | 58.6  | 44.2                           | 51.6                        | -      | 15.1    | 15.1    |
| Isuzu                   | 2,554         |                      | 2,554  |                                | 5                           | 5      | 2,559         | 2,831                |        | 2,831                          |                             | 8      | 8                           | 2,839                | 10.8  | -                              | 10.8                        | -      | 60.0    | 60.0    |
| Volkswagen              | 1,066         | -                    | 1,066  |                                | 701                         | 701    | 1,767         | 1,873                | -      | 1,873                          |                             | 702    | 702                         | 2,575                | 75.7  | -                              | 75.7                        | -      | 0.1     | 0.1     |
| Hino                    | 2,183         | -                    | 2,183  |                                | 98                          | 98     | 2,281         | 2,420                | -      | 2,420                          |                             | 11     | 11                          | 2,431                | 10.9  | -                              | 10.9                        | -      | 88.8    | 88.8    |
| Mercedes-Benz Autobuses |               |                      |        | 26                             | 2,150                       | 2,176  | 2,176         |                      |        |                                | 53                          | 2,163  | 2,216                       | 2,216                | -     | -                              | -                           | 103.8  | 0.6     | 1.8     |
| Scania                  | 40            | 527                  | 567    | 154                            | 19                          | 173    | 740           | 77                   | 586    | 663                            | 215                         | 9      | 224                         | 887                  | 92.5  | 11.2                           | 16.9                        | 39.6   | 52.6    | 29.5    |
| Volvo Buses             |               |                      |        | 340                            | 296                         | 636    | 636           |                      |        |                                | 397                         | 198    | 595                         | 595                  | -     | -                              | -                           | 16.8   | 33.1    | -       |
| Foton                   | 317           | 32                   | 349    |                                | 61                          | 61     | 410           | 352                  | 131    | 483                            |                             | 73     | 73                          | 556                  | 11.0  | 309.4                          | 38.4                        | -      | 19.7    | 35.6    |
| Yutong                  |               |                      |        |                                | 8                           | 8      | 8             |                      |        |                                |                             | 334    | 334                         | 334                  | -     | -                              | -                           | -      | 4,075.0 | 4,075.0 |
| MAN                     | -             | 32                   | 32     | 22                             |                             | 22     | 54            | 1                    | 123    | 124                            | 79                          |        | 79                          | 203                  | -     | 284.4                          | 287.5                       | 259.1  | -       | 275.9   |
| Mack Trucks             | 71            | 68                   | 139    |                                |                             |        | 139           | 79                   | 21     | 100                            |                             |        | 100                         | 11.3                 | -     | 69.1                           | 28.1                        | -      | -       | 28.1    |
| SHACMAN                 |               | 27                   | 27     |                                |                             |        | 27            |                      | 36     | 36                             |                             |        | 36                          | -                    | 33.3  | 33.3                           | -                           | -      | -       | 33.3    |
| Dina                    | 94            | -                    | 94     | -                              | 274                         | 274    | 368           | 23                   | -      | 23                             | -                           | 1      | 1                           | 24                   | -     | -                              | -                           | -      | -       | -       |
| Volvo Trucks            | -             | 86                   | 86     |                                |                             |        | 86            | -                    | -      | -                              | -                           |        | -                           | -                    | -     | 100.0                          | -                           | 100.0  | -       | 100.0   |
| Total general           | 14,532        | 12,524               | 27,056 | 542                            | 4,407                       | 4,949  | 32,005        | 18,879               | 16,012 | 34,891                         | 744                         | 4,414  | 5,158                       | 40,049               | 29.9  | 27.9                           | 29.0                        | 37.3   | 0.2     | 4.2     |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |       |                                |                             |        |         |         |
| Freightliner            | 53.7%         | 46.3%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 51.6%                | 48.4%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |         |         |
| Kenworth                | 20.1%         | 79.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 23.0%                | 77.0%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |         |         |
| International           | 43.1%         | 41.2%                | 84.3%  | 0.0%                           | 15.7%                       | 15.7%  | 100.0%        | 46.9%                | 40.8%  | 87.6%                          | 0.0%                        | 12.4%  | 12.4%                       | 100.0%               |       |                                |                             |        |         |         |
| Isuzu                   | 99.8%         | 0.0%                 | 99.8%  | 0.0%                           | 0.2%                        | 0.2%   | 100.0%        | 99.7%                | 0.0%   | 99.7%                          | 0.0%                        | 0.3%   | 0.3%                        | 100.0%               |       |                                |                             |        |         |         |
| Volkswagen              | 60.3%         | 0.0%                 | 60.3%  | 0.0%                           | 39.7%                       | 39.7%  | 100.0%        | 72.7%                | 0.0%   | 72.7%                          | 0.0%                        | 27.3%  | 27.3%                       | 100.0%               |       |                                |                             |        |         |         |
| Hino                    | 95.7%         | 0.0%                 | 95.7%  | 0.0%                           | 4.3%                        | 4.3%   | 100.0%        | 99.5%                | 0.0%   | 99.5%                          | 0.0%                        | 0.5%   | 0.5%                        | 100.0%               |       |                                |                             |        |         |         |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 1.2%                           | 98.8%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 2.4%                        | 97.6%  | 100.0%                      | 100.0%               |       |                                |                             |        |         |         |
| Scania                  | 5.4%          | 71.2%                | 76.6%  | 20.8%                          | 2.6%                        | 23.4%  | 100.0%        | 8.7%                 | 66.1%  | 74.7%                          | 24.2%                       | 1.0%   | 25.3%                       | 100.0%               |       |                                |                             |        |         |         |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 53.5%                          | 46.5%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 66.7%                       | 33.3%  | 100.0%                      | 100.0%               |       |                                |                             |        |         |         |
| Foton                   | 77.3%         | 7.8%                 | 85.1%  | 0.0%                           | 14.9%                       | 14.9%  | 100.0%        | 63.3%                | 23.6%  | 86.9%                          | 0.0%                        | 13.1%  | 13.1%                       | 100.0%               |       |                                |                             |        |         |         |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      | 100.0%               |       |                                |                             |        |         |         |
| MAN                     | 0.0%          | 59.3%                | 59.3%  | 40.7%                          | 0.0%                        | 40.7%  | 100.0%        | 0.5%                 | 60.6%  | 61.1%                          | 38.9%                       | 0.0%   | 38.9%                       | 100.0%               |       |                                |                             |        |         |         |
| Mack Trucks             | 51.1%         | 48.9%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 79.0%                | 21.0%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |         |         |
| SHACMAN                 | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |       |                                |                             |        |         |         |
| Dina                    | 25.5%         | 0.0%                 | 25.5%  | 0.0%                           | 74.5%                       | 74.5%  | 100.0%        | 95.8%                | 0.0%   | 95.8%                          | 0.0%                        | 4.2%   | 4.2%                        | 100.0%               |       |                                |                             |        |         |         |
| Volvo Trucks            | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | -                    | -      | -                              | -                           | -      | -                           | 100.0%               |       |                                |                             |        |         |         |
| Total general           | 45.4%         | 39.1%                | 84.5%  | 1.7%                           | 13.8%                       | 15.5%  | 100.0%        | 47.1%                | 40.0%  | 87.1%                          | 1.9%                        | 11.0%  | 12.9%                       | 100.0%               |       |                                |                             |        |         |         |

Fuente: Elaboración propia con información de INEGI.

Tabla 41. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2022-2023

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2023-2022 |                      |         |                                |                             |         |         | TOTAL   |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|---------|--------------------------------|-----------------------------|---------|---------|---------|
|                         | Total 2022    |                      |        |                                |                             |        | Total 2023    |                      |        |                                |                             |        | Carga - Resto               |                      |         |                                |                             |         |         |         |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga   | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje  |         |         |
| Freightliner            | 5,744         | 5,382                | 11,126 |                                |                             |        | 11,126        | 6,274                | 6,716  | 12,990                         |                             |        | 12,990                      | 9.2                  | 24.8    | 16.8                           | -                           | -       | -       | 16.8    |
| Kenworth                | 2,009         | 6,713                | 8,722  |                                |                             |        | 8,722         | 2,851                | 9,573  | 12,424                         |                             |        | 12,424                      | 41.9                 | 42.6    | 42.4                           | -                           | -       | -       | 42.4    |
| International           | 3,470         | 3,020                | 6,490  |                                | 915                         | 915    | 7,405         | 2,708                | 3,280  | 5,988                          | 1,205                       | 1,205  | 7,193                       | 22.0                 | 8.6     | 7.7                            | -                           | 31.7    | 31.7    | 2.9     |
| Mercedes-Benz Autobuses |               |                      |        | 53                             | 2,163                       | 2,216  | 2,216         |                      |        |                                | 79                          | 3,663  | 3,742                       | -                    | -       | -                              | 49.1                        | 69.3    | 68.9    |         |
| Scania                  | 77            | 586                  | 663    | 215                            | 9                           | 224    | 887           | 221                  | 2,299  | 2,520                          | 1                           | 601    | 3,121                       | 187.0                | 292.3   | 280.1                          | 179.1                       | -       | 168.3   |         |
| Isuzu                   | 2,831         |                      | 2,831  |                                | 8                           | 8      | 2,839         | 3,100                |        | 3,100                          | 8                           | 8      | 3,108                       | 9.5                  | -       | 9.5                            | -                           | -       | -       | 9.5     |
| Hino                    | 2,420         | -                    | 2,420  |                                | 11                          | 11     | 2,431         | 2,986                | -      | 2,986                          | 35                          | 35     | 3,021                       | 23.4                 | -       | 23.4                           | -                           | 218.2   | 218.2   | 24.3    |
| Volkswagen              | 1,873         | -                    | 1,873  |                                | 702                         | 702    | 2,575         | 1,464                | 45     | 1,509                          | 1,149                       | 1,149  | 2,658                       | 21.8                 | -       | 19.4                           | -                           | 63.7    | 63.7    | 3.2     |
| Foton                   | 352           | 131                  | 483    |                                | 73                          | 73     | 556           | 941                  | 228    | 1,169                          |                             | 512    | 1,681                       | 167.3                | 74.0    | 142.0                          | -                           | 601.4   | 601.4   | 202.3   |
| SHACMAN                 |               | 36                   | 36     |                                |                             |        | 36            |                      | 1,108  | 1,108                          |                             |        | 1,108                       | -                    | 2,977.8 | 2,977.8                        | -                           | -       | -       | 2,977.8 |
| Volvo Buses             |               |                      |        | 397                            | 198                         | 595    | 595           |                      |        | 746                            | 120                         | 866    | 866                         | -                    | -       | -                              | 87.9                        | -       | 39.4    | 45.5    |
| MAN                     | 1             | 123                  | 124    | 79                             |                             | 79     | 203           | 3                    | 256    | 259                            | 36                          | 36     | 295                         | 200.0                | 108.1   | 108.9                          | -                           | 54.4    | -       | 45.3    |
| Yutong                  |               |                      |        |                                | 334                         | 334    | 334           |                      |        |                                | 227                         | 227    | 227                         | -                    | -       | -                              | -                           | 32.0    | -       | 32.0    |
| Mack Trucks             | 79            | 21                   | 100    |                                |                             |        | 100           | 138                  | 80     | 218                            |                             |        | 218                         | 74.7                 | 281.0   | 118.0                          | -                           | -       | -       | 118.0   |
| Dina                    | 23            | -                    | 23     | -                              | 1                           | 1      | 24            | 2                    | -      | 2                              | -                           | 61     | 63                          | 91.3                 | -       | 91.3                           | -                           | 6,000.0 | 6,000.0 | 162.5   |
| Total general           | 18,879        | 16,012               | 34,891 | 744                            | 4,414                       | 5,158  | 40,049        | 20,688               | 23,585 | 44,273                         | 1,461                       | 6,981  | 52,715                      | 9.6                  | 47.3    | 26.9                           | 96.4                        | 58.2    | 63.7    | 31.6    |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |         |                                |                             |         |         |         |
| Freightliner            | 51.6%         | 48.4%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 48.3%                | 51.7%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |         |                                |                             |         |         |         |
| Kenworth                | 23.0%         | 77.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 22.9%                | 77.1%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |         |                                |                             |         |         |         |
| International           | 46.9%         | 40.8%                | 87.6%  | 0.0%                           | 12.4%                       | 12.4%  | 100.0%        | 37.6%                | 45.6%  | 83.2%                          | 0.0%                        | 16.8%  | 16.8%                       |                      |         |                                |                             |         |         |         |
| Mercedes-Benz Autobuses | 0.0%          | 0.0%                 | 0.0%   | 2.4%                           | 97.6%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 2.1%                        | 97.9%  | 100.0%                      |                      |         |                                |                             |         |         |         |
| Scania                  | 8.7%          | 66.1%                | 74.7%  | 24.2%                          | 1.0%                        | 25.3%  | 100.0%        | 7.1%                 | 73.7%  | 80.7%                          | 19.2%                       | 0.0%   | 19.3%                       |                      |         |                                |                             |         |         |         |
| Isuzu                   | 99.7%         | 0.0%                 | 99.7%  | 0.0%                           | 0.3%                        | 0.3%   | 100.0%        | 99.7%                | 0.0%   | 99.7%                          | 0.0%                        | 0.3%   | 0.3%                        |                      |         |                                |                             |         |         |         |
| Hino                    | 99.5%         | 0.0%                 | 99.5%  | 0.0%                           | 0.5%                        | 0.5%   | 100.0%        | 98.8%                | 0.0%   | 98.8%                          | 0.0%                        | 1.2%   | 1.2%                        |                      |         |                                |                             |         |         |         |
| Volkswagen              | 72.7%         | 0.0%                 | 72.7%  | 0.0%                           | 27.3%                       | 27.3%  | 100.0%        | 55.1%                | 1.7%   | 56.8%                          | 0.0%                        | 43.2%  | 43.2%                       |                      |         |                                |                             |         |         |         |
| Foton                   | 63.3%         | 23.6%                | 86.9%  | 0.0%                           | 13.1%                       | 13.1%  | 100.0%        | 56.0%                | 13.6%  | 69.5%                          | 0.0%                        | 30.5%  | 30.5%                       |                      |         |                                |                             |         |         |         |
| SHACMAN                 | 0.0%          | 100.0%               | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |         |                                |                             |         |         |         |
| Volvo Buses             | 0.0%          | 0.0%                 | 0.0%   | 66.7%                          | 33.3%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 86.1%                       | 13.9%  | 100.0%                      |                      |         |                                |                             |         |         |         |
| MAN                     | 0.5%          | 60.6%                | 61.1%  | 38.9%                          | 0.0%                        | 38.9%  | 100.0%        | 1.0%                 | 86.8%  | 87.8%                          | 12.2%                       | 0.0%   | 12.2%                       |                      |         |                                |                             |         |         |         |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      |                      |         |                                |                             |         |         |         |
| Mack Trucks             | 79.0%         | 21.0%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 63.3%                | 36.7%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |         |                                |                             |         |         |         |
| Dina                    | 95.8%         | 0.0%                 | 95.8%  | 0.0%                           | 4.2%                        | 4.2%   | 100.0%        | 3.2%                 | 0.0%   | 3.2%                           | 0.0%                        | 96.8%  | 96.8%                       |                      |         |                                |                             |         |         |         |
| Total general           | 47.1%         | 40.0%                | 87.1%  | 1.9%                           | 11.0%                       | 12.9%  | 100.0%        | 39.2%                | 44.7%  | 84.0%                          | 2.8%                        | 13.2%  | 16.0%                       |                      |         |                                |                             |         |         |         |

Fuente: Elaboración propia con información de INEGI.

Tabla 42. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2023-2024

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2024-2023 |                      |       |                                |                             |        |       |       | TOTAL |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|-------|--------------------------------|-----------------------------|--------|-------|-------|-------|
|                         | Total 2023    |                      |        |                                |                             |        | Total 2024    |                      |        |                                |                             |        | Carga - Resto               |                      |       |                                |                             |        |       |       |       |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje | Carga - Resto               | Carga - Tractocamión | Carga | Pasajeros - Autobuses foráneos | Pasajeros - Autobuses resto | Pasaje |       |       |       |
| Freightliner            | 6,274         | 6,716                | 12,990 |                                |                             |        | 12,990        | 8,991                | 8,055  | 15,046                         |                             |        | 15,046                      | 11.4                 | 19.9  | 15.8                           | -                           | -      | -     | 15.8  |       |
| Kenworth                | 2,851         | 9,573                | 12,424 |                                |                             |        | 12,424        | 2,745                | 11,368 | 14,113                         |                             |        | 14,113                      | 3.7                  | 18.8  | 13.6                           | -                           | -      | -     | 13.6  |       |
| International           | 2,708         | 3,280                | 5,988  |                                | 1,205                       | 1,205  | 7,193         | 3,680                | 4,898  | 8,578                          | 1,135                       | 1,135  | 9,713                       | 35.9                 | 49.3  | 43.3                           | -                           | 5.8    | 5.8   | 35.0  |       |
| Mercedes-Benz Autobuses |               |                      |        | 79                             | 3,663                       | 3,742  | 3,742         |                      |        |                                | 39                          | 4,096  | 4,135                       | -                    | -     | -                              | 50.6                        | 11.8   | 10.5  | 18.8  |       |
| Isuzu                   | 3,100         |                      | 2,520  |                                | 8                           | 8      | 3,108         | 3,037                |        |                                |                             | 3      | 4,135                       | 2.0                  | -     | 100.0                          | -                           | 62.5   | 62.5  | 33.0  |       |
| Volkswagen              | 1,464         | 45                   | 3,100  |                                | 1,149                       | 1,149  | 2,658         | 1,888                | 108    | 1,996                          | 855                         | 855    | 2,851                       | 29.0                 | 140.0 | 35.6                           | -                           | 25.6   | 25.6  | 7.3   |       |
| Scania                  | 221           | 2,299                | 2,986  | 600                            | 1                           | 601    | 3,121         | 414                  | 1,578  | 1,992                          | 747                         | 4      | 751                         | 2,743                | 87.3  | 31.4                           | 33.3                        | 24.5   | 300.0 | 25.0  | 12.1  |
| Hino                    | 2,986         | -                    | 1,509  |                                | 35                          | 35     | 3,021         | 2,482                | -      | 2,482                          | 149                         | 149    | 2,631                       | 16.9                 | -     | 64.5                           | -                           | 325.7  | 325.7 | 12.9  |       |
| Volvo Buses             |               |                      | 1,169  | 746                            | 120                         | 866    | 866           |                      |        |                                | 782                         | 251    | 1,033                       | -                    | -     | 100.0                          | 4.8                         | 109.2  | 19.3  | 19.3  |       |
| Foton                   | 941           | 228                  | 1,108  |                                | 512                         | 512    | 1,681         | 474                  | 117    | 591                            |                             | 394    | 885                         | 49.6                 | 48.7  | 46.7                           | -                           | 23.0   | 23.0  | 41.4  |       |
| Yutong                  |               |                      |        |                                | 227                         | 227    | 227           |                      |        |                                |                             | 611    | 611                         | -                    | -     | -                              | -                           | 169.2  | 169.2 | 49.7  |       |
| SHACMAN                 |               | 1,108                |        |                                |                             |        | 1,108         |                      | 557    | 557                            |                             |        | 557                         | -                    | -     | 49.7                           | -                           | -      | -     | 37.2  |       |
| Mack Trucks             | 138           | 80                   | 259    |                                |                             | -      | -             | 154                  | 145    | 299                            |                             |        | 299                         | 11.6                 | 81.3  | -                              | -                           | -      | -     | -     |       |
| MAN                     | 3             | 256                  | 218    | 36                             |                             | 36     | 295           | -                    | 265    | 265                            | 28                          | 28     | 293                         | 100.0                | 3.5   | 21.6                           | 22.2                        | -      | 22.2  | 0.7   |       |
| Dina                    | 2             | -                    | 2      | -                              | 61                          | 61     | 63            | 22                   | -      | 22                             | -                           | 210    | 232                         | 1,000.0              | -     | 1,000.0                        | -                           | 244.3  | 244.3 | 268.3 |       |
| Auteco                  | -             | -                    | -      | -                              | -                           | -      | -             | 11                   | -      | -                              | -                           | -      | -                           | -                    | -     | -                              | -                           | -      | -     | -     |       |
| Total general           | 20,688        | 23,585               | 44,273 | 1,461                          | 6,981                       | 8,442  | 52,715        | 21,898               | 27,091 | 48,989                         | 1,596                       | 7,708  | 58,293                      | 5.8                  | 14.9  | 10.7                           | 9.2                         | 10.4   | 10.2  | 10.6  |       |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |       |                                |                             |        |       |       |       |
| Freightliner            | 48.3%         | 51.7%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 46.5%                | 53.5%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |       |                                |                             |        |       |       |       |
| Kenworth                | 22.9%         | 77.1%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 19.5%                | 80.5%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |       |                                |                             |        |       |       |       |
| International           | 37.6%         | 45.6%                | 83.2%  | 0.0%                           | 16.8%                       | 16.8%  | 100.0%        | 37.9%                | 50.4%  | 88.3%                          | 0.0%                        | 11.7%  | 11.7%                       |                      |       |                                |                             |        |       |       |       |
| Mercedes-Benz Autobuses | 99.7%         | 0.0%                 | 81.1%  | 0.0%                           | 0.3%                        | 0.3%   | 100.0%        | 73.4%                | 0.0%   | 0.0%                           | 0.0%                        | 0.1%   | 0.1%                        |                      |       |                                |                             |        |       |       |       |
| Isuzu                   | 0.0%          | 0.0%                 | 0.0%   | 2.1%                           | 97.9%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 1.3%                        | 134.7% | 136.0%                      |                      |       |                                |                             |        |       |       |       |
| Volkswagen              | 55.1%         | 1.7%                 | 116.6% | 0.0%                           | 43.2%                       | 43.2%  | 100.0%        | 66.2%                | 3.8%   | 70.0%                          | 0.0%                        | 30.0%  | 30.0%                       |                      |       |                                |                             |        |       |       |       |
| Scania                  | 7.1%          | 73.7%                | 95.7%  | 19.2%                          | 0.0%                        | 0.0%   | 100.0%        | 15.1%                | 57.5%  | 72.6%                          | 27.2%                       | 0.1%   | 27.4%                       |                      |       |                                |                             |        |       |       |       |
| Hino                    | 98.8%         | 0.0%                 | 50.0%  | 0.0%                           | 1.2%                        | 1.2%   | 100.0%        | 94.3%                | 0.0%   | 94.3%                          | 0.0%                        | 5.7%   | 5.7%                        |                      |       |                                |                             |        |       |       |       |
| Volvo Buses             | 0.0%          | 0.0%                 | 135.0% | 86.1%                          | 13.9%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 75.7%                       | 24.3%  | 100.0%                      |                      |       |                                |                             |        |       |       |       |
| Foton                   | 56.0%         | 13.6%                | 65.9%  | 0.0%                           | 30.5%                       | 30.5%  | 100.0%        | 48.1%                | 11.9%  | 60.0%                          | 0.0%                        | 40.0%  | 40.0%                       |                      |       |                                |                             |        |       |       |       |
| Yutong                  | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      |                      |       |                                |                             |        |       |       |       |
| SHACMAN                 | 0.0%          | 100.0%               | 23.4%  | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |       |                                |                             |        |       |       |       |
| Mack Trucks             | 63.3%         | 36.7%                | 0.0%   | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 51.5%                | 48.5%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        |                      |       |                                |                             |        |       |       |       |
| MAN                     | 1.0%          | 86.8%                | 73.9%  | 12.2%                          | 0.0%                        | 12.2%  | 100.0%        | 0.0%                 | 90.4%  | 90.4%                          | 9.6%                        | 0.0%   | 9.6%                        |                      |       |                                |                             |        |       |       |       |
| Dina                    | 3.2%          | 0.0%                 | 3.2%   | 0.0%                           | 96.8%                       | 96.8%  | 100.0%        | 9.5%                 | 0.0%   | 9.5%                           | 0.0%                        | 90.5%  | 90.5%                       |                      |       |                                |                             |        |       |       |       |
| Auteco                  | -             | -                    | -      | -                              | -                           | -      | -             | -                    | -      | -                              | -                           | -      | -                           |                      |       |                                |                             |        |       |       |       |
| Total general           | 39.2%         | 44.7%                | 84.0%  | 2.8%                           | 13.2%                       | 16.0%  | 100.0%        | 37.6%                | 46.5%  | 84.0%                          | 2.7%                        | 13.2%  | 16.0%                       |                      |       |                                |                             |        |       |       |       |

Fuente: Elaboración propia con información de INEGI.

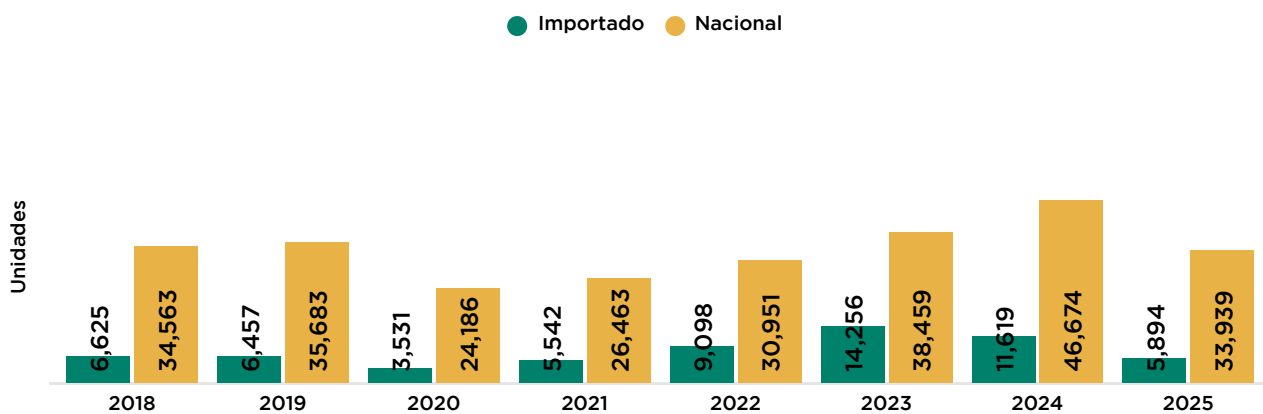


Tabla 43. Ventas al menudeo de vehículos pesados nuevos por marca, segmento y clase 2024-2025

| Marca/Segmento          | (UNIDADES)    |                      |        |                                |                             |        |               |                      |        |                                |                             |        | Variación % Anual 2025-2024 |                      |        |                                |                             |        |        |         |        |        |      |  |
|-------------------------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|---------------|----------------------|--------|--------------------------------|-----------------------------|--------|-----------------------------|----------------------|--------|--------------------------------|-----------------------------|--------|--------|---------|--------|--------|------|--|
|                         | Total 2024    |                      |        |                                |                             |        | Total 2025    |                      |        |                                |                             |        | Total 2025                  |                      |        |                                |                             |        | TOTAL  |         |        |        |      |  |
|                         | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foraneos | Pasajeros - Autobuses resto | Paseje | Carga - Resto | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foraneos | Pasajeros - Autobuses resto | Paseje | Carga - Resto               | Carga - Tractocamión | Carga  | Pasajeros - Autobuses foraneos | Pasajeros - Autobuses resto | Paseje |        |         |        |        |      |  |
| Freightliner            | 3,680         | 4,898                | 8,578  |                                | 1,135                       | 1,135  | 9,713         | 3,846                | 2,647  | 6,493                          |                             | 785    | 7,278                       | 4.5 -                | 46.0 - | 24.3 -                         | -                           | -      | 30.8 - | 100.0 - | -      | 25.1   |      |  |
| Kenworth                | 2,745         | 11,368               | 12,424 |                                |                             | -      | 14,113        | 1,420                | 7,795  | 9,215                          |                             |        | 9,215                       | 48.3 -               | 31.4 - | 25.8 -                         |                             |        | -      | -       | -      | 34.7   |      |  |
| International           | 6,991         | 8,055                | 5,988  |                                |                             | -      | 15,046        | 3,910                | 4,427  | 8,337                          |                             |        | 8,337                       | 44.1 -               | 45.0 - | 39.2 -                         |                             |        | -      | -       | -      | 44.6   |      |  |
| Isuzu                   | 3,037         |                      | 3,100  |                                | 3                           | 3      | 3,040         | 3,315                |        | 3,315                          |                             | 8      | 3,323                       | 9.2 -                |        | 6.9 -                          |                             |        | 166.7  |         | 166.7  | 9.3    |      |  |
| Mercedes-Benz Autobuses | 1,888         | 108                  |        |                                | 855                         | 855    | 2,851         | 1,191                |        |                                | 689                         |        | 689                         | 1,942 -              | 36.9 - | 42.6 -                         |                             |        | 19.4   |         | 19.4   | 31.9   |      |  |
| Volkswagen              |               |                      |        | 39                             | 4,096                       | 4,135  | 4,135         |                      |        |                                | 60                          | 2,547  | 2,607                       |                      |        |                                |                             | 53.8 - | 37.8 - | 37.0    | 37.0   |        |      |  |
| Scania                  | 414           | 1,578                |        | 1,992                          | 747                         | 4      | 751           | 2,743                | 90     | 780                            |                             | 870    | 820                         | 30                   | 850    | 1,720 -                        | 78.3 -                      | 50.6 - | 56.3   | 9.8     | 650.0  | 13.2 - | 37.3 |  |
| Foton                   | 2,482         | -                    | 2,482  |                                | 149                         | 149    | 2,631         | 1,412                | -      | 1,412                          |                             | 1,412  |                             | 11                   | 11     | 1,423 -                        | 43.1 -                      | -      | 43.1 - |         | 92.6 - | 92.6 - | 45.9 |  |
| Hino                    |               |                      |        | 782                            | 251                         | 1,033  | 1,033         |                      |        |                                | 627                         | 221    | 848                         | 848                  |        |                                |                             | 19.8 - | 12.0 - | 17.9 -  | 17.9   |        |      |  |
| Volvo Buses             | 474           | 117                  |        |                                | 394                         | 394    | 985           |                      | 612    | 482                            | 1,094                       |        | 356                         | 1,450                | 29.1   | 312.0                          |                             |        | 9.6 -  | 9.6 -   | 47.2   |        |      |  |
| SHACMAN                 | 154           | 145                  | 299    |                                |                             | -      | 299           |                      | 166    | 118                            |                             |        | -                           | 284                  | 7.8 -  | 18.6 -                         | 100.0 -                     |        |        | -       | -      | 5.0    |      |  |
| Yutong                  |               | 557                  |        |                                |                             | -      | 557           |                      |        | 500                            |                             | 500    |                             | 500                  |        | 10.2                           |                             |        |        | -       | -      | 10.2   |      |  |
| Mack Trucks             |               |                      |        |                                | 611                         | 611    | 611           |                      |        |                                |                             | 328    | 328                         |                      |        |                                |                             |        | 46.3 - | 100.0 - | 46.3   |        |      |  |
| Dina                    | 22            | -                    | 22     | -                              | 210                         | 210    | 232           | 23                   | -      | 23                             | -                           | 229    | 229                         | 252                  | 4.5 -  | -                              | 4.5 -                       |        |        | 9.0     | 9.0    | 8.6    |      |  |
| MAN                     | -             | -                    | -      | -                              | -                           | -      | -             | -                    | -      | 113                            | 113                         |        | 113                         |                      |        |                                |                             |        |        | -       | -      | -      |      |  |
| Volvo Trucks            | -             | 265                  | 265    | 28                             |                             | 28     | 293           |                      | 140    |                                | 1                           |        | -                           | 141                  | -      | 47.2 -                         | 100.0 -                     | 96.4 - |        | 100.0 - | 51.9   |        |      |  |
| SITRAK                  | 11            |                      | 11     |                                |                             | -      | 11            | 23                   |        |                                |                             |        | 23                          | 109.1 -              | -      | 100.0 -                        |                             |        |        | -       | -      | 109.1  |      |  |
| Auteco                  |               |                      |        |                                |                             | -      |               | 16                   | 33     | 49                             |                             |        | 49                          |                      |        |                                |                             |        |        | -       | -      | -      |      |  |
| Total general           | 21,898        | 27,091               | 48,989 | 1,596                          | 7,708                       | 9,304  | 58,293        | 16,024               | 17,097 | 33,121                         | 1,508                       | 5,204  | 6,712                       | 39,833               | 26.8 - | 36.9 -                         | 32.4 -                      | 5.5 -  | 32.5 - | 27.9 -  | 31.7   |        |      |  |
| Participación           |               |                      |        |                                |                             |        |               |                      |        |                                |                             |        |                             |                      |        |                                |                             |        |        |         |        |        |      |  |
| Freightliner            | 37.9%         | 50.4%                | 88.3%  | 0.0%                           | 11.7%                       | 11.7%  | 100.0%        | 52.8%                | 36.4%  | 89.2%                          | 0.0%                        | 10.8%  | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Kenworth                | 19.5%         | 80.5%                | 88.0%  | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 15.4%                | 84.6%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| International           | 46.5%         | 53.5%                | 39.8%  | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 46.9%                | 53.1%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Isuzu                   | 66.2%         | 3.8%                 | 0.0%   | 0.0%                           | 30.0%                       | 30.0%  | 100.0%        | 61.3%                | 3.2%   | 0.0%                           | 0.0%                        | 35.5%  | 100.0%                      |                      |        |                                |                             |        |        |         |        |        |      |  |
| Mercedes-Benz Autobuses | 99.9%         | 0.0%                 | 102.0% | 0.0%                           | 0.1%                        | 0.1%   | 100.0%        | 99.8%                | 0.0%   | 99.8%                          | 0.0%                        | 0.2%   | 0.2%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Volkswagen              | 0.0%          | 0.0%                 | 0.0%   | 0.9%                           | 98.1%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 2.3%                        | 97.7%  | 100.0%                      |                      |        |                                |                             |        |        |         |        |        |      |  |
| Scania                  | 15.1%         | 57.5%                | 72.6%  | 27.2%                          | 0.1%                        | 27.4%  | 100.0%        | 5.2%                 | 45.3%  | 50.6%                          | 47.7%                       | 1.7%   | 48.4%                       | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Foton                   | 94.3%         | 0.0%                 | 94.3%  | 0.0%                           | 5.7%                        | 5.7%   | 100.0%        | 99.2%                | 0.0%   | 99.2%                          | 0.0%                        | 0.8%   | 0.8%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Hino                    | 0.0%          | 0.0%                 | 0.0%   | 75.7%                          | 24.3%                       | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 73.9%                       | 26.1%  | 100.0%                      | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Volvo Buses             | 48.1%         | 11.9%                | 0.0%   | 0.0%                           | 40.0%                       | 40.0%  | 100.0%        | 42.2%                | 33.2%  | 75.4%                          | 0.0%                        | 24.6%  | 24.6%                       | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| SHACMAN                 | 51.5%         | 48.5%                | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 58.5%                | 41.5%  | 0.0%                           | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Yutong                  | 0.0%          | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Mack Trucks             | 0.0%          | 0.0%                 | 0.0%   | 0.0%                           | 100.0%                      | 100.0% | 100.0%        | 0.0%                 | 0.0%   | 0.0%                           | 0.0%                        | 100.0% | 100.0%                      | 0.0%                 | 100.0% |                                |                             |        |        |         |        |        |      |  |
| Dina                    | 9.5%          | 0.0%                 | 9.5%   | 0.0%                           | 90.5%                       | 90.5%  | 100.0%        | 9.1%                 | 0.0%   | 9.1%                           | 0.0%                        | 90.9%  | 90.9%                       | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| MAN                     | -             | -                    | -      | -                              | -                           | -      | -             | 0.0%                 | 100.0% | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Volvo Trucks            | 0.0%          | 90.4%                | 90.4%  | 9.6%                           | 0.0%                        | 9.6%   | 100.0%        | 0.0%                 | 99.3%  | 0.0%                           | 0.7%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| SITRAK                  | 100.0%        | 0.0%                 | 100.0% | 0.0%                           | 0.0%                        | 0.0%   | 100.0%        | 100.0%               | 0.0%   | 0.0%                           | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Auteco                  | -             | -                    | -      | -                              | -                           | -      | -             | 32.7%                | 67.3%  | 100.0%                         | 0.0%                        | 0.0%   | 0.0%                        | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |
| Total general           | 37.6%         | 46.5%                | 84.0%  | 2.7%                           | 13.2%                       | 16.0%  | 100.0%        | 40.2%                | 42.9%  | 83.1%                          | 3.8%                        | 13.1%  | 16.9%                       | 100.0%               |        |                                |                             |        |        |         |        |        |      |  |

Fuente: Elaboración propia con información de INEGI.

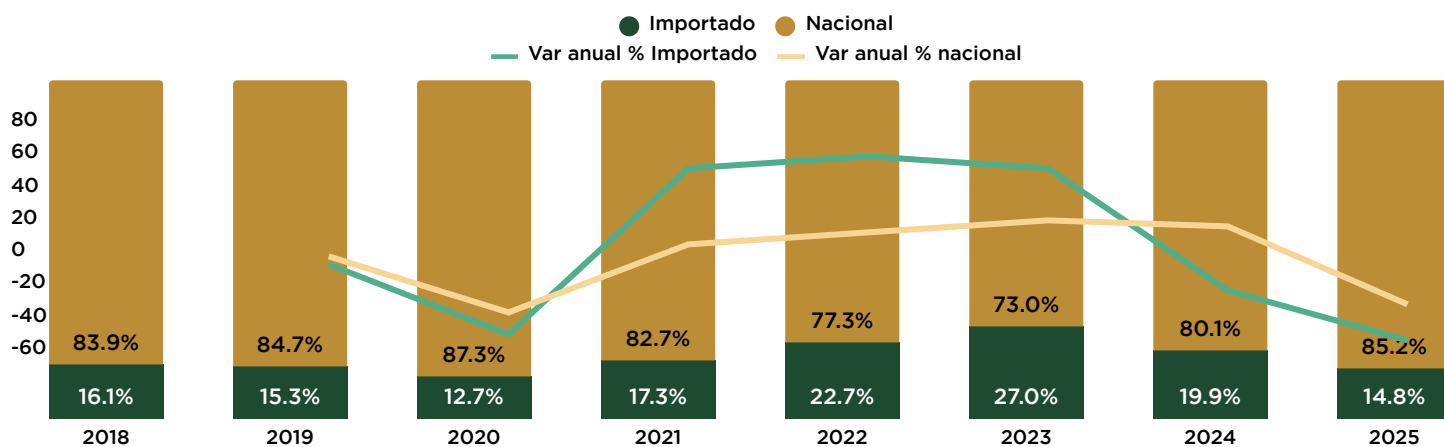
**Figura 60. Ventas al menudeo de vehículos pesados nuevos por origen 2018-2025**



Fuente: Elaboración propia con información de INEGI.

Nota: La venta de origen nacional se obtiene restando de la venta total el total de unidades importadas para cada periodo.

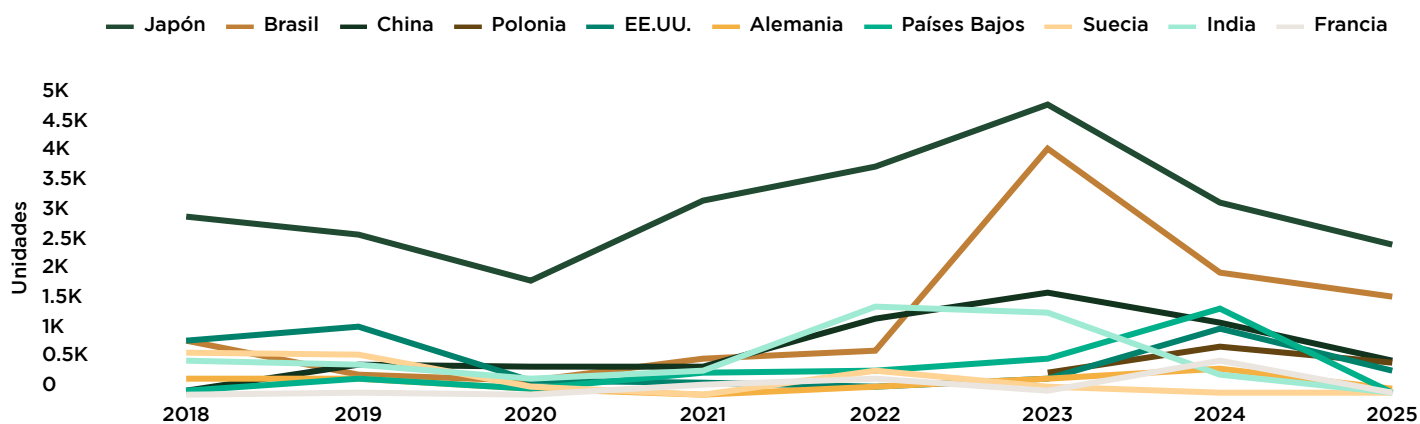
**Figura 61. Participación al menudeo de vehículos pesados nuevos por origen 2018-2025**



Fuente: Elaboración propia con información de INEGI.

Nota: La venta de origen nacional se obtiene restando de la venta total el total de unidades importadas para cada periodo.

**Figura 62. Importaciones de vehículos pesados nuevos por país de origen 2018-2025**



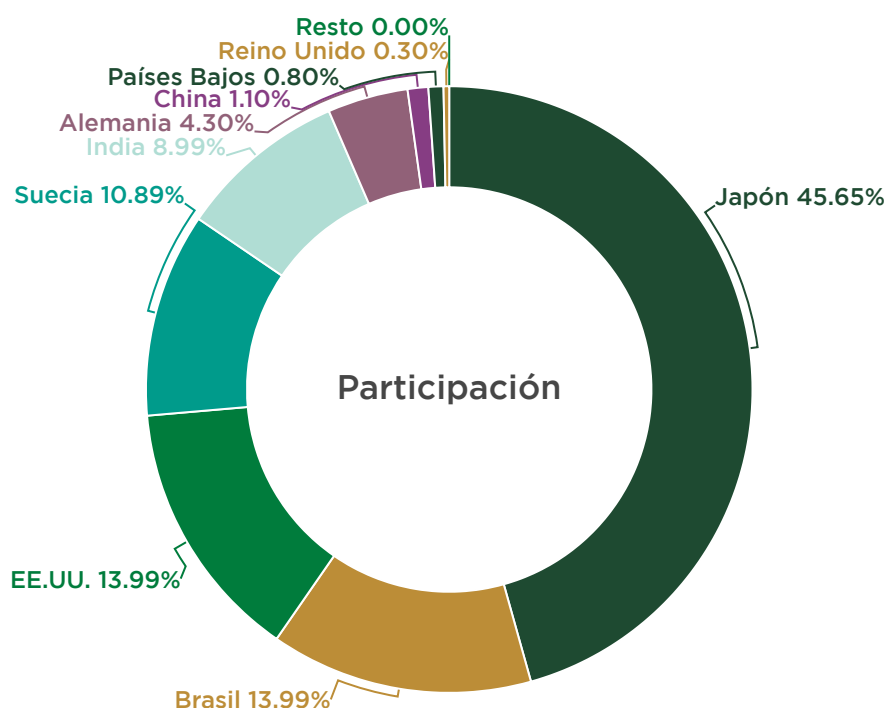
Fuente: Elaboración propia con información de INEGI.

**Tabla 44. Importaciones de vehículos pesados nuevos por país de origen 2018-2025**

| País/Año             | 2018         | 2019         | 2020         | 2021         | 2022         | 2023          | 2024          | 2025         |
|----------------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|
| Japón                | 3 026        | 2 707        | 1 932        | 3 297        | 3 873        | 4 927         | 3 276         | 2 557        |
| Brasil               | 930          | 329          | 248          | 605          | 732          | 4 179         | 2 071         | 1 667        |
| China                | 71           | 503          | 473          | 471          | 1 287        | 1 738         | 1 240         | 573          |
| Polonia              |              |              |              |              |              | 358           | 808           | 530          |
| EE.UU.               | 926          | 1 151        | 244          | 199          | 121          | 287           | 1 111         | 392          |
| Alemania             | 283          | 256          | 118          | 2            | 137          | 264           | 455           | 91           |
| Países Bajos         | 53           | 275          | 98           | 370          | 421          | 601           | 1 466         | 23           |
| Suecia               | 723          | 697          | 134          | 8            | 418          | 120           | 25            | 23           |
| India                | 593          | 496          | 257          | 417          | 1 503        | 1 386         | 357           | 19           |
| Francia              | 0            | 29           | 1            | 173          | 258          | 79            | 592           | 18           |
| Resto                | 20           | 14           | 26           | 0            | 348          | 317           | 218           | 1            |
| <b>Total general</b> | <b>6 625</b> | <b>6 457</b> | <b>3 531</b> | <b>5 542</b> | <b>9 098</b> | <b>14 256</b> | <b>11 619</b> | <b>5 894</b> |

Fuente: Elaboración propia con información de INEGI.

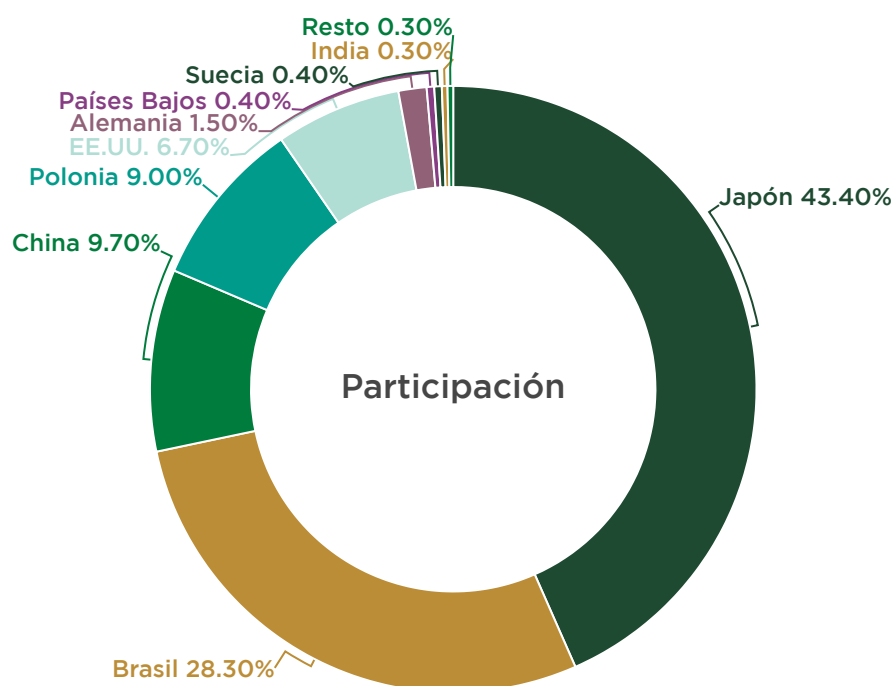
**Figura 63. Participación de importaciones de vehículos pesados nuevos por país 2018**



Fuente: Elaboración propia con información de INEGI.

**Figura 64. Participación de importaciones de vehículos**

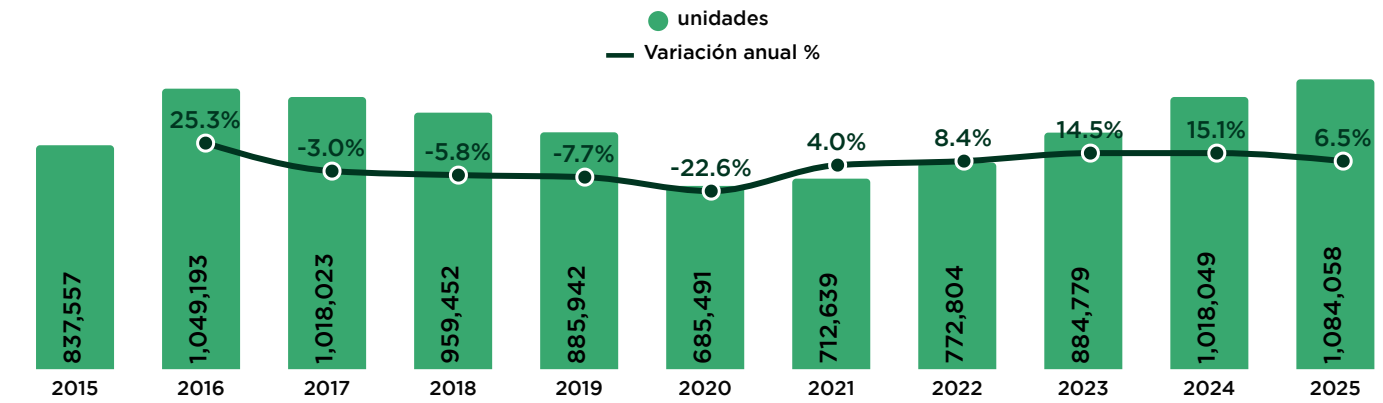
**pesados nuevos por país 2025**



Fuente: Elaboración propia con información de INEGI.

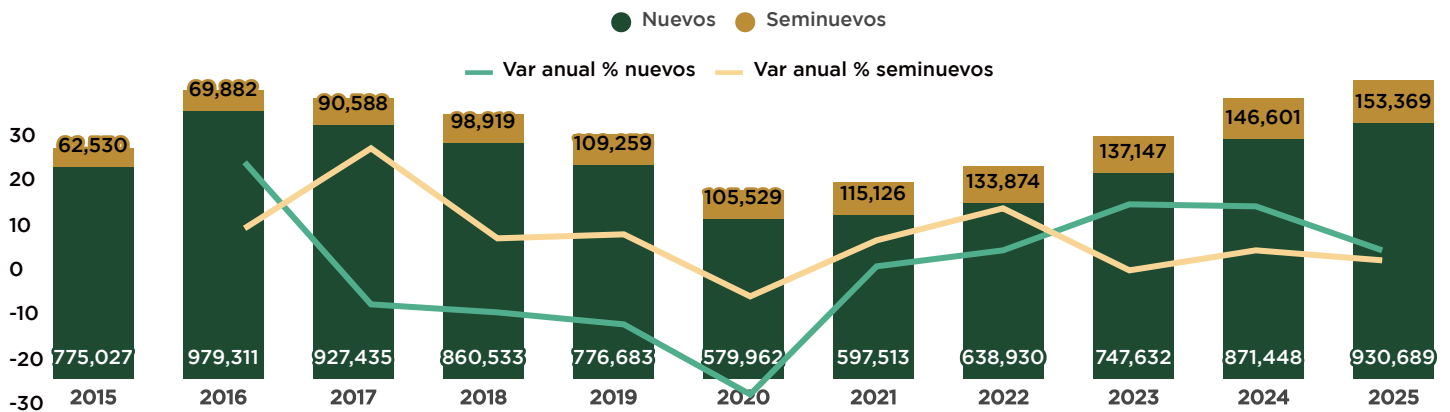
# **V. Financiamiento como factor de impulso de las ventas de vehículos: 2015-2025**

**Figura 65. Financiamiento total de vehículos ligeros 2015-2025**



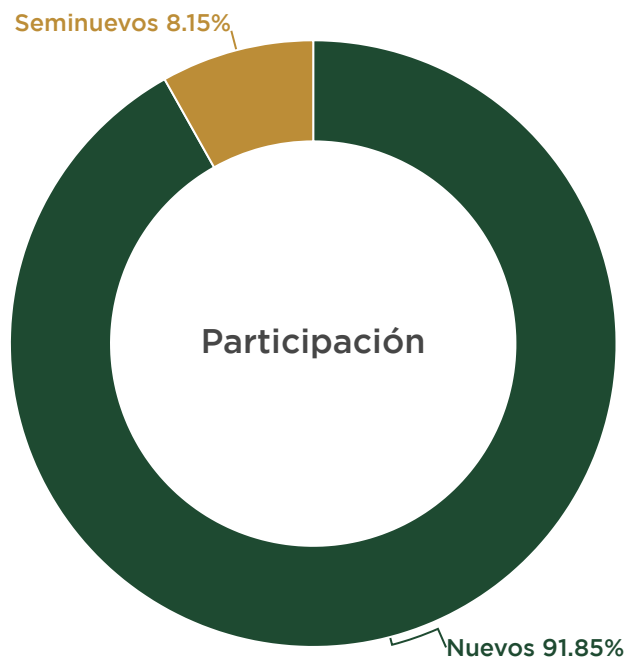
Fuente: Elaboración propia con información de Jato Dynamics.

**Figura 66. Financiamiento por tipo de vehículo 2015-2025**



Fuente: Elaboración propia con información de Jato Dynamics.

**Figura 67. Participación financiamiento por tipo de vehículo 2015**



Fuente: Elaboración propia con información de Jato Dynamics.

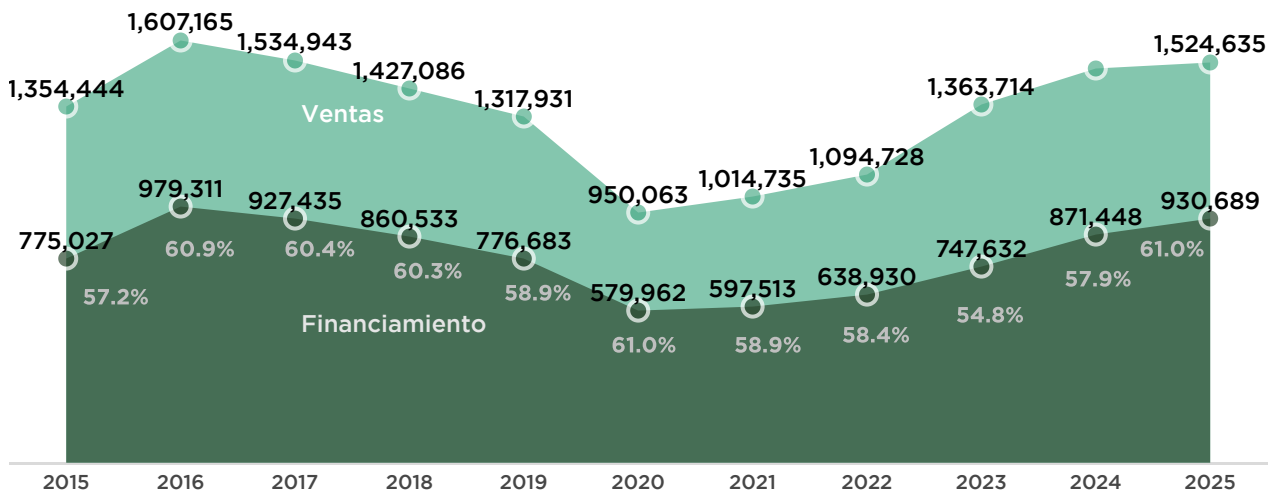
**Figura 68. Participación financiamiento por tipo de vehículo 2025**



Fuente: Elaboración propia con información de Jato Dynamics.

**Figura 69. Ventas y financiamiento de vehículos ligeros nuevos 2015-2025**

(Unidades colocadas y % de participación en ventas)



Fuente: Elaboración propia con información de Jato Dynamics.

Los totales presentados pueden variar respecto a versiones anteriores debido a ajustes realizados por la fuente de información.

## VI. Anexo



## Figura 1

- Tractores: Las cifras de ventas se han añadido retroactivamente desde 2014. En consecuencia, las cifras totales de ventas han sido actualizadas.

## Figuras de 1-9 y tablas de 1-5:

- Los datos sobre ventas de vehículos comerciales por modelo están disponibles a partir de (21/07/2022) Los datos son retroactivos a enero de 2022. Por lo tanto, las comparaciones interanuales son mayores para 2022 debido a la ausencia de datos de vehículos comerciales para 2021.
- BMW: Las cifras de ventas de 2025 han sido actualizadas.
- Lucid Motors y Rivian: Las cifras de ventas de 2025 han sido actualizadas.
- China: Los datos indican cifras de envío de fábrica y no incluyen vehículos importados.
- Canadá: Las cifras incluyen estimaciones de 2020.
- El volumen de ventas de Mercedes-Benz en diciembre de 2021 se había establecido temporalmente como N/A, pero ahora ha sido actualizado. (24/02/2022) Como resultado, el volumen anual de ventas para 2021 ha sido modificado, pero el único cambio es la adición del volumen de ventas de diciembre de Mercedes-Benz. En la columna de tren motriz, "N/A" incluye todos los tipos de tren motriz no especificados. Por lo tanto, "N/A" puede incluir vehículos eléctricos (EV), híbridos (HV), híbridos enchufables (PHV) y vehículos de celdas de combustible (FCV), además de los de motor de combustión interna (ICE).
- El nombre del modelo del vehículo comercial ligero Hijet de Daihatsu ha sido cambiado y publicado bajo los nombres Gran Max y Gran Max Van. (Aplicable a los datos posteriores a enero de 2017). No hay cambios en el número total de ventas mensuales. (09/06/2022).
- Dinamarca: Desde 2019 hasta 2022, los datos de ventas de camiones y autobuses medianos/pesados no han estado disponibles debido a la política de la fuente de datos. Pedimos sinceras disculpas por cualquier inconveniente que esto pueda haber causado

Figuras de 14-15 y tablas de 7-8:

- Automóviles de pasajeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de pasajeros y que no contengan más de ocho asientos además del asiento del conductor.
- Vehículos comerciales ligeros son vehículos de motor con al menos cuatro ruedas, utilizados para el transporte de mercancías. La masa, expresada en toneladas métricas, se utiliza como límite entre vehículos comerciales ligeros y camiones pesados. Este límite depende de las definiciones nacionales y profesionales, y varía entre 3,5 y 7 toneladas. Los vehículos comerciales incluyen vehículos comerciales ligeros, camiones pesados, autocares y autobuses.

Figuras de 5-6 y tablas de 2-4: La clasificación por segmentos conforme a la clasificación de INEGI se hizo a partir de la siguiente tabla tomada de Marklines:

| Segment         |                     | Representative models                                  |                                                    |                                           |                                            |                                                  |
|-----------------|---------------------|--------------------------------------------------------|----------------------------------------------------|-------------------------------------------|--------------------------------------------|--------------------------------------------------|
|                 |                     | North America                                          | Europe                                             | China                                     | Japan                                      | Other                                            |
| Sedan/Hatchback | A<br>(Basic)        | Renault Kwid, Fiat Mobi, JAC E10X                      | Fiat 500, Kia Morning, Hyundai i10                 | BYD Seagull, Wuling Bingo, Changan Lumin  | Honda N-BOX, Daihatsu Hijet, Suzuki Spacia | Suzuki Wagon R, Renault Kwid, Tata Tiago         |
|                 | B<br>(Small)        | Kia Rio, Chevrolet Aveo, Nissan March (Micra)          | Renault Clio, Dacia Sandero, Peugeot 208           | BYD Dolphin, Kia Pegas, Honda Fit/Jazz    | Toyota ROOMY, Nissan Note, Honda Fit(Jazz) | Suzuki Swift, VW Polo, Chevrolet Onix            |
|                 | C<br>(Lower Medium) | Toyota Corolla, Honda Civic, Hyundai Avante            | VW Golf, Toyota Corolla, Ford Puma                 | VW Lavida, Nissan Sylphy, Toyota Corolla  | Toyota Prius, Subaru LEVORG, Mazda Mazda 3 | Toyota Corolla, Hyundai HB20, Honda City         |
|                 | D<br>(Upper Medium) | Toyota Camry, Tesla Model 3, Honda Accord              | Tesla Model 3, BMW 3 Series, Mercedes-Benz C-Class | BYD Qin PLUS, Tesla Model 3, Toyota Camry | Toyota Camry, Lexus IS, Subaru Legacy      | Hyundai Grandeur, Kia K5, MG MG-5                |
|                 | E<br>(Large)        | Lexus ES, BMW 5 Series, Toyota Crown                   | Audi A6, BMW 5 Series, Mercedes-Benz E-Class       | BYD Han, Audi A6, Mercedes-Benz E-Class   | Toyota Crown, Lexus ES, Nissan GT-R        | Genesis G80, Kia K8, Mercedes-Benz E-Class       |
|                 | F<br>(Luxury)       | Chevrolet Corvette, Porsche 911, Mercedes-Benz S-Class | Porsche 911, Mercedes-Benz S-Class, BMW 7 Series   | GAC Aion Hyper SSR                        | Lexus LS, Toyota Century                   | Genesis G90, Mercedes-Benz S-Class, BMW 7 Series |

|              |       |                                                 |                                                    |                                                   |                                                      |                                                                                                               |
|--------------|-------|-------------------------------------------------|----------------------------------------------------|---------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| MPV          |       | Chrysler Pacifica, Honda Odyssey, Toyota Sienna | Peugeot 3008, Dacia Jogger, VW Caddy               | Buick GL8, Denza D9, Wuling Hongguang             | Toyota Sienta, Honda Freed, Nissan Serena            | Toyota Innova, Suzuki Ertiga, Mitsubishi Xpander, Hyundai Casper, Suzuki S-Presso, Mahindra & Mahindra KUV100 |
| SUV          | SUV-A | -                                               | Toyota Aygo X                                      | Baojun Yep, Chengdu Yuehu                         | Suzuki HUSTLER, Daihatsu Taft, Mazda Flair Crossover |                                                                                                               |
|              | SUV-B | Chevrolet Trax, Jeep Renegade, Toyota Raize     | Peugeot 2008, Renault Captur, Opel Mokka           | Dacia Spring Electric, Wuling Xingchi, Aeolus EX1 | Toyota Raize, Suzuki Jimny, Daihatsu Rocky           | Suzuki Vitara Brezza, Tata Nexon, Chevrolet Tracker                                                           |
|              | SUV-C | Nissan Rogue, Hyundai Tucson, Chevrolet Equinox | VW T-Roc, Hyundai Tucson, Dacia Duster             | BYD Yuan PLUS, Changan CS75, MG ZS SUV            | Toyota Yaris Cross, Honda Vezel, Mazda CX-5          | Hyundai Creta, Kia SELTOS, Toyota Corolla Cross                                                               |
|              | SUV-D | Toyota RAV4, Honda CR-V, Tesla Model Y          | Tesla Model Y, Mercedes-Benz GLC-Class, Volvo XC60 | Tesla Model Y, BYD Song PLUS, Haval H6            | Toyota Harrier, Lexus NX, Nissan X-Trail             | Mahindra & Mahindra Scorpio, Toyota Fortuner, Kia Sorento                                                     |
|              | SUV-E | Jeep Grand Cherokee, Lexus RX, Chevrolet Tahoe  | BMW X5, Mercedes-Benz GLE-Class, Volvo XC90        | Li Auto Li L9, BMW X5, VW Talagon                 | Toyota Land Cruiser, Lexus RX                        | Toyota Land Cruiser, Genesis GV80, Mercedes-Benz GLE-Class                                                    |
| Pickup Truck |       | Ford F-Series, Chevrolet Silverado, Ram Pickup  | Ford Ranger, Toyota Hilux, Isuzu D-Max             | -                                                 | Toyota Hilux                                         | Toyota Hilux, Ford Ranger, Isuzu D-Max                                                                        |

Figuras 16-18 y tabla 9

| Marcas de agencias de vehículos ligeros nuevos |                  | Marcas de agencias de vehículos pesados nuevos |  |
|------------------------------------------------|------------------|------------------------------------------------|--|
| 1.ACURA                                        | 33.JETOUR        | 1.DFAC DONGFENG                                |  |
| 2.ARRA                                         | 34.KIA           | 2.DINA                                         |  |
| 3.ASTON MARTIN                                 | 35.KING LONG     | 3.FAW                                          |  |
| 4.AUDI                                         | 36.LAMBORGHINI   | 4.FOTON                                        |  |
| 5.BENTLEY                                      | 37.LAND ROVER    | 5.FREIGHTLINER                                 |  |
| 6.BESTUNE / JIM                                | 38.LEXUS         | 6.HINO                                         |  |
| 7.BMW                                          | 39.LINCOLN       | 7.HYUNDAI BUS & TRUCK                          |  |
| 8.BMW-MINI                                     | 40.MASERATI      | 8.INTERNATIONAL                                |  |
| 9.BPS E-TRUCK                                  | 41.MAZDA         | 9.ISUZU                                        |  |
| 10.BUICK-GMC                                   | 42.MERCEDES BENZ | 10.KENWORTH                                    |  |
| 11.BUICK-GMC-CADILLAC                          | 43.MG MOTOR      | 11.MACK                                        |  |
| 12.BYD                                         | 44.MITSUBISHI    | 12.MAN VW                                      |  |
| 13.CADILLAC                                    | 45.MOTORNATION   | 13.SCANIA                                      |  |
| 14.CHANGAN                                     | 46.NISSAN        | 14.SITRAK                                      |  |
| 15.CHEVROLET                                   | 47.OMODA-JAECOO  |                                                |  |
| 16.CHEVROLET-CORVETTE                          | 48.PORSCHE       |                                                |  |
| 17.CHIREY                                      | 49.RENAULT       |                                                |  |
| 18.CHIREY-OMODA-JAECOO                         | 50.ROLLS ROYCE   |                                                |  |
| 19.DENZA                                       | 51.SEAT          |                                                |  |
| 20.FERRARI                                     | 52.SEV           |                                                |  |
| 21.FORD                                        | 53.SHINERAY      |                                                |  |
| 22.GAC                                         | 54.SKYWELL       |                                                |  |
| 23.GEELY                                       | 55.STELLANTIS    |                                                |  |
| 24.GWM México                                  | 56.SUBARU        |                                                |  |
| 25.HONDA                                       | 57.SUZUKI        |                                                |  |
| 26.HONGQI                                      | 58.TESLA         |                                                |  |
| 27.HYUNDAI                                     | 59.TOYOTA        |                                                |  |
| 28.INEOS                                       | 60.VOLVO         |                                                |  |
| 29.INFINITI                                    | 61.VUHL          |                                                |  |
| 30.ISUZU                                       | 62.VW            |                                                |  |
| 31.JAC                                         | 63.YUDO          |                                                |  |
| 32.JAGUAR                                      | 64.ZEEKR         |                                                |  |

Figuras 22-23 y tablas de 12-14 :

- El segmento de Usos múltiples esta definido por la suma de SUV´s y Minivans mientras que Camiones ligeros refiere a Pick ups.

| Lista de marcas      |                                 |
|----------------------|---------------------------------|
| 1.BESTUNE            | 20.NISSAN                       |
| 2.CHIREY             | 21.OMODA                        |
| 3.FORD               | 22.RENAULT                      |
| 4.FOTON              | 23.SEAT                         |
| 5.GAC                | 24.STELLANTIS                   |
| 6.GENERAL MOTORS     | 25.SUZUKI                       |
| 7.GWM                | 26.TOYOTA                       |
| 8.HONDA              | 27.VOLKSWAGEN                   |
| 9.HYUNDAI            | 28.ACURA                        |
| 10.ISUZU             | 29.AUDI                         |
| 11.JAC               | 30.BMW                          |
| 12.JETOUR            | 31.INFINITI                     |
| 13.KIA               | 32.JAGUAR (Otras Marcas)        |
| 14.LEXUS             | 33.LAND ROVER (Otras Marcas)    |
| 15.MAZDA             | 34.LINCOLN                      |
| 16.MG                | 35.MERCEDES-BENZ (Otras Marcas) |
| 17.MINI              | 36.PORSCHE                      |
| 18.MITSUBISHI MOTORS | 37.SUBARU                       |
| 19.MOTORNATION       | 38.VOLVO                        |



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