



Reporte de compradores de la ZMVM

Diciembre 2018





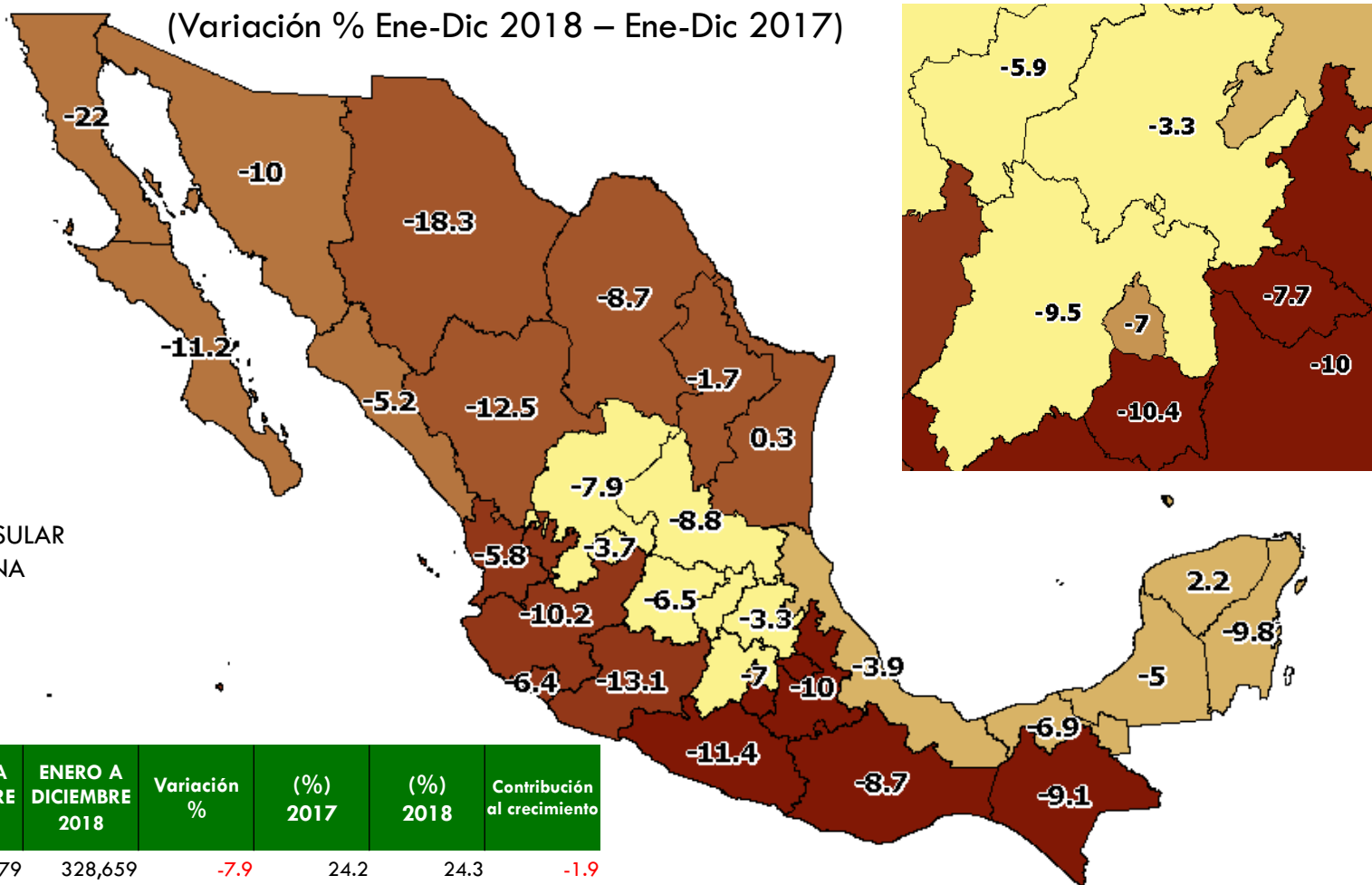
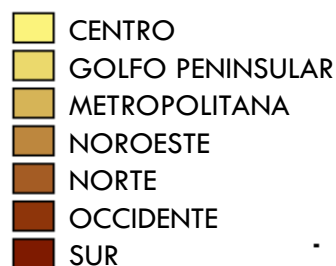
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Compradores por región

(Variación % Ene-Dic 2018 – Ene-Dic 2017)



Regiones	ENERO A DICIEMBRE 2017	ENERO A DICIEMBRE 2018	Variación %	(%) 2017	(%) 2018	Contribución al crecimiento
CENTRO	356,679	328,659	-7.9	24.2	24.3	-1.9
GOLFO PENINSULAR	136,451	130,375	-4.5	9.3	9.6	-0.4
METROPOLITANA	258,314	240,120	-7.0	17.6	17.7	-1.2
NOROESTE	127,865	111,980	-12.4	8.7	8.3	-1.0
NORTE	249,901	234,516	-6.2	17.0	17.3	-1.1
OCCIDENTE	175,072	157,046	-10.3	11.9	11.6	-1.2
SUR	166,654	150,386	-9.8	11.3	11.1	-1.1
TOTAL	1,470,936	1,353,082	-8.0	100.0	100.0	-8.0

Fuente: AMDA con información de Urban Science.
Regionalización utilizada conforme a IRAES. Banamex

Nota: Se refiere a información de compradores. No incluye información de a ISUZU, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz y Porsche.
La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).





1.1 Comparativo de compradores de 2018 - 2017 por Estado incluyendo ZMVM* (Enero-Diciembre)

Estado	ENERO A DICIEMBRE 2017	% respecto al total	ENERO A DICIEMBRE 2018	% respecto al total	VAR %
ZMVM	392,214	25.6%	361,772	25.5%	-7.8%
Aguascalientes	20,114	1.3%	19,375	1.4%	-3.7%
Baja California	40,760	2.7%	31,779	2.2%	-22.0%
Baja California Sur	11,733	0.8%	10,420	0.7%	-11.2%
Campeche	8,801	0.6%	8,365	0.6%	-5.0%
Chiapas	24,058	1.6%	21,879	1.5%	-9.1%
Chihuahua	44,471	2.9%	36,329	2.6%	-18.3%
Coahuila	41,931	2.7%	38,292	2.7%	-8.7%
Colima	11,082	0.7%	10,370	0.7%	-6.4%
CDMX	258,314	16.9%	240,120	16.9%	-7.0%
Durango	13,969	0.9%	12,224	0.9%	-12.5%
Edo. de México	180,093	11.8%	163,035	11.5%	-9.5%
Guanajuato	61,193	4.0%	57,217	4.0%	-6.5%
Guerrero	15,096	1.0%	13,368	0.9%	-11.4%
Hidalgo	18,794	1.2%	18,166	1.3%	-3.3%
Jalisco	120,324	7.9%	108,037	7.6%	-10.2%
Michoacán	33,959	2.2%	29,498	2.1%	-13.1%
Morelos	18,849	1.2%	16,880	1.2%	-10.4%
Nayarit	9,707	0.6%	9,141	0.6%	-5.8%
Nuevo León	114,722	7.5%	112,774	7.9%	-1.7%
Oaxaca	21,501	1.4%	19,627	1.4%	-8.7%
Puebla	77,794	5.1%	69,999	4.9%	-10.0%
Querétaro	35,065	2.3%	32,984	2.3%	-5.9%
Quintana Roo	28,507	1.9%	25,724	1.8%	-9.8%
San Luis Potosí	30,811	2.0%	28,110	2.0%	-8.8%
Sinaloa	40,075	2.6%	37,998	2.7%	-5.2%
Sonora	35,297	2.3%	31,783	2.2%	-10.0%
Tabasco	17,626	1.2%	16,407	1.2%	-6.9%
Tamaulipas	34,808	2.3%	34,897	2.5%	0.3%
Tlaxcala	9,356	0.6%	8,633	0.6%	-7.7%
Veracruz	56,477	3.7%	54,278	3.8%	-3.9%
Yucatán	25,040	1.6%	25,601	1.8%	2.2%
Zacatecas	10,609	0.7%	9,772	0.7%	-7.9%
Otras Marcas	59,402	3.9%	66,358	4.7%	11.7%
Total	1,530,338	100.0%	1,419,440	100.0%	-7.2%

- El desempeño en enero-diciembre 2018 es negativo tanto para la ZMVM como a nivel nacional.
- Se presentan caídas en la mayoría de los estados de la república, las más significativas son en:
 - Baja California (-22.0%)
 - Chihuahua (-18.3%)
 - Michoacán (-13.1%)

Otras Marcas comprende a ISUZU, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz y Porsche

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

http://www.conapo.gob.mx/es/CONAPO/Zonas_metropolitanas_2010





1.2 Comparativo de compradores de 2018 - 2017 por Estado incluyendo ZMVM* (Diciembre)

Estado	DICIEMBRE 2017	% respecto al total	DICIEMBRE 2018	% respecto al total	VAR %
ZMVM	39,310	24.8%	33,607	23.7%	-14.5%
Aguascalientes	2,077	1.3%	1,897	1.3%	-8.7%
Baja California	3,757	2.4%	2,868	2.0%	-23.7%
Baja California Sur	1,091	0.7%	1,358	1.0%	24.5%
Campeche	990	0.6%	980	0.7%	-1.0%
Chiapas	2,466	1.6%	2,363	1.7%	-4.2%
Chihuahua	4,600	2.9%	4,002	2.8%	-13.0%
Coahuila	4,699	3.0%	4,102	2.9%	-12.7%
Colima	1,303	0.8%	1,140	0.8%	-12.5%
CDMX	26,583	16.7%	23,042	16.3%	-13.3%
Durango	1,791	1.1%	1,322	0.9%	-26.2%
Edo. de México	18,380	11.6%	14,586	10.3%	-20.6%
Guanajuato	6,415	4.0%	5,852	4.1%	-8.8%
Guerrero	1,573	1.0%	1,451	1.0%	-7.8%
Hidalgo	2,176	1.4%	2,025	1.4%	-6.9%
Jalisco	11,420	7.2%	10,461	7.4%	-8.4%
Michoacán	3,480	2.2%	2,867	2.0%	-17.6%
Morelos	1,937	1.2%	1,645	1.2%	-15.1%
Nayarit	1,036	0.7%	1,041	0.7%	0.5%
Nuevo León	11,078	7.0%	10,658	7.5%	-3.8%
Oaxaca	2,494	1.6%	2,243	1.6%	-10.1%
Puebla	7,501	4.7%	6,660	4.7%	-11.2%
Querétaro	3,656	2.3%	3,341	2.4%	-8.6%
Quintana Roo	2,736	1.7%	2,614	1.8%	-4.5%
San Luis Potosí	3,337	2.1%	2,985	2.1%	-10.5%
Sinaloa	4,263	2.7%	4,389	3.1%	3.0%
Sonora	3,763	2.4%	3,371	2.4%	-10.4%
Tabasco	1,969	1.2%	1,877	1.3%	-4.7%
Tamaulipas	3,686	2.3%	3,579	2.5%	-2.9%
Tlaxcala	1,360	0.9%	901	0.6%	-33.8%
Veracruz	6,432	4.1%	5,934	4.2%	-7.7%
Yucatán	2,659	1.7%	2,590	1.8%	-2.6%
Zacatecas	1,134	0.7%	1,023	0.7%	-9.8%
Otras Marcas	6,875	4.3%	6,490	4.6%	-5.6%
Total	158,717	100.0%	141,657	100.0%	-10.7%

- El desempeño en Diciembre 2018 es negativo en la ZMVM, al igual que el total nacional.
- Se presenta crecimiento en 3 entidades federativas.
- Baja California Sur (24.5%)
- Sinaloa (3.0%)
- Nayarit (0.5%)

Otras Marcas comprende a ISUZU, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes-Benz y Porsche

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

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2. Comparativo de compradores 2018 vs 2017 por segmento a nivel Nacional y ZMVM

	Nacional								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Diciembre 2018	487,602	307,669	79,285	10,017	884,573	356,640	178,227	534,867	1,419,440
Enero-Diciembre 2017	545,189	347,409	73,584	10,521	976,703	357,836	195,799	553,635	1,530,338
Var(%)	-10.6%	-11.4%	7.7%	-4.8%	-9.4%	-0.3%	-9.0%	-3.4%	-7.2%

Fuente: AMDA. Con información de Urban Science

	ZMVM								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Enero-Diciembre 2018	133,841	80,582	9,450	3,386	227,259	100,270	34,243	134,513	361,772
Enero-Diciembre 2017	150,308	94,359	9,033	3,689	257,389	98,453	36,372	134,825	392,214
Var(%)	-11.0%	-14.6%	4.6%	-8.2%	-11.7%	1.8%	-5.9%	-0.2%	-7.8%

Fuente: Urban Science.

Nota: Se refiere a información de compradores. No incluye información de Isuzu, Mini, Smart, Audi, BMW, Jaguar, Land Rover, Mercedes Benz y Porsche. La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

Se presenta una caída en la mayoría de los segmentos de enero-diciembre 2018, excepto Lujo a nivel nacional, así como Lujo y Usos Múltiples en la ZMVM.

La caída en la compra de vehículos fue de 7.2% a nivel nacional y 7.8% en la ZMVM.



3.1 Desempeño de compradores por Segmentos en Estados vs ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)

PLAZA / ESTADO	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
ZMVM	-11.0%	-14.6%	4.6%	-8.2%	-11.7%	1.8%	-5.9%	-0.2%	-7.8%
Aguascalientes	-5.4%	-4.8%	4.3%	4.1%	-4.9%	2.5%	-7.7%	-1.2%	-3.6%
Baja California	-20.4%	-33.6%	14.4%	-14.4%	-25.4%	-15.3%	-20.2%	-16.7%	-22.0%
Baja California Sur	-1.3%	-14.2%	-39.9%	0.0%	-7.1%	-6.7%	-28.6%	-15.5%	-11.1%
Campeche	-7.6%	-7.2%	-10.8%	-19.2%	-7.6%	3.3%	-5.4%	0.6%	-4.7%
Chiapas	-21.4%	4.9%	10.0%	-23.4%	-12.5%	2.8%	-13.1%	-4.5%	-9.0%
Chihuahua	-20.0%	-23.3%	-7.9%	-21.9%	-21.1%	-12.0%	-16.4%	-13.8%	-18.1%
Coahuila	-15.0%	-9.9%	1.5%	-12.9%	-12.7%	-1.3%	-1.2%	-1.2%	-8.5%
Colima	-9.2%	-9.9%	-5.1%	-34.3%	-9.7%	-3.4%	0.3%	-2.0%	-6.3%
Distrito Federal	-10.4%	-13.5%	7.1%	-7.9%	-10.8%	2.0%	-5.8%	-0.1%	-7.0%
Durango	-17.9%	-8.1%	31.7%	11.1%	-13.6%	-12.2%	-8.0%	-10.5%	-12.3%
Edo. de México	-12.5%	-13.6%	-3.5%	-3.1%	-12.6%	0.7%	-10.7%	-2.7%	-9.4%
Guanajuato	-9.7%	-7.8%	13.7%	22.1%	-8.1%	-0.6%	-8.4%	-4.0%	-6.4%
Guerrero	-19.4%	1.7%	6.0%	-21.8%	-11.5%	-12.3%	-9.4%	-11.2%	-11.4%
Hidalgo	-12.5%	1.7%	14.4%	-23.5%	-7.2%	5.5%	-3.3%	2.1%	-3.2%
Jalisco	-15.3%	-11.9%	-5.0%	8.5%	-13.5%	-4.3%	-7.7%	-5.5%	-10.2%
Michoacán	-11.7%	-8.7%	24.2%	-2.6%	-9.6%	-11.6%	-21.3%	-16.3%	-13.1%
Morelos	-21.1%	-7.7%	-3.9%	11.2%	-15.9%	0.9%	0.5%	0.8%	-10.4%
Nayarit	2.0%	-10.5%	10.9%	-2.7%	-2.9%	-5.9%	-14.9%	-9.4%	-5.8%
Nuevo León	-3.1%	-7.5%	0.0%	-12.4%	-4.9%	0.7%	1.2%	0.9%	-2.7%
Oaxaca	-26.7%	14.7%	22.1%	-17.6%	-13.1%	-0.9%	-5.4%	-3.3%	-8.7%
Puebla	-8.4%	-22.5%	-63.4%	-2.9%	-16.6%	13.6%	-11.8%	4.8%	-10.0%
Querétaro	-4.9%	-9.7%	3.7%	-6.2%	-6.6%	1.7%	-14.4%	-4.7%	-5.8%
Quintana Roo	-12.2%	-7.6%	10.8%	-38.4%	-10.7%	-1.4%	-24.2%	-8.0%	-9.7%
San Luis Potosí	-11.2%	-15.3%	21.8%	1.5%	-12.4%	1.9%	-8.7%	-2.2%	-8.7%
Sinaloa	-11.5%	-3.9%	12.7%	16.6%	-8.0%	11.8%	-15.0%	-0.1%	-5.2%
Sonora	-1.9%	-16.0%	-4.9%	-18.9%	-8.3%	-9.8%	-15.1%	-11.9%	-9.8%
Tabasco	-12.1%	7.4%	16.8%	32.1%	-4.8%	-5.8%	-18.3%	-10.3%	-6.8%
Tamaulipas	-3.3%	-0.2%	14.3%	-9.0%	-1.8%	5.5%	-0.4%	3.6%	0.3%
Tlaxcala	-2.5%	-12.2%	6.8%	3.8%	-5.8%	-2.6%	-10.2%	-5.2%	-5.6%
Veracruz	-10.0%	-2.5%	-4.1%	-8.0%	-7.6%	4.8%	0.0%	2.9%	-3.8%
Yucatán	7.4%	-5.6%	5.1%	-11.4%	2.6%	4.7%	-3.9%	1.6%	2.3%
Zacatecas	-6.0%	-12.2%	22.4%	28.2%	-8.2%	-9.1%	-5.0%	-7.3%	-7.8%
Total	-10.6%	-11.4%	7.7%	-4.8%	-9.4%	-0.3%	-9.0%	-3.4%	-7.2%

El segmento que no presenta caída a nivel nacional es Lujo con 7.7%.

En total se presentó una caída de 7.2% a nivel nacional.



3.2 Desempeño de compradores por Segmentos en delegaciones y municipios de la ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)

	MUNICIPIO/DELEGACIÓN	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMOVILES	USOS MULTIPLE	CAMIONES	TOTAL CAMIONES	TOTAL
Ciudad de México	ÁLVARO OBREGÓN	-3.5%	-3.2%	97.0%	0.0%	2.4%	6.3%	28.5%	12.1%	6.3%
	AZCAPOTZALCO	-9.4%	-18.6%	-19.8%	11.2%	-13.2%	9.4%	-47.6%	-7.7%	-10.5%
	BENITO JUÁREZ	-8.8%	-17.3%	7.4%	21.8%	-10.6%	0.3%	10.4%	3.4%	-4.8%
	COYOACÁN	-18.4%	-17.0%	-13.6%	-15.4%	-17.7%	-4.9%	-9.9%	-5.8%	-13.9%
	CUAJIMALPA DE MORELOS	4.7%	12.7%	-16.5%	-26.5%	5.0%	15.6%	-23.2%	6.1%	5.5%
	CUAUHTÉMOC	-11.7%	-17.5%	35.2%	-15.5%	-12.2%	3.0%	-19.8%	-5.4%	-9.5%
	GUSTAVO A. MADERO	-12.9%	-17.3%	-24.4%	3.9%	-14.6%	-3.6%	-6.5%	-4.2%	-11.9%
	IZTACALCO	-17.7%	-17.2%	-35.1%	0.0%	-17.7%	11.1%	-6.1%	7.3%	-11.8%
	IZTAPALAPA	-7.6%	-16.0%	-16.1%	7.6%	-10.6%	3.6%	2.1%	3.2%	-7.3%
	LA MAGDALENA CONTRERAS	-42.9%	-12.3%	-21.3%	2.2%	-33.2%	-5.9%	-20.3%	-8.6%	-25.2%
	MIGUEL HIDALGO	-10.5%	-12.1%	-14.8%	-31.5%	-11.8%	-5.6%	-5.2%	-5.5%	-9.2%
	MILPA ALTA	-7.8%	-16.8%	-22.2%	80.0%	-11.0%	5.2%	-15.3%	-4.1%	-9.1%
	TLÁHUAC	-6.9%	-15.0%	-38.3%	-27.6%	-10.8%	1.8%	-20.8%	-3.8%	-9.0%
	TLALPAN	-6.2%	-16.9%	-16.8%	-1.5%	-10.4%	4.0%	-18.2%	-1.0%	-7.5%
Edo. de México	VENUSTIANO CARRANZA	-16.0%	-19.5%	-45.8%	-8.6%	-18.2%	5.4%	4.8%	5.2%	-11.5%
	XOCHIMILCO	-7.7%	-15.7%	-36.0%	-3.9%	-11.9%	1.6%	21.9%	5.4%	-7.2%
	ACOLMAN	5.3%	-16.8%	400.0%	-50.0%	-3.8%	2.7%	-9.1%	-1.7%	-3.1%
	ATENCO	-20.9%	16.1%	200.0%	200.0%	-4.4%	46.5%	48.1%	47.1%	10.0%
	ATIZAPÁN DE ZARAGOZA	-10.0%	-26.9%	6.8%	-15.9%	-16.0%	-4.6%	-2.0%	-3.9%	-11.8%
	CHALCO	-13.8%	-4.6%	0.0%	50.0%	-10.0%	-6.4%	-14.4%	-8.8%	-9.7%
	CHIAUTLA	-9.6%	-5.9%	-100.0%	-75.0%	-10.9%	11.5%	-40.9%	-4.1%	-8.4%
	CHICOLOAPAN	-13.9%	-10.1%	25.0%	20.0%	-12.4%	-19.0%	-5.1%	-16.1%	-13.3%
	CHICONCUAC	32.7%	-14.3%	-66.7%	-33.3%	8.0%	14.1%	-9.1%	9.0%	8.5%
	CHIMALHUACÁN	1.2%	-11.1%	57.1%	55.6%	-2.6%	17.4%	-13.5%	6.8%	-0.2%
	COACALCO DE BERRIOZÁBAL	-15.9%	-15.1%	-12.1%	-38.9%	-15.8%	-3.7%	3.1%	-2.5%	-12.5%
	CUAUTITLÁN	-17.0%	-8.6%	-10.5%	-50.0%	-14.8%	-7.8%	-7.3%	-7.7%	-12.9%
	CUAUTITLÁN IZCALLI	-7.9%	-13.2%	4.1%	14.1%	-9.3%	2.1%	-5.1%	0.1%	-5.9%
	ECATEPEC DE MORELOS	-14.4%	-26.6%	-11.1%	-2.8%	-18.8%	6.9%	-18.3%	-0.2%	-14.1%
	HUIXQUILUCAN	-10.1%	-1.2%	-13.4%	-30.9%	-7.6%	10.2%	-21.3%	5.7%	-1.7%
	IXTAPALUCA	-7.9%	-25.8%	33.3%	-47.4%	-14.6%	-3.9%	-20.3%	-7.8%	-12.9%
	JALTENCO	30.8%	-15.2%	300.0%	-100.0%	15.1%	-17.6%	-33.3%	-22.4%	4.6%
	LA PAZ	-6.1%	-6.1%	0.0%	0.0%	-6.0%	-4.5%	5.2%	-1.7%	-4.9%
	MELCHOR OCAMPO	10.3%	-13.0%	0.0%	-100.0%	1.4%	-11.4%	12.9%	-6.5%	-1.3%
	NAUCALPAN DE JUÁREZ	-13.9%	-3.3%	-6.8%	-16.2%	-10.0%	10.2%	12.9%	10.7%	-2.7%
	NEZAHUALCÓYOTL	-16.1%	-19.9%	-29.1%	9.3%	-17.3%	-2.2%	-5.1%	-2.8%	-13.9%
	NICOLÁS ROMERO	-13.9%	-18.0%	54.5%	-12.0%	-15.0%	5.7%	-5.0%	2.7%	-10.0%
	TECÁMAC	-7.3%	-12.7%	0.0%	-31.6%	-9.5%	-1.1%	-2.2%	-1.4%	-7.5%
	TEPOTZOTLÁN	-3.3%	-25.7%	-40.0%	0.0%	-11.6%	23.3%	-9.5%	13.6%	-3.5%
	TEXCOCO	-9.8%	-4.5%	25.9%	-11.5%	-7.3%	-5.8%	-1.6%	-4.8%	-6.4%
	TEZOYUCA	2.5%	20.5%	-33.3%	200.0%	9.4%	-13.6%	-31.3%	-17.3%	-0.5%
	TLALNEPANTLA DE BAZ	-13.9%	-23.0%	-9.7%	7.6%	-16.8%	-7.9%	-11.4%	-9.2%	-13.9%
	TULTEPEC	-18.8%	-30.5%	-53.8%	-57.1%	-23.7%	3.0%	7.1%	3.9%	-15.4%
	TULTITLÁN	-9.5%	-18.0%	25.7%	0.0%	-12.1%	2.8%	-5.4%	0.6%	-8.6%
	VALLE DE CHALCO									
	SOLIDARIDAD	0.0%	-14.0%	50.0%	0.0%	-5.3%	-2.5%	9.6%	1.4%	-7.7%
	TOTAL ZMVM	-11.0%	-14.6%	4.6%	-13.6%	-11.7%	1.8%	-5.9%	-0.2%	-7.8%

Los segmentos que no presentan caída en la ZMVM son: De Lujo con 4.6% y Usos Múltiples con 1.8%, ayudando a que el total de camiones se mantuviera en niveles similares al año pasado.

Solamente 5 de los 44 municipios o alcaldías que componen la ZMVM, no presentaron caídas.

En total se presentó una caída en la ZMVM de 7.8%.



4.1 Desempeño de compradores por Marca* en la ZMVM vs Estados. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)[1/2]

ESTADO	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	KIA	MAZDA	MITSUBISHI	NISSAN	PEUGEOT	RENAULT
ZMVM	0.9%	-13.6%	-10.6%	-8.0%	3.8%	9.8%	2.7%	13.5%	-13.5%	9.3%	-5.4%
Aguascalientes	-12.0%	3.1%	4.9%	-9.2%	-8.7%	15.8%	9.9%	-70.0%	-10.2%	3.6%	2.7%
Baja California	-21.2%	-25.6%	-26.8%	-14.5%	2.7%	5.7%	-9.0%	-18.4%	-30.6%	18.1%	-53.8%
Baja California Sur	-21.0%	-25.2%	-10.2%	-11.7%	340.0%	20.1%	34.5%	-36.6%	-26.1%	16.7%	147.5%
Campeche	-19.3%	-3.3%	-9.1%	-3.8%	50.4%	-11.0%	21.2%	-16.5%	-1.3%	16.7%	22.0%
Chiapas	5.2%	-10.4%	-20.3%	-2.8%	5.6%	8.7%	14.4%	-22.9%	-13.6%	-5.9%	41.3%
Chihuahua	-30.4%	-30.6%	-13.5%	-14.8%	-4.4%	-1.9%	4.3%	-16.8%	-20.9%	0.6%	-23.8%
Coahuila	-25.9%	-7.0%	-12.6%	-7.9%	53.2%	7.2%	3.6%	-9.4%	-18.3%	-16.2%	40.1%
Colima	-16.5%	-6.4%	-19.0%	-13.1%	19.1%	19.6%	16.5%	-16.1%	-4.5%	-45.8%	-15.1%
Durango	-25.1%	7.5%	-11.4%	-8.4%	6.5%	9.6%	-5.0%	-18.4%	-28.6%	16.2%	5.4%
Distrito Federal	9.6%	-14.0%	-10.2%	-8.4%	3.9%	12.9%	6.3%	12.4%	-14.4%	14.4%	-0.7%
Edo. de México	-19.1%	-16.0%	-8.4%	-7.0%	1.2%	5.6%	-4.3%	12.2%	-13.1%	1.8%	-13.3%
Guanajuato	-19.8%	-3.9%	-7.0%	-5.4%	19.4%	28.2%	8.1%	-19.1%	-17.2%	11.5%	6.0%
Guerrero	1.7%	-24.8%	-7.9%	-11.7%	-22.5%	6.9%	-16.4%	-29.4%	-18.2%	-42.9%	19.0%
Hidalgo	-1.6%	-14.4%	-6.7%	-2.5%	8.9%	3.4%	15.1%	32.5%	-12.6%	-11.3%	41.8%
Jalisco	-22.8%	-28.0%	-13.9%	-10.6%	-10.2%	7.7%	16.9%	-7.9%	-14.3%	21.0%	-4.7%
Michoacán	-19.2%	-25.8%	-11.9%	-7.0%	15.1%	-12.4%	-0.6%	-19.1%	-18.3%	-63.3%	14.4%
Morelos	-12.8%	-7.4%	1.0%	-6.0%	0.6%	11.6%	11.5%	-26.2%	-20.9%	10.6%	-9.3%
Nayarit	-6.8%	-8.5%	-2.1%	-20.1%	418.0%	-0.1%	58.9%	-23.4%	-20.8%	61.9%	60.0%
Nuevo León	-15.2%	-11.1%	0.4%	17.5%	16.6%	2.4%	9.9%	-3.3%	-13.7%	14.6%	-27.8%
Oaxaca	-15.3%	0.6%	-11.5%	0.2%	-4.3%	2.5%	2.0%	0.0%	-15.9%	-6.8%	1.1%
Puebla	-19.1%	-11.4%	3.4%	-3.8%	0.9%	0.8%	11.3%	-24.5%	-21.0%	36.7%	2.2%
Querétaro	-5.3%	-15.0%	-12.5%	-1.9%	-4.9%	32.3%	15.8%	-17.3%	-19.0%	3.3%	2.8%
Quintana Roo	-36.7%	-22.3%	-2.3%	-1.0%	-10.0%	-18.4%	7.5%	-32.6%	-1.8%	-0.6%	7.2%
San Luis Potosí	-26.7%	-15.5%	-10.4%	-3.2%	5.9%	35.9%	8.0%	-22.0%	-15.9%	-15.2%	-28.6%
Sinaloa	-14.6%	-15.9%	-25.4%	7.1%	39.5%	0.6%	18.2%	4.7%	0.1%	9.4%	-15.2%
Sonora	-17.5%	-13.6%	-4.4%	-3.4%	35.9%	-3.9%	-4.0%	5.9%	-16.3%	-25.8%	-42.0%
Tabasco	-10.7%	-18.0%	1.7%	-18.8%	-11.1%	20.6%	19.4%	-19.4%	-7.3%	-3.1%	1.8%
Tamaulipas	-6.3%	-9.7%	-2.7%	5.6%	24.5%	35.5%	-2.3%	1.3%	1.2%	89.3%	5.2%
Tlaxcala	1.4%	0.5%	-1.2%	2.2%	115.7%	-0.9%	10.6%	-16.2%	-19.7%	62.5%	43.7%
Veracruz	-12.2%	-6.4%	-8.1%	-6.5%	33.6%	9.6%	23.3%	-18.1%	-8.5%	56.0%	12.9%
Yucatán	-20.8%	-9.0%	13.1%	-3.5%	9.8%	19.5%	11.0%	-20.1%	-1.8%	10.3%	23.5%
Zacatecas	1.3%	-19.7%	-13.3%	-8.3%	-14.2%	8.4%	0.7%	-4.3%	-10.2%	-50.0%	-23.1%
TOTAL REPÚBLICA	-13.5%	-15.8%	-8.7%	-5.0%	7.5%	8.7%	7.3%	-8.0%	-14.4%	7.8%	-8.0%

Fuente: AMDA. Con información de Urban Science



4.1 Desempeño de compradores por Marca* en la ZMVM vs Estados. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)[2/2]

ESTADO	SEAT	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	INFINITI	LINCOLN	SUBARU	VOLVO	TOTAL
ZMVM	-6.5%	25.3%	8.4%	-22.3%	-1.7%	-7.3%	0.1%	41.4%	44.1%	-7.8%
Aguascalientes	0.6%	47.3%	2.6%	-14.1%	-33.3%	-6.3%	16.7%	-83.3%	0.0%	-3.6%
Baja California	-44.4%	27.1%	-10.7%	-29.8%	0.0%	-60.0%	87.0%	-36.4%	100.0%	-22.0%
Baja California Sur	-6.2%	70.5%	-6.8%	19.1%	150.0%	-33.3%	0.0%	-60.0%	0.0%	-11.1%
Campeche	8.4%	32.4%	-22.8%	-22.7%	0.0%	0.0%	57.1%	40.0%	0.0%	-4.7%
Chiapas	13.3%	80.8%	3.2%	-14.4%	-66.7%	100.0%	82.6%	-73.0%	0.0%	-9.0%
Chihuahua	-38.2%	27.6%	-18.5%	-23.2%	-24.6%	13.5%	18.2%	3.4%	0.0%	-18.1%
Coahuila	-32.5%	88.8%	15.7%	-17.1%	-42.9%	23.5%	17.9%	-37.1%	45.2%	-8.5%
Colima	-3.2%	27.1%	-7.0%	-28.4%	-45.5%	0.0%	50.0%	0.0%	0.0%	-6.3%
Durango	5.0%	152.4%	-2.8%	-19.3%	0.0%	0.0%	150.0%	-37.5%	66.7%	-12.3%
Distrito Federal	-7.2%	26.8%	7.4%	-21.3%	-2.3%	-11.6%	-10.2%	50.4%	42.4%	-7.0%
Edo. de México	-4.5%	24.3%	8.1%	-22.4%	0.8%	4.0%	33.2%	-1.7%	18.4%	-9.4%
Guanajuato	-6.8%	29.7%	1.2%	-13.4%	19.8%	133.3%	2.1%	-52.0%	14.9%	-6.4%
Guerrero	-6.7%	537.9%	6.7%	-22.3%	0.0%	0.0%	0.0%	-25.0%	0.0%	-11.4%
Hidalgo	-9.0%	63.5%	1.4%	-5.3%	42.9%	33.3%	-28.6%	-50.0%	0.0%	-3.2%
Jalisco	-4.7%	34.6%	-0.9%	-21.6%	-2.1%	-4.6%	68.7%	-31.2%	31.6%	-10.2%
Michoacán	0.5%	24.6%	-1.3%	-17.5%	-36.4%	23.1%	12.5%	400.0%	18.7%	-13.1%
Morelos	-13.0%	25.1%	-2.8%	-18.3%	-28.6%	41.7%	257.1%	40.0%	-16.7%	-10.4%
Nayarit	-3.6%	30.2%	-1.5%	-15.2%	-88.9%	0.0%	0.0%	0.0%	200.0%	-5.8%
Nuevo León	-9.3%	34.9%	15.1%	-16.3%	5.8%	18.9%	45.3%	-32.1%	23.4%	-2.7%
Oaxaca	-8.8%	78.7%	8.8%	-15.5%	0.0%	0.0%	60.0%	-18.2%	0.0%	-8.7%
Puebla	-4.4%	31.3%	-1.2%	-14.9%	27.6%	13.9%	-1.7%	-55.7%	2133.3%	-10.0%
Querétaro	-17.4%	50.5%	8.5%	-9.4%	-5.3%	75.0%	340.0%	17.3%	5.9%	-5.8%
Quintana Roo	-13.4%	48.7%	-8.9%	-21.4%	-14.7%	0.0%	2.1%	-33.3%	29.7%	-9.7%
San Luis Potosí	-2.6%	40.9%	12.2%	-23.3%	-50.0%	-43.5%	400.0%	-73.9%	127.3%	-8.7%
Sinaloa	-8.0%	48.9%	6.9%	-13.1%	32.4%	112.5%	75.0%	200.0%	2.3%	-5.2%
Sonora	-29.9%	22.1%	-1.5%	-28.0%	18.2%	28.6%	50.8%	-30.9%	0.0%	-9.8%
Tabasco	12.1%	32.1%	-14.4%	-23.6%	0.0%	-75.0%	120.0%	-28.6%	0.0%	-6.8%
Tamaulipas	-18.5%	35.4%	9.8%	-23.7%	-68.4%	137.5%	116.7%	33.3%	0.0%	0.3%
Tlaxcala	6.2%	78.9%	-17.8%	-19.9%	100.0%	0.0%	16.7%	0.0%	0.0%	-5.6%
Veracruz	5.0%	59.6%	3.5%	-10.3%	-35.7%	44.4%	8.0%	-7.1%	10.4%	-3.8%
Yucatán	-10.7%	48.2%	-0.2%	-17.0%	13.3%	-3.8%	31.3%	-29.2%	35.1%	2.3%
Zacatecas	47.5%	18.8%	15.2%	-25.5%	0.0%	50.0%	0.0%	-100.0%	0.0%	-7.8%
TOTAL REPÚBLICA	-6.5%	37.0%	3.1%	-18.5%	-0.5%	5.1%	21.0%	-12.3%	35.0%	-7.2%

Fuente: AMDA. Con información de Urban Science



4.2.1 Participación de mercado de la Marca* en la ZMVM y Estados. (Compradores Ac Diciembre 2018)

	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	KIA	MAZDA	MITSUBISHI	NISSAN	PEUGEOT	RENAULT	SEAT	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	INFINITI	LINCOLN	SUBARU	VOLVO	TOTAL
ZMVM	5.6%	4.8%	18.4%	5.9%	3.9%	6.8%	4.5%	1.1%	20.1%	0.7%	2.3%	2.5%	2.0%	7.6%	12.87%	0.26%	0.23%	0.20%	0.12%	0.18%	100%
Aguascalientes	4.2%	2.9%	15.2%	4.5%	2.6%	4.8%	4.8%	0.2%	34.6%	0.6%	6.2%	1.8%	3.1%	6.2%	8.18%	0.02%	0.08%	0.04%	0.01%	0.05%	100%
Baja California	9.2%	4.3%	14.2%	11.4%	4.4%	6.6%	4.1%	1.5%	23.4%	0.9%	2.9%	0.0%	1.1%	10.3%	5.40%	0.04%	0.01%	0.14%	0.02%	0.01%	100%
Baja California Sur	7.7%	6.5%	17.4%	8.3%	0.4%	7.4%	0.7%	2.4%	23.1%	0.1%	1.0%	1.3%	2.0%	9.9%	11.80%	0.05%	0.02%	0.08%	0.02%	0.00%	100%
Campeche	7.7%	5.2%	15.8%	6.9%	5.0%	6.4%	6.4%	2.7%	19.3%	0.8%	0.9%	1.9%	5.9%	6.8%	7.90%	0.02%	0.05%	0.13%	0.17%	0.11%	100%
Chiapas	5.2%	5.2%	17.2%	7.3%	2.5%	3.5%	3.7%	0.6%	28.5%	0.2%	1.6%	0.8%	1.5%	6.4%	15.46%	0.01%	0.02%	0.19%	0.05%	0.01%	100%
Chihuahua	6.4%	8.2%	18.6%	6.0%	4.9%	6.1%	3.5%	1.3%	26.7%	0.9%	1.7%	0.7%	0.9%	7.0%	6.35%	0.13%	0.30%	0.18%	0.17%	0.01%	100%
Coahuila	7.5%	7.6%	24.0%	5.4%	3.6%	6.8%	4.8%	1.2%	19.8%	0.6%	1.5%	0.7%	2.2%	6.7%	7.01%	0.03%	0.05%	0.12%	0.06%	0.12%	100%
Colima	4.2%	3.8%	11.0%	4.5%	5.8%	6.5%	6.0%	1.8%	29.3%	0.4%	5.4%	1.5%	3.7%	10.5%	5.41%	0.06%	0.03%	0.03%	0.01%	0.01%	100%
Durango	8.0%	7.0%	17.2%	6.0%	5.5%	6.4%	4.2%	1.7%	21.2%	0.6%	2.7%	0.5%	1.3%	10.7%	6.46%	0.02%	0.02%	0.04%	0.04%	0.04%	100%
Distrito Federal	6.5%	4.7%	17.5%	5.8%	3.8%	6.4%	4.9%	1.2%	19.8%	0.7%	2.3%	2.3%	1.7%	8.0%	13.29%	0.25%	0.25%	0.21%	0.14%	0.25%	100%
Edo. de México	4.0%	4.8%	20.6%	5.7%	4.0%	6.7%	3.6%	0.9%	22.6%	0.6%	2.1%	2.5%	2.3%	6.2%	12.71%	0.23%	0.19%	0.16%	0.07%	0.08%	100%
Guanajuato	5.1%	5.7%	19.6%	5.6%	3.5%	7.2%	4.2%	0.9%	23.9%	0.5%	1.2%	1.7%	2.2%	7.4%	10.59%	0.21%	0.18%	0.09%	0.04%	0.30%	100%
Guerrero	5.4%	3.6%	16.9%	6.9%	1.7%	4.9%	3.2%	0.2%	33.6%	0.1%	2.1%	2.0%	1.4%	8.1%	9.88%	0.03%	0.01%	0.03%	0.02%	0.01%	100%
Hidalgo	4.7%	5.0%	17.0%	6.6%	3.7%	5.3%	5.2%	1.5%	23.0%	0.7%	2.8%	2.5%	1.9%	8.5%	11.23%	0.06%	0.07%	0.11%	0.01%	0.03%	100%
Jalisco	4.6%	7.1%	13.4%	7.0%	4.0%	9.4%	5.9%	0.9%	21.7%	1.2%	1.8%	1.4%	2.4%	10.0%	8.03%	0.26%	0.19%	0.18%	0.08%	0.22%	100%
Michoacán	6.4%	5.1%	14.2%	8.0%	3.0%	5.4%	5.4%	1.5%	28.7%	0.2%	2.0%	1.5%	1.1%	6.5%	10.52%	0.05%	0.05%	0.03%	0.03%	0.30%	100%
Morelos	5.2%	4.1%	14.0%	5.2%	3.2%	6.0%	5.2%	0.6%	29.9%	0.4%	1.9%	2.3%	1.5%	6.4%	13.60%	0.06%	0.10%	0.15%	0.04%	0.24%	100%
Nayarit	7.5%	4.0%	15.0%	6.7%	2.8%	7.9%	6.6%	1.4%	24.6%	0.4%	0.5%	1.8%	2.5%	8.7%	9.39%	0.01%	0.02%	0.05%	0.01%	0.03%	100%
Nuevo León	5.1%	4.1%	17.9%	7.7%	3.9%	8.4%	5.4%	1.0%	24.0%	1.3%	1.7%	1.1%	2.1%	9.2%	6.15%	0.32%	0.25%	0.14%	0.15%	0.14%	100%
Oaxaca	4.2%	4.9%	12.1%	6.6%	2.8%	4.1%	2.6%	0.9%	33.2%	0.8%	1.9%	1.9%	2.1%	8.8%	12.68%	0.03%	0.04%	0.04%	0.28%	0.01%	100%
Puebla	4.2%	3.2%	13.7%	3.5%	2.3%	4.1%	2.2%	0.4%	15.3%	0.5%	2.0%	3.2%	1.3%	6.6%	36.92%	0.11%	0.13%	0.17%	0.04%	0.10%	100%
Querétaro	5.4%	3.9%	16.6%	6.1%	3.1%	10.2%	4.4%	0.6%	21.9%	1.1%	1.9%	1.7%	1.9%	6.6%	13.90%	0.05%	0.17%	0.07%	0.18%	0.27%	100%
Quintana Roo	4.8%	5.7%	18.1%	5.8%	3.7%	6.4%	4.6%	1.7%	23.8%	0.6%	1.8%	1.7%	2.3%	7.8%	10.57%	0.11%	0.21%	0.19%	0.04%	0.19%	100%
San Luis Potosí	4.6%	4.0%	17.4%	7.4%	2.9%	8.7%	3.5%	0.8%	25.6%	0.6%	1.6%	2.0%	1.1%	9.5%	10.02%	0.02%	0.05%	0.02%	0.02%	0.18%	100%
Sinaloa	4.9%	4.0%	17.4%	5.4%	5.7%	9.1%	3.1%	0.9%	24.5%	0.5%	1.2%	0.3%	0.9%	11.6%	10.01%	0.25%	0.04%	0.11%	0.02%	0.12%	100%
Sonora	6.0%	6.3%	19.5%	5.3%	5.4%	6.5%	3.3%	0.9%	26.3%	0.8%	1.8%	0.3%	1.5%	10.5%	4.98%	0.04%	0.03%	0.29%	0.15%	0.01%	100%
Tabasco	5.5%	5.7%	18.4%	4.7%	4.0%	6.8%	3.3%	2.4%	25.5%	0.8%	2.5%	1.4%	2.9%	6.4%	9.79%	0.01%	0.01%	0.07%	0.03%	0.00%	100%
Tamaulipas	5.0%	5.6%	21.1%	7.2%	2.1%	7.0%	3.5%	0.7%	25.6%	0.2%	3.0%	0.5%	1.3%	9.5%	7.53%	0.02%	0.05%	0.04%	0.02%	0.01%	100%
Tlaxcala	7.3%	4.9%	18.0%	7.0%	2.5%	7.8%	3.2%	0.4%	17.8%	0.3%	2.1%	4.2%	2.3%	8.8%	13.11%	0.07%	0.05%	0.08%	0.06%	0.03%	100%
Veracruz	5.9%	5.4%	19.4%	5.5%	2.6%	6.4%	3.2%	1.2%	25.6%	0.4%	2.4%	1.6%	1.6%	7.6%	10.84%	0.02%	0.05%	0.05%	0.07%	0.14%	100%
Yucatán	5.2%	5.5%	17.6%	5.2%	5.9%	10.0%	4.5%	1.4%	19.9%	1.0%	1.4%	0.8%	5.7%	6.3%	8.60%	0.07%	0.30%	0.25%	0.13%	0.20%	100%
Zacatecas	5.4%	4.4%	12.2%	8.1%	3.1%	7.8%	5.6%	0.7%	26.7%	0.1%	2.7%	1.8%	2.3%	9.5%	9.59%	0.01%	0.03%	0.01%	0.00%	0.00%	100%
TOTAL REPÚBLICA	5.2%	4.8%	16.6%	5.9%	3.5%	6.6%	4.1%	1.0%	22.0%	0.7%	2.0%	1.6%	1.9%	7.7%	11.1%	0.2%	0.1%	0.1%	0.1%	0.1%	100.0%

Fuente: AMDA. Con información de Urban Science





4.2.2 Participación de mercado de la Marca* en la ZMVM y Estados. (Compradores Diciembre 2018)

	CHRYSLER	FORD	GENERAL MOTORS	HONDA	HYUNDAI	KIA	MAZDA	MITSUBISHI	NISSAN	PEUGEOT	RENAULT	SEAT	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	INFINITI	LINCOLN	SUBARU	VOLVO	TOTAL
ZMVM	4.1%	4.3%	23.1%	6.5%	3.9%	5.7%	4.6%	1.1%	17.7%	0.5%	2.3%	2.0%	2.3%	9.2%	11.88%	0.33%	0.16%	0.18%	0.10%	0.15%	100%
Aguascalientes	4.4%	4.0%	14.2%	4.7%	2.3%	4.9%	5.5%	0.1%	32.6%	0.4%	4.1%	1.5%	2.7%	10.3%	8.22%	0.00%	0.00%	0.05%	0.05%	0.05%	100%
Baja California	7.4%	3.6%	17.2%	13.5%	3.8%	6.3%	4.9%	1.1%	20.9%	0.8%	2.0%	0.1%	0.9%	12.5%	4.92%	0.00%	0.00%	0.07%	0.03%	0.00%	100%
Baja California Sur	5.5%	5.2%	17.7%	6.3%	0.7%	6.0%	0.9%	2.0%	19.6%	0.1%	0.1%	0.7%	1.6%	8.9%	24.45%	0.07%	0.00%	0.07%	0.07%	0.00%	100%
Campeche	6.4%	4.7%	20.1%	7.8%	4.5%	5.4%	6.9%	3.3%	18.0%	0.5%	1.4%	2.1%	5.9%	5.6%	7.04%	0.00%	0.00%	0.00%	0.20%	0.10%	100%
Chiapas	5.2%	4.5%	21.3%	7.7%	2.3%	3.0%	3.3%	0.7%	26.9%	0.1%	1.8%	0.4%	1.9%	7.5%	13.25%	0.00%	0.00%	0.21%	0.00%	0.08%	100%
Chihuahua	5.9%	6.2%	24.7%	6.2%	2.9%	5.5%	3.6%	1.4%	25.8%	0.8%	1.6%	0.5%	0.9%	8.3%	4.92%	0.20%	0.25%	0.12%	0.15%	0.05%	100%
Coahuila	5.8%	6.5%	29.0%	6.6%	3.1%	5.5%	5.5%	1.0%	18.1%	0.5%	1.8%	0.5%	2.2%	7.5%	6.07%	0.05%	0.05%	0.24%	0.12%	0.12%	100%
Colima	4.2%	3.4%	11.1%	4.9%	4.6%	6.0%	6.5%	2.2%	28.5%	0.3%	5.6%	1.2%	3.0%	13.1%	5.35%	0.00%	0.09%	0.00%	0.00%	0.00%	100%
Durango	6.0%	4.8%	19.3%	6.7%	5.7%	6.0%	4.2%	1.7%	22.0%	0.3%	2.9%	0.5%	1.8%	11.7%	6.35%	0.00%	0.00%	0.08%	0.00%	0.15%	100%
Distrito Federal	4.5%	4.7%	22.4%	6.2%	3.6%	5.0%	4.8%	1.4%	17.3%	0.4%	2.4%	1.9%	2.0%	9.6%	12.69%	0.34%	0.16%	0.19%	0.13%	0.17%	100%
Edo. de México	3.8%	3.4%	25.3%	6.3%	4.1%	6.2%	4.0%	0.5%	20.6%	0.4%	2.1%	2.0%	2.4%	7.4%	10.65%	0.25%	0.16%	0.15%	0.07%	0.12%	100%
Guanajuato	4.4%	3.9%	25.1%	6.4%	3.3%	7.0%	4.2%	0.8%	22.3%	0.3%	1.2%	1.2%	2.4%	7.1%	9.50%	0.26%	0.15%	0.09%	0.09%	0.19%	100%
Guerrero	4.3%	3.3%	20.3%	6.5%	1.0%	4.2%	3.7%	0.2%	33.1%	0.0%	1.9%	1.6%	1.7%	8.7%	9.51%	0.07%	0.00%	0.00%	0.07%	0.00%	100%
Hidalgo	4.4%	4.6%	22.9%	7.0%	3.2%	4.3%	5.0%	0.8%	21.2%	0.3%	2.7%	2.1%	2.4%	10.0%	8.74%	0.15%	0.00%	0.00%	0.00%	0.05%	100%
Jalisco	3.4%	5.9%	15.1%	7.6%	3.8%	8.7%	6.7%	0.9%	20.7%	1.0%	2.1%	1.3%	2.7%	12.0%	7.35%	0.26%	0.22%	0.13%	0.05%	0.21%	100%
Michoacán	6.1%	4.0%	18.9%	8.2%	2.8%	4.5%	6.4%	1.1%	27.4%	0.1%	1.6%	1.0%	1.1%	7.2%	9.28%	0.00%	0.07%	0.07%	0.00%	0.07%	100%
Morelos	4.4%	3.2%	19.8%	5.4%	2.5%	5.8%	4.8%	0.5%	27.5%	0.5%	1.8%	1.4%	1.9%	7.1%	12.71%	0.12%	0.06%	0.36%	0.06%	0.06%	100%
Nayarit	6.5%	3.2%	21.3%	6.1%	3.6%	4.9%	6.6%	1.2%	22.8%	0.7%	0.3%	1.3%	2.6%	9.9%	8.55%	0.00%	0.00%	0.29%	0.00%	0.19%	100%
Nuevo León	4.1%	2.9%	23.3%	8.2%	2.8%	8.4%	5.4%	0.8%	21.0%	1.4%	1.6%	0.9%	2.2%	10.6%	5.30%	0.44%	0.24%	0.13%	0.20%	0.08%	100%
Oaxaca	3.9%	3.6%	16.7%	6.0%	2.5%	3.0%	2.9%	1.0%	31.7%	0.6%	2.0%	1.6%	2.5%	9.7%	11.73%	0.04%	0.13%	0.04%	0.36%	0.00%	100%
Puebla	4.0%	3.4%	17.9%	3.9%	2.2%	3.6%	2.4%	0.4%	16.6%	0.4%	2.3%	3.0%	1.5%	7.9%	30.08%	0.14%	0.17%	0.23%	0.00%	0.05%	100%
Querétaro	4.1%	4.0%	18.3%	6.9%	2.8%	9.8%	4.6%	0.6%	21.2%	0.5%	2.0%	1.0%	2.1%	9.6%	11.88%	0.06%	0.18%	0.03%	0.15%	0.15%	100%
Quintana Roo	4.6%	4.5%	22.6%	6.0%	3.3%	5.4%	4.4%	1.6%	23.8%	0.5%	1.6%	1.2%	3.7%	8.0%	8.30%	0.11%	0.15%	0.15%	0.00%	0.19%	100%
San Luis Potosí	4.6%	3.7%	21.0%	7.5%	2.4%	7.9%	4.0%	0.6%	25.5%	0.5%	1.2%	1.6%	1.2%	9.7%	8.54%	0.00%	0.00%	0.03%	0.00%	0.10%	100%
Sinaloa	4.2%	3.7%	14.7%	5.7%	4.3%	7.8%	2.6%	0.7%	33.8%	0.3%	1.3%	0.2%	0.8%	12.0%	7.11%	0.46%	0.05%	0.21%	0.05%	0.07%	100%
Sonora	5.2%	5.8%	22.6%	6.3%	4.7%	5.0%	3.5%	0.7%	26.5%	0.6%	1.1%	0.2%	1.4%	11.2%	4.63%	0.03%	0.06%	0.36%	0.09%	0.06%	100%
Tabasco	4.5%	5.2%	24.8%	3.4%	4.5%	5.4%	3.2%	2.0%	26.2%	0.4%	2.3%	1.1%	2.7%	7.9%	6.23%	0.00%	0.11%	0.05%	0.00%	0.00%	100%
Tamaulipas	4.0%	5.3%	23.7%	7.7%	2.1%	5.7%	3.9%	0.4%	24.4%	0.1%	3.2%	0.3%	1.5%	11.1%	6.51%	0.00%	0.06%	0.00%	0.08%	0.03%	100%
Tlaxcala	6.9%	4.7%	23.0%	6.8%	2.7%	6.5%	2.6%	0.0%	17.9%	0.2%	2.7%	2.8%	2.2%	8.8%	11.88%	0.22%	0.11%	0.11%	0.00%	0.11%	100%
Veracruz	5.0%	4.9%	25.0%	5.7%	2.4%	5.4%	3.5%	1.0%	22.2%	0.4%	2.3%	1.3%	1.9%	8.5%	10.16%	0.02%	0.03%	0.05%	0.03%	0.08%	100%
Yucatán	3.3%	4.1%	25.5%	5.9%	5.4%	10.0%	5.4%	1.5%	16.1%	1.0%	1.5%	0.4%	4.9%	5.6%	8.26%	0.23%	0.35%	0.27%	0.08%	0.19%	100%
Zacatecas	5.1%	5.5%	15.7%	7.4%	2.9%	6.9%	6.0%	0.4%	26.7%	0.2%	2.8%	1.2%	2.2%	10.2%	6.74%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
TOTAL REPÚBLICA	4.3%	4.2%	20.6%	6.3%	3.2%	5.9%	4.3%	0.9%	20.9%	0.5%	1.9%	1.3%	2.0%	8.8%	9.74%	0.19%	0.13%	0.13%	0.08%	0.11%	100%

Fuente: AMDA. Con información de Urban Science



4.3 Desempeño de compradores por Marca* en delegaciones y municipios de la ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017) [1/4]

		CHRYSLER			FORD			GENERAL MOTORS			HONDA			HYUNDAI		
		2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%
Ciudad de México	ÁLVARO OBREGÓN	1,297	3,409	162.8%	1,775	2,153	21.3%	3,620	3,696	2.1%	1,769	1,504	-15.0%	1,157	1,355	17.1%
	AZCAPOTZALCO	594	464	-21.9%	804	844	5.0%	1,714	1,783	4.0%	1,015	794	-21.8%	589	604	2.5%
	BENITO JUÁREZ	1,418	1,499	5.7%	1,274	1,473	15.6%	4,392	4,025	-8.4%	1,644	1,519	-7.6%	781	824	5.5%
	COYOACÁN	698	552	-20.9%	952	599	-37.1%	3,293	2,576	-21.8%	1,528	1,285	-15.9%	675	552	-18.2%
	CUAJIMALPA DE MORELOS	1,957	2,509	28.2%	445	366	-17.8%	944	867	-8.2%	465	440	-5.4%	263	179	-31.9%
	CUAUHTÉMOC	1,373	1,392	1.4%	1,346	1,027	-23.7%	3,190	2,700	-15.4%	975	986	1.1%	752	779	3.6%
	GUSTAVO A. MADERO	736	554	-24.7%	858	727	-15.3%	3,490	3,188	-8.7%	1,228	1,181	-3.8%	584	405	-30.7%
	IZTACALCO	362	290	-19.9%	227	221	-2.6%	2,058	1,656	-19.5%	381	450	18.1%	248	231	-6.9%
	IZTAPALAPA	1,212	956	-21.1%	1,034	668	-35.4%	5,984	5,789	-3.3%	1,445	1,445	0.0%	584	808	38.4%
	LA MAGDALENA CONTRERAS	196	212	8.2%	175	178	1.7%	1,857	657	-64.6%	377	323	-14.3%	195	184	-5.6%
	MIGUEL HIDALGO	2,728	2,611	-4.3%	2,706	1,728	-36.1%	10,377	8,983	-13.4%	2,228	2,061	-7.5%	1,721	1,715	-0.3%
	MILPA ALTA	45	41	-8.9%	53	35	-34.0%	230	221	-3.9%	48	49	2.1%	36	39	8.3%
	TLÁHUAC	127	119	-6.3%	163	113	-30.7%	854	827	-3.2%	278	252	-9.4%	103	105	1.9%
	TLALPAN	590	466	-21.0%	736	584	-20.7%	1,997	2,353	17.8%	959	849	-11.5%	527	714	35.5%
Edo. de México	VENUSTIANO CARRANZA	610	280	-54.1%	422	446	5.7%	1,708	1,579	-7.6%	513	501	-2.3%	380	463	21.8%
	XOCHIMILCO	292	252	-13.7%	247	200	-19.0%	1,007	1,034	2.7%	444	368	-17.1%	260	239	-8.1%
	ACOLMAN	21	31	47.6%	51	48	-5.9%	141	144	2.1%	32	37	15.6%	15	24	60.0%
	ATENCO	9	16	77.8%	12	8	-33.3%	70	51	-27.1%	14	25	78.6%	3	2	-33.3%
	ATIZAPÁN DE ZARAGOZA	523	380	-27.3%	616	512	-16.9%	1,672	1,446	-13.5%	751	648	-13.7%	442	388	-12.2%
	CHALCO	89	70	-21.3%	66	59	-10.6%	609	496	-18.6%	69	75	8.7%	35	36	2.9%
	CHIAUTLA	5	15	200.0%	17	14	-17.6%	34	30	-11.8%	26	17	-34.6%	3	1	-66.7%
	CHICOLAPAN	33	33	0.0%	67	65	-3.0%	375	318	-15.2%	50	57	14.0%	23	16	-30.4%
	CHICONCUAC	6	12	100.0%	8	14	75.0%	33	29	-12.1%	28	18	-35.7%	4	1	-75.0%
	CHIMALHUACÁN	65	53	-18.5%	97	122	25.8%	553	553	0.0%	62	83	33.9%	47	39	-17.0%
	COACALCO DE BERRIOZÁBAL	239	162	-32.2%	180	145	-19.4%	923	767	-16.9%	175	176	0.6%	130	164	26.2%
	CUAUTITLÁN	93	63	-32.3%	89	82	-7.9%	464	399	-14.0%	99	93	-6.1%	108	80	-25.9%
	CUAUTITLÁN IZCALLI	522	445	-14.8%	844	544	-35.5%	1,836	1,795	-2.2%	908	1,063	17.1%	600	668	11.3%
	ECATEPEC DE MORELOS	693	510	-26.4%	753	560	-25.6%	3,764	3,272	-13.1%	908	781	-14.0%	554	609	9.9%
	HUIXQUILUCAN	264	258	-2.3%	325	214	-34.2%	569	592	4.0%	456	576	26.3%	343	427	24.5%
	IXTAPALUCA	107	99	-7.5%	138	70	-49.3%	778	715	-8.1%	131	74	-43.5%	61	62	1.6%
	JALTENCO	3	9	200.0%	10	11	10.0%	48	50	4.2%	7	1	-85.7%	2	4	100.0%
	LA PAZ	60	33	-45.0%	106	99	-6.6%	403	416	3.2%	68	68	0.0%	23	31	34.8%
	MELCHOR OCAMPO	16	12	-25.0%	18	19	5.6%	95	116	22.1%	20	11	-45.0%	15	21	40.0%
	NAUCALPAN DE JUÁREZ	777	747	-3.9%	1,229	1,474	19.9%	3,983	3,626	-9.0%	1,422	1,240	-12.8%	817	873	6.9%
	NEZAHUALCÓYOTL	459	342	-25.5%	405	337	-16.8%	2,422	2,128	-12.1%	650	566	-12.9%	329	275	-16.4%
	NICOLÁS ROMERO	104	95	-8.7%	155	107	-31.0%	629	582	-7.5%	145	141	-2.8%	92	102	10.9%
	TECÁMAC	182	150	-17.6%	142	105	-26.1%	1,145	1,097	-4.2%	252	201	-20.2%	144	117	-18.8%
	TEPOTZOTLÁN	40	33	-17.5%	28	30	7.1%	108	135	25.0%	37	45	21.6%	30	36	20.0%
	TEXCOCO	96	89	-7.3%	164	122	-25.6%	497	505	1.6%	262	250	-4.6%	54	24	-55.6%
	TEZOYUCA	10	11	10.0%	15	11	-26.7%	26	36	38.5%	12	8	-33.3%	3	5	66.7%
	TLALNEPANTLA DE BAZ	952	597	-37.3%	1,021	901	-11.8%	4,990	3,817	-23.5%	1,143	898	-21.4%	757	813	7.4%
	TULTEPEC	47	26	-44.7%	39	41	5.1%	295	243	-17.6%	58	54	-6.9%	46	52	13.0%
	TULTITLÁN	253	212	-16.2%	244	254	4.1%	1,029	1,022	-0.7%	242	232	-4.1%	193	184	-4.7%
	VALLE DE CHALCO SOLIDARIDAD	51	28	-45.1%	63	54	-14.3%	389	409	5.1%	54	74	37.0%	22	24	9.1%
	TOTAL ZMVM	19,954	20,137	0.9%	20,119	17,384	-13.6%	74,595	66,723	-10.6%	23,378	21,519	-8.0%	13,750	14,274	3.8%





4.3 Desempeño de compradores por Marca* en delegaciones y municipios de la ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017) [2/4]

		KIA			MAZDA			MITSUBISHI			NISSAN			PEUGEOT		
		2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%
Ciudad de México	ÁLVARO OBREGÓN	1,486	1,680	13.1%	1,343	1,323	-1.5%	308	519	68.5%	8,877	8,036	-9.5%	140	241	72.1%
	AZCAPOTZALCO	817	762	-6.7%	598	716	19.7%	114	99	-13.2%	4,161	2,591	-37.7%	153	155	1.3%
	BENITO JUÁREZ	1,416	1,552	9.6%	1,144	1,326	15.9%	449	319	-29.0%	3,797	3,926	3.4%	174	161	-7.5%
	COYOACÁN	971	1,054	8.5%	807	888	10.0%	135	139	3.0%	3,199	2,660	-16.8%	96	121	26.0%
	CUAJIMALPA DE MORELOS	765	1,577	106.1%	1,038	1,221	17.6%	173	420	142.8%	2,629	2,342	-10.9%	47	101	114.9%
	CUAUHTÉMOC	818	1,039	27.0%	788	836	6.1%	180	170	-5.6%	5,544	4,398	-20.7%	213	163	-23.5%
	GUSTAVO A. MADERO	1,194	1,303	9.1%	671	652	-2.8%	106	100	-5.7%	4,196	3,522	-16.1%	109	126	15.6%
	IZTACALCO	402	379	-5.7%	276	316	14.5%	47	43	-8.5%	1,503	1,239	-17.6%	34	29	-14.7%
	IZTAPALAPA	1,197	1,319	10.2%	969	930	-4.0%	213	169	-20.7%	5,490	4,871	-11.3%	57	61	7.0%
	LA MAGDALENA CONTRERAS	353	366	3.7%	214	263	22.9%	39	57	46.2%	903	681	-24.6%	57	49	-14.0%
	MIGUEL HIDALGO	2,361	2,437	3.2%	1,540	1,533	-0.5%	537	584	8.8%	7,386	6,985	-5.4%	330	421	27.6%
	MILPA ALTA	28	45	60.7%	46	41	-10.9%	15	7	-53.3%	408	342	-16.2%	1	1	0.0%
	TLÁHUAC	170	227	33.5%	232	228	-1.7%	11	21	90.9%	969	859	-11.4%	12	5	-58.3%
	TLALPAN	839	765	-8.8%	693	758	9.4%	126	115	-8.7%	3,014	2,339	-22.4%	44	51	15.9%
Edo. de México	VENUSTIANO CARRANZA	476	497	4.4%	343	314	-8.5%	38	49	28.9%	1,867	1,405	-24.7%	25	24	-4.0%
	XOCHIMILCO	395	454	14.9%	272	323	18.8%	56	52	-7.1%	1,562	1,302	-16.6%	10	10	0.0%
	ACOLMAN	47	68	44.7%	30	24	-20.0%	7	3	-57.1%	203	178	-12.3%	0	5	0.0%
	ATENCO	16	25	56.3%	5	6	20.0%	1	1	0.0%	55	56	1.8%	0	2	0.0%
	ATIZAPÁN DE ZARAGOZA	766	975	27.3%	477	407	-14.7%	125	40	-68.0%	2,163	1,979	-8.5%	56	54	-3.6%
	CHALCO	58	61	5.2%	58	54	-6.9%	9	9	0.0%	713	647	-9.3%	1	7	600.0%
	CHIAUTLA	12	28	133.3%	3	4	33.3%	1	4	300.0%	48	36	-25.0%	1	0	-100.0%
	CHICOLAPAN	48	52	8.3%	22	22	0.0%	7	5	-28.6%	206	158	-23.3%	2	1	-50.0%
	CHICONCUAC	20	24	20.0%	16	11	-31.3%	6	1	-83.3%	38	39	2.6%	1	2	100.0%
	CHIMALHUACÁN	71	99	39.4%	39	61	56.4%	6	9	50.0%	506	439	-13.2%	3	5	66.7%
	COACALCO DE BERRIOZÁBAL	456	445	-2.4%	170	160	-5.9%	27	21	-22.2%	982	786	-20.0%	14	14	0.0%
	CUAUTITLÁN	161	153	-5.0%	75	68	-9.3%	9	18	100.0%	456	433	-5.0%	3	11	266.7%
	CUAUTITLÁN IZCALLI	767	942	22.8%	519	538	3.7%	110	95	-13.6%	2,674	2,400	-10.2%	218	207	-5.0%
	ECATEPEC DE MORELOS	1,088	1,082	-0.6%	383	405	5.7%	130	128	-1.5%	4,002	3,308	-17.3%	43	31	-27.9%
	HUIXQUILUCAN	488	568	16.4%	340	345	1.5%	51	56	9.8%	1,076	868	-19.3%	42	47	11.9%
	IXTAPALUCA	100	95	-5.0%	80	76	-5.0%	12	8	-33.3%	972	711	-26.9%	8	8	0.0%
	JALTENCO	13	14	7.7%	0	3	0.0%	0	0	0.0%	35	34	-2.9%	3	0	-100.0%
	LA PAZ	73	63	-13.7%	37	56	51.4%	3	6	100.0%	324	319	-1.5%	3	1	-66.7%
	MELCHOR OCAMPO	31	15	-51.6%	17	12	-29.4%	1	0	-100.0%	118	125	5.9%	2	1	-50.0%
	NAUCALPAN DE JUÁREZ	1,361	1,353	-0.6%	1,044	793	-24.0%	133	123	-7.5%	3,557	3,733	4.9%	117	110	-6.0%
	NEZAHUALCÓYOTL	486	478	-1.6%	355	337	-5.1%	52	53	1.9%	2,206	1,833	-16.9%	38	31	-18.4%
	NICOLÁS ROMERO	142	163	14.8%	72	78	8.3%	18	24	33.3%	921	779	-15.4%	7	10	42.9%
	TECÁMAC	284	245	-13.7%	132	163	23.5%	41	38	-7.3%	1,091	1,116	2.3%	15	19	26.7%
	TEPOTZOTLÁN	42	41	-2.4%	26	31	19.2%	9	4	-55.6%	194	164	-15.5%	0	4	0.0%
	TEXCOCO	203	287	41.4%	94	70	-25.5%	24	27	12.5%	668	522	-21.9%	6	9	50.0%
	TEZOYUCA	27	29	7.4%	4	5	25.0%	4	1	-75.0%	41	39	-4.9%	0	0	0.0%
	TLALNEPANTLA DE BAZ	1,191	1,127	-5.4%	601	536	-10.8%	204	493	141.7%	3,164	2,721	-14.0%	155	152	-1.9%
	TULTEPEC	108	93	-13.9%	38	29	-23.7%	9	9	0.0%	301	232	-22.9%	1	4	300.0%
	TULTITLÁN	503	438	-12.9%	131	191	45.8%	32	22	-31.3%	1,339	1,156	-13.7%	29	27	-6.9%
	VALLE DE CHALCO SOLIDARIDAD	28	49	75.0%	33	45	36.4%	5	7	40.0%	441	366	-17.0%	2	2	0.0%
TOTAL ZMVM		22,278	24,468	9.8%	15,775	16,198	2.7%	3,583	4,068	13.5%	83,999	72,675	-13.5%	2,272	2,483	9.3%



4.3 Desempeño de compradores por Marca* en delegaciones y municipios de la ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)[3/4]

		RENAULT			SEAT			SUZUKI			TOYOTA			VOLKSWAGEN		
		2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%
Ciudad de México	ÁLVARO OBREGÓN	743	788	6.1%	564	586	3.9%	250	391	56.4%	2,006	2,272	13.3%	4,467	3,880	-13.1%
	AZCAPOTZALCO	367	460	25.3%	343	359	4.7%	280	312	11.4%	735	841	14.4%	4,051	3,843	-5.1%
	BENITO JUÁREZ	638	607	-4.9%	656	619	-5.6%	340	448	31.8%	2,007	2,523	25.7%	4,570	2,759	-39.6%
	COYOACÁN	401	380	-5.2%	463	399	-13.8%	363	410	12.9%	1,207	1,320	9.4%	2,381	1,838	-22.8%
	CUAJIMALPA DE MORELOS	98	200	104.1%	325	214	-34.2%	80	78	-2.5%	1,434	1,204	-16.0%	1,620	1,223	-24.5%
	CUAUHTÉMOC	459	377	-17.9%	379	410	8.2%	173	252	45.7%	1,583	1,936	22.3%	3,147	2,292	-27.2%
	GUSTAVO A. MADERO	467	457	-2.1%	783	696	-11.1%	400	520	30.0%	1,025	1,001	-2.3%	3,021	2,192	-27.4%
	IZTACALCO	167	191	14.4%	264	254	-3.8%	81	127	56.8%	363	355	-2.2%	1,033	792	-23.3%
	IZTAPALAPA	502	516	2.8%	734	645	-12.1%	231	375	62.3%	1,172	1,182	0.9%	3,626	2,919	-19.5%
	LA MAGDALENA CONTRERAS	92	72	-21.7%	125	129	3.2%	97	111	14.4%	351	395	12.5%	620	526	-15.2%
	MIGUEL HIDALGO	594	455	-23.4%	429	411	-4.2%	310	345	11.3%	3,621	3,748	3.5%	7,154	5,876	-17.9%
	MILPA ALTA	40	25	-37.5%	27	25	-7.4%	15	16	6.7%	42	52	23.8%	124	115	-7.3%
	TLÁHUAC	69	83	20.3%	93	68	-26.9%	42	54	28.6%	180	157	-12.8%	581	417	-28.2%
Edo. de México	TLALPAN	416	453	8.9%	413	397	-3.9%	248	294	18.5%	997	989	-0.8%	2,267	1,681	-25.8%
	VENUSTIANO CARRANZA	300	269	-10.3%	327	304	-7.0%	152	158	3.9%	662	747	12.8%	1,230	982	-20.2%
	XOCHIMILCO	193	176	-8.8%	153	122	-20.3%	105	125	19.0%	410	394	-3.9%	660	576	-12.7%
	ACOLMAN	30	20	-33.3%	17	16	-5.9%	10	10	0.0%	31	36	16.1%	102	69	-32.4%
	ATENCO	12	12	0.0%	2	6	200.0%	1	0	-100.0%	6	29	383.3%	44	36	-18.2%
	ATIZAPÁN DE ZARAGOZA	185	135	-27.0%	285	284	-0.4%	221	271	22.6%	685	712	3.9%	1,700	1,160	-31.8%
	CHALCO	82	64	-22.0%	26	53	103.8%	32	41	28.1%	72	95	31.9%	314	247	-21.3%
	CHIAUTLA	11	5	-54.5%	4	1	-75.0%	0	1	0.0%	7	4	-42.9%	31	25	-19.4%
	CHICOLAPAN	48	41	-14.6%	16	20	25.0%	9	13	44.4%	77	34	-55.8%	136	134	-1.5%
	CHICONCUAC	6	12	100.0%	2	4	100.0%	2	3	50.0%	6	8	33.3%	24	39	62.5%
	CHIMALHUACÁN	53	51	-3.8%	62	56	-9.7%	19	21	10.5%	93	116	24.7%	308	271	-12.0%
	COACALCO DE BERRIOZÁBAL	68	39	-42.6%	113	102	-9.7%	137	167	21.9%	294	349	18.7%	542	399	-26.4%
	CUAUTITLÁN	56	40	-28.6%	54	59	9.3%	46	52	13.0%	121	103	-14.9%	298	204	-31.5%
	CUAUTITLÁN IZCALLI	325	277	-14.8%	316	293	-7.3%	391	447	14.3%	760	808	6.3%	1,717	1,256	-26.8%
	ECATEPEC DE MORELOS	375	327	-12.8%	511	426	-16.6%	274	357	30.3%	697	748	7.3%	2,232	1,560	-30.1%
	HUIXQUILUCAN	55	34	-38.2%	182	161	-11.5%	84	93	10.7%	444	435	-2.0%	602	522	-13.3%
	IXTAPALUCA	183	160	-12.6%	70	72	2.9%	47	124	163.8%	92	146	58.7%	578	507	-12.3%
	JALTENCO	3	1	-66.7%	3	3	0.0%	6	3	-50.0%	9	7	-22.2%	33	42	27.3%
	LA PAZ	48	40	-16.7%	41	32	-22.0%	30	23	-23.3%	57	72	26.3%	258	200	-22.5%
	MELCHOR OCAMPO	9	3	-66.7%	6	7	16.7%	6	14	133.3%	45	33	-26.7%	46	50	8.7%
	NAUCALPAN DE JUÁREZ	308	392	27.3%	459	501	9.2%	327	391	19.6%	1,281	1,385	8.1%	3,178	2,641	-16.9%
	NEZAHUALCÓYOTL	239	191	-20.1%	357	350	-2.0%	191	232	21.5%	513	529	3.1%	1,516	1,118	-26.3%
	NICOLÁS ROMERO	72	46	-36.1%	82	63	-23.2%	61	83	36.1%	137	136	-0.7%	384	310	-19.3%
	TECÁMAC	104	96	-7.7%	144	121	-16.0%	85	92	8.2%	175	192	9.7%	626	467	-25.4%
	TEPOTZOTLÁN	29	14	-51.7%	26	15	-42.3%	17	31	82.4%	60	69	15.0%	127	95	-25.2%
	TEXCOCO	150	161	7.3%	25	34	36.0%	19	27	42.1%	112	124	10.7%	341	297	-12.9%
	TEZOYUCA	12	10	-16.7%	1	4	300.0%	0	3	0.0%	12	8	-33.3%	34	31	-8.8%
	TLALNEPANTLA DE BAZ	451	352	-22.0%	495	462	-6.7%	387	448	15.8%	1,256	1,597	27.1%	2,878	1,961	-31.9%
	TULTEPEC	31	16	-48.4%	34	28	-17.6%	20	28	40.0%	100	121	21.0%	163	114	-30.1%
	TULTITLÁN	89	78	-12.4%	156	146	-6.4%	112	134	19.6%	296	337	13.9%	976	712	-27.0%
	VALLE DE CHALCO SOLIDARIDAD	51	40	-21.6%	28	16	-42.9%	8	28	250.0%	55	56	1.8%	189	169	-10.6%
TOTAL ZMVM		8,631	8,166	-5.4%	9,595	8,973	-6.5%	5,709	7,153	25.3%	25,288	27,405	8.4%	59,929	46,547	-22.3%



4.3 Desempeño de compradores por Marca* en delegaciones y municipios de la ZMVM. (Variación % Ac Diciembre 2018 vs Ac Diciembre 2017)[4/4]

		ACURA			INFINITI			LINCOLN			SUBARU			VOLVO			TOTAL		
		2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%	2,017	2,018	VAR%
Ciudad de México	ÁLVARO OBREGÓN	110	113	2.7%	107	135	26.2%	43	91	111.6%	19	14	-26.3%	141	155	9.9%	30,222	32,341	7.0%
	AZCAPOTZALCO	16	15	-6.3%	15	19	26.7%	17	12	-29.4%	10	3	-70.0%	6	2	-66.7%	16,399	14,678	-10.5%
	BENITO JUÁREZ	99	111	12.1%	68	63	-7.4%	139	45	-67.6%	26	19	-26.9%	14	25	78.6%	25,046	23,843	-4.8%
	COYOACÁN	49	32	-34.7%	26	33	26.9%	32	30	-6.3%	10	13	30.0%	9	3	-66.7%	17,295	14,884	-13.9%
	CUAJIMALPA DE MORELOS	34	21	-38.2%	50	50	0.0%	28	23	-17.9%	11	5	-54.5%	169	221	30.8%	12,575	13,261	5.5%
	CUAUHTÉMOC	49	49	0.0%	65	56	-13.8%	37	52	40.5%	76	210	176.3%	10	14	40.0%	21,157	19,138	-9.5%
	GUSTAVO A. MADERO	17	17	0.0%	18	8	-55.6%	32	28	-12.5%	7	9	28.6%	5	10	100.0%	18,947	16,696	-11.9%
	IZTACALCO	3	9	200.0%	13	2	-84.6%	11	6	-45.5%	3	5	66.7%	5	0	-100.0%	7,481	6,595	-11.8%
	IZTAPALAPA	22	17	-22.7%	17	11	-35.3%	6	16	166.7%	6	10	66.7%	3	3	0.0%	24,504	22,710	-7.3%
	LA MAGDALENA CONTRERAS	45	39	-13.3%	25	27	8.0%	7	17	142.9%	11	2	-81.8%	4	8	100.0%	5,743	4,296	-25.2%
	MIGUEL HIDALGO	138	146	5.8%	228	165	-27.6%	180	135	-25.0%	26	26	0.0%	36	143	297.2%	44,630	40,508	-9.2%
	MILPA ALTA	0	1	0.0%	3	0	-100.0%	0	0	0.0%	1	1	0.0%	0	0	0.0%	1,162	1,056	-9.1%
	TLÁHUAC	5	2	-60.0%	1	0	-100.0%	1	1	0.0%	0	3	0.0%	0	0	0.0%	3,891	3,541	-9.0%
Edo. de México	TLALPAN	15	20	33.3%	22	15	-31.8%	9	18	100.0%	8	13	62.5%	7	5	-28.6%	13,927	12,879	-7.5%
	VENUSTIANO CARRANZA	13	9	-30.8%	9	6	-33.3%	4	13	225.0%	8	0	-100.0%	3	2	-33.3%	9,090	8,048	-11.5%
	XOCHIMILCO	4	4	0.0%	6	5	-16.7%	3	6	100.0%	2	4	100.0%	3	0	-100.0%	6,084	5,646	-7.2%
	ACOLMAN	0	0	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	737	714	-3.1%
	ATENCO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	250	275	10.0%
	ATIZAPÁN DE ZARAGOZA	28	20	-28.6%	25	25	0.0%	36	34	-5.6%	5	14	180.0%	6	10	66.7%	10,767	9,494	-11.8%
	CHALCO	2	1	-50.0%	0	3	0.0%	0	2	0.0%	0	0	0.0%	1	0	-100.0%	2,236	2,020	-9.7%
	CHIAUTLA	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	203	186	-8.4%
	CHICOLOAPAN	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	1,119	970	-13.3%
	CHICONCUAC	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	200	217	8.5%
	CHIMALHUACÁN	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	1,984	1,980	-0.2%
	COACALCO DE BERRIOZÁBAL	2	0	-100.0%	3	4	33.3%	0	0	0.0%	2	0	-100.0%	0	0	0.0%	4,457	3,900	-12.5%
	CUAUTITLÁN	0	1	0.0%	1	1	0.0%	0	0	0.0%	0	0	0.0%	2	0	-100.0%	2,135	1,860	-12.9%
	CUAUTITLÁN IZCALLI	129	115	-10.9%	18	14	-22.2%	24	19	-20.8%	2	10	400.0%	3	3	0.0%	12,683	11,939	-5.9%
	ECATEPEC DE MORELOS	13	2	-84.6%	4	2	-50.0%	8	8	0.0%	3	2	-33.3%	6	13	116.7%	16,441	14,131	-14.1%
	HUIXQUILUCAN	57	75	31.6%	76	78	2.6%	20	27	35.0%	5	2	-60.0%	1	7	600.0%	5,480	5,385	-1.7%
	IXTAPALUCA	0	0	0.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	1	0	-100.0%	3,359	2,927	-12.9%
	JALTENCO	0	0	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	175	183	4.6%
	LA PAZ	0	1	0.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,535	1,460	-4.9%
	MELCHOR OCAMPO	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	445	439	-1.3%
	NAUCALPAN DE JUÁREZ	79	98	24.1%	79	72	-8.9%	56	105	87.5%	18	22	22.2%	3	8	166.7%	20,228	19,687	-2.7%
	NEZAHUALCÓYOTL	4	4	0.0%	2	3	50.0%	1	3	200.0%	4	4	0.0%	6	0	-100.0%	10,235	8,814	-13.9%
	NICOLÁS ROMERO	2	0	-100.0%	0	0	0.0%	0	1	0.0%	0	1	0.0%	0	0	0.0%	3,024	2,721	-10.0%
	TECÁMAC	0	0	0.0%	1	2	100.0%	2	1	-50.0%	0	1	0.0%	3	1	-66.7%	4,568	4,224	-7.5%
	TEPOTZOTLÁN	0	1	0.0%	1	1	0.0%	0	0	0.0%	2	0	-100.0%	0	0	0.0%	776	749	-3.5%
	TEXCOCO	0	0	0.0%	1	0	-100.0%	5	1	-80.0%	3	1	-66.7%	0	1	0.0%	2,724	2,551	-6.4%
	TEZOYUCA	0	0	0.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	202	201	-0.5%
	TLALNEPANTLA DE BAZ	29	27	-6.9%	26	44	69.2%	25	31	24.0%	29	24	-17.2%	2	15	650.0%	19,756	17,016	-13.9%
	TULTEPEC	0	1	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	1	0	-100.0%	1,291	1,092	-15.4%
	TULTITLÁN	5	2	-60.0%	2	0	-100.0%	0	2	0.0%	0	1	0.0%	1	0	-100.0%	5,632	5,150	-8.6%
	VALLE DE CHALCO SOLIDARIDAD	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1,419	1,367	-3.7%
TOTAL ZMVM		969	953	-1.7%	913	846	-7.3%	729	730	0.1%	297	420	41.4%	451	650	44.1%	392,214	361,772	-7.8%

5. Top 10 compras en la ZMVM (Enero-Diciembre 2018)

Top 10 Compras en ZMVM					
	Segmento	Marca	Modelo	Unidades	Participación en ZMVM
1	SUBCOMPACTOS	GENERAL MOTORS	AVEO	26,198	7.2%
2	COMPACTOS	NISSAN	VERSA	22,620	6.3%
3	SUBCOMPACTOS	VOLKSWAGEN	VENTO	17,544	4.8%
4	SUBCOMPACTOS	NISSAN	MARCH	12,654	3.5%
5	SUBCOMPACTOS	GENERAL MOTORS	BEAT Sedan	11,320	3.1%
6	CAMIONES	NISSAN	NP300	9,335	2.6%
7	SUBCOMPACTOS	GENERAL MOTORS	Beat	7,858	2.2%
8	COMPACTOS	NISSAN	SENTRA	7,533	2.1%
9	USOS MULTIPLE	NISSAN	KICKS	5,376	1.5%
10	USOS MULTIPLE	HONDA	CR-V	5,229	1.4%
Total ZMVM				361,772	

Fuente: AMDA. Con información de Urban Science

Estos 10 modelos representan el 34.7% de las compras en la ZMVM durante enero - diciembre de 2018, juntos suman 125,667 unidades.



Compradores de flotillas en ZMVM y Estados

INFORMACIÓN DE COMPRADORES FLOTILLAS Y MENUDEO (Enero-Diciembre)

	2017			2018			CAMBIO EN LA PARTICIPACIÓN	VARIACIÓN FLOTILLA	VARIACIÓN TOTAL
	COMPRAS TOTALES	COMPRA DE FLOTILLAS	PARTICIPACIÓN DE FLOTILLAS	COMPRAS TOTALES	COMPRA DE FLOTILLAS	PARTICIPACIÓN DE FLOTILLAS			
ZMVM	392,214	98,315	25.1%	361,772	94,683	26.2%	1.1%	-3.7%	-7.8%
Aguascalientes	20,114	2,569	12.8%	19,375	2,165	11.2%	-1.6%	-15.7%	-3.7%
Baja California	40,760	1,699	4.2%	31,779	1,153	3.6%	-0.5%	-32.1%	-22.0%
Baja California Sur	11,733	2,004	17.1%	10,420	1,825	17.5%	0.4%	-8.9%	-11.2%
Campeche	8,801	172	2.0%	8,365	265	3.2%	1.2%	54.1%	-5.0%
Chiapas	24,058	726	3.0%	21,879	511	2.3%	-0.7%	-29.6%	-9.1%
Chihuahua	44,471	2,146	4.8%	36,329	2,249	6.2%	1.4%	4.8%	-18.3%
Coahuila	41,931	2,664	6.4%	38,292	2,910	7.6%	1.2%	9.2%	-8.7%
Colima	11,082	738	6.7%	10,370	636	6.1%	-0.5%	-13.8%	-6.4%
Ciudad de México	258,314	80,437	31.1%	240,120	76,800	32.0%	0.8%	-4.5%	-7.0%
Durango	13,969	1,343	9.6%	12,224	730	6.0%	-3.6%	-45.6%	-12.5%
Edo. de México	180,093	23,515	13.1%	163,035	22,152	13.6%	0.5%	-5.8%	-9.5%
Guanajuato	61,193	7,049	11.5%	57,217	6,699	11.7%	0.2%	-5.0%	-6.5%
Guerrero	15,096	1,141	7.6%	13,368	1,082	8.1%	0.5%	-5.2%	-11.4%
Hidalgo	18,794	693	3.7%	18,166	727	4.0%	0.3%	4.9%	-3.3%
Jalisco	120,324	15,149	12.6%	108,037	14,167	13.1%	0.5%	-6.5%	-10.2%
Michoacán	33,959	1,869	5.5%	29,498	1,501	5.1%	-0.4%	-19.7%	-13.1%
Morelos	18,849	474	2.5%	16,880	467	2.8%	0.3%	-1.5%	-10.4%
Nayarit	9,707	635	6.5%	9,141	526	5.8%	-0.8%	-17.2%	-5.8%
Nuevo León	114,722	21,725	18.9%	112,774	23,400	20.7%	1.8%	7.7%	-1.7%
Oaxaca	21,501	650	3.0%	19,627	569	2.9%	-0.1%	-12.5%	-8.7%
Puebla	77,794	22,097	28.4%	69,999	4,041	5.8%	-22.6%	-81.7%	-10.0%
Querétaro	35,065	3,370	9.6%	32,984	2,926	8.9%	-0.7%	-13.2%	-5.9%
Quintana Roo	28,507	4,080	14.3%	25,724	2,794	10.9%	-3.5%	-31.5%	-9.8%
San Luis Potosí	30,811	1,538	5.0%	28,110	1,503	5.3%	0.4%	-2.3%	-8.8%
Sinaloa	40,075	3,529	8.8%	37,998	5,044	13.3%	4.5%	42.9%	-5.2%
Sonora	35,297	1,887	5.3%	31,783	1,745	5.5%	0.1%	-7.5%	-10.0%
Tabasco	17,626	929	5.3%	16,407	729	4.4%	-0.8%	-21.5%	-6.9%
Tamaulipas	34,808	4,237	12.2%	34,897	4,162	11.9%	-0.2%	-1.8%	0.3%
Tlaxcala	9,356	451	4.8%	8,633	347	4.0%	-0.8%	-23.1%	-7.7%
Veracruz	56,477	2,518	4.5%	54,278	2,632	4.8%	0.4%	4.5%	-3.9%
Yucatán	25,040	2,356	9.4%	25,601	2,298	9.0%	-0.4%	-2.5%	2.2%
Zacatecas	10,609	424	4.0%	9,772	314	3.2%	-0.8%	-25.9%	-7.9%
Otras Marcas	59,402	S/D	N/A	66,358	S/D	N/A	N/A	N/A	11.7%
Total	1,530,338	214,814	14.0%	1,419,440	189,069	13.3%	-0.7%	-12.0%	-7.2%