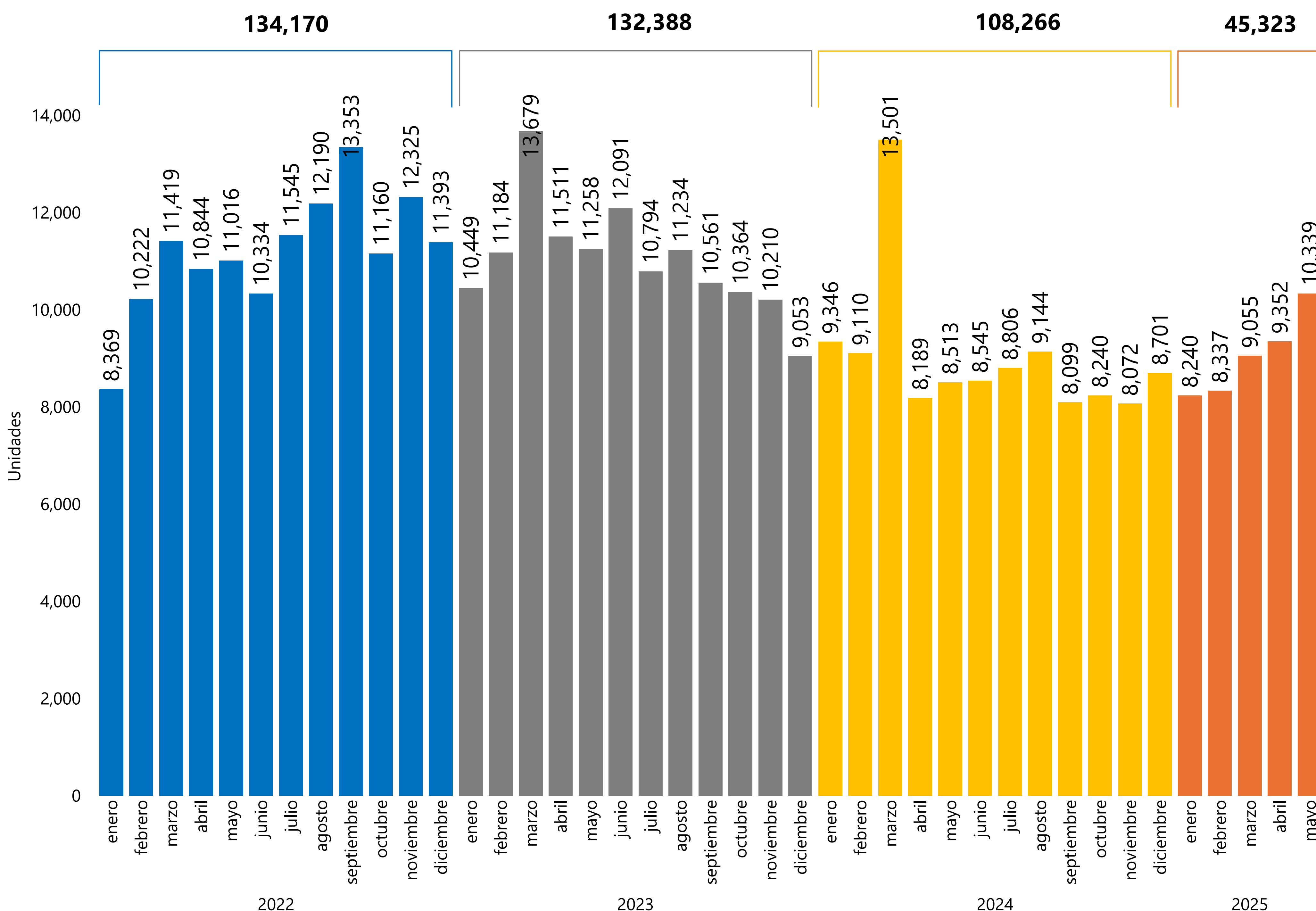
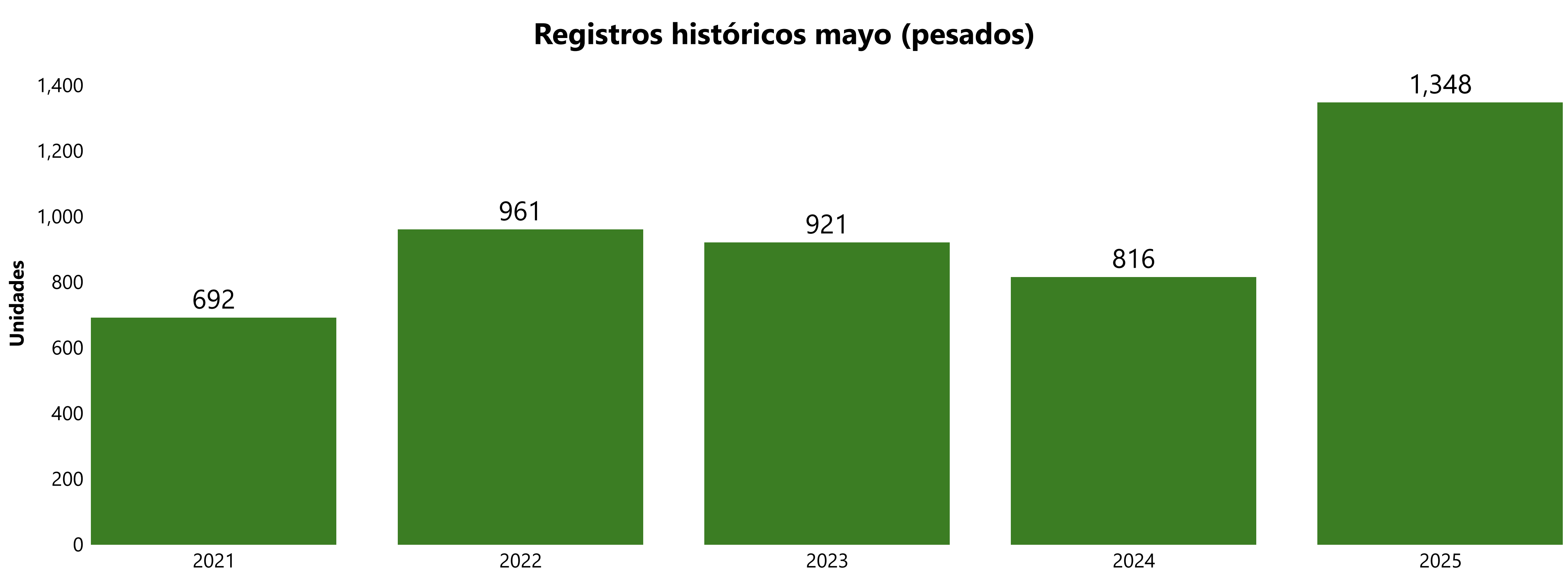
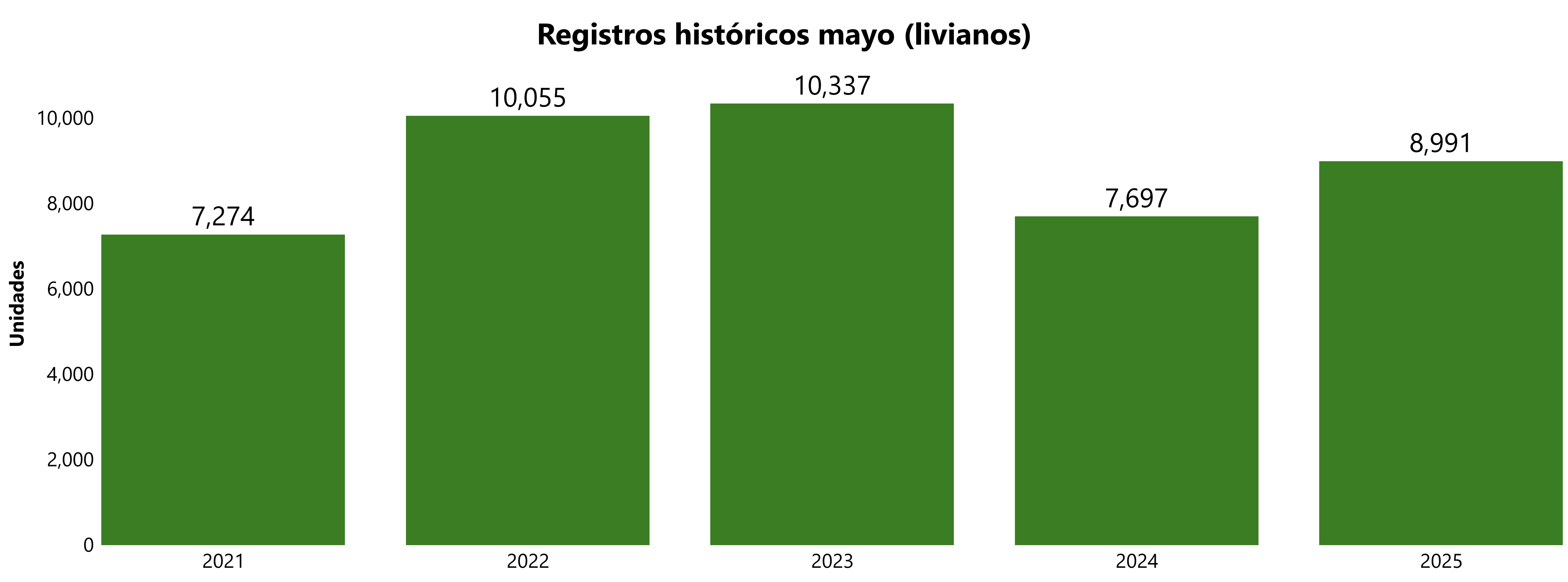
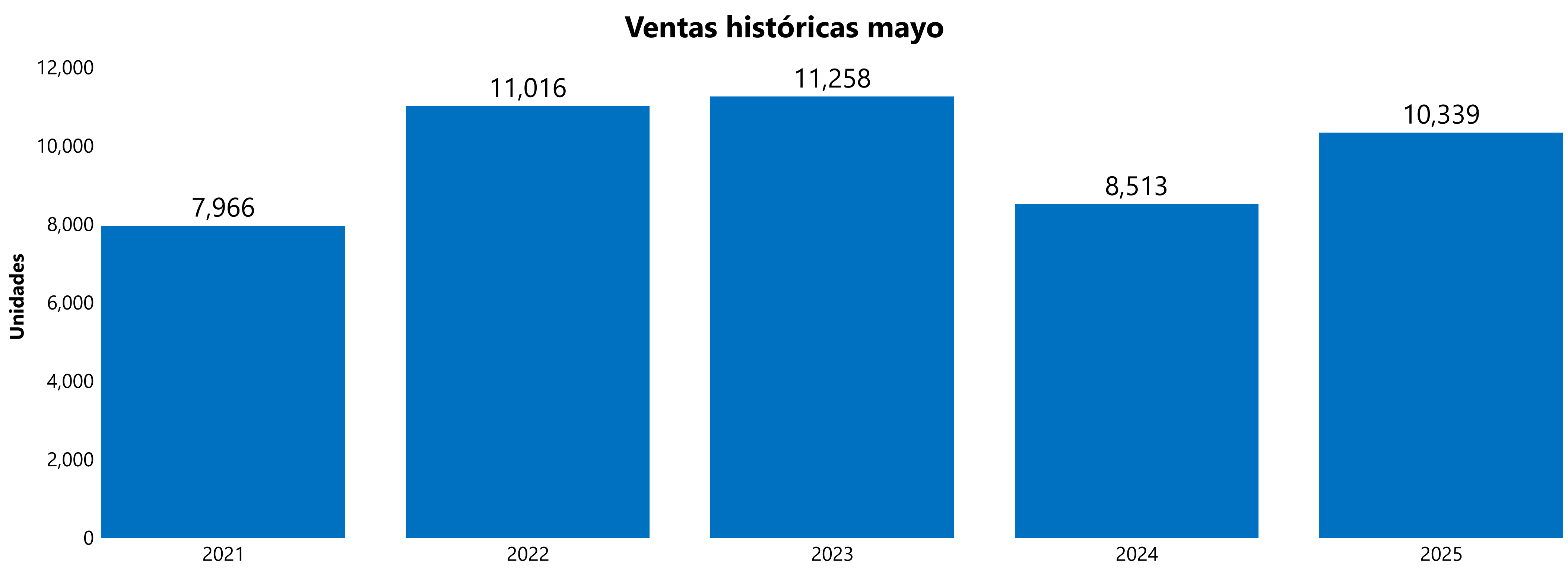


Registros de matriculación histórico 2022-2025



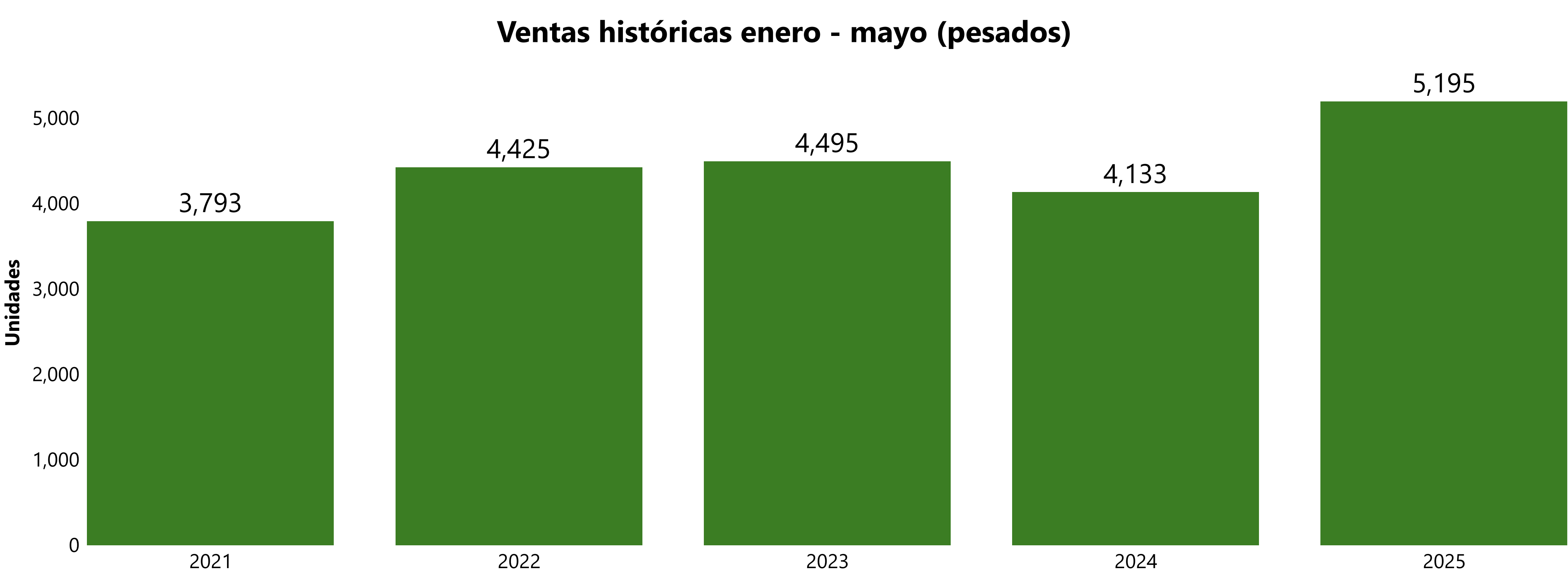
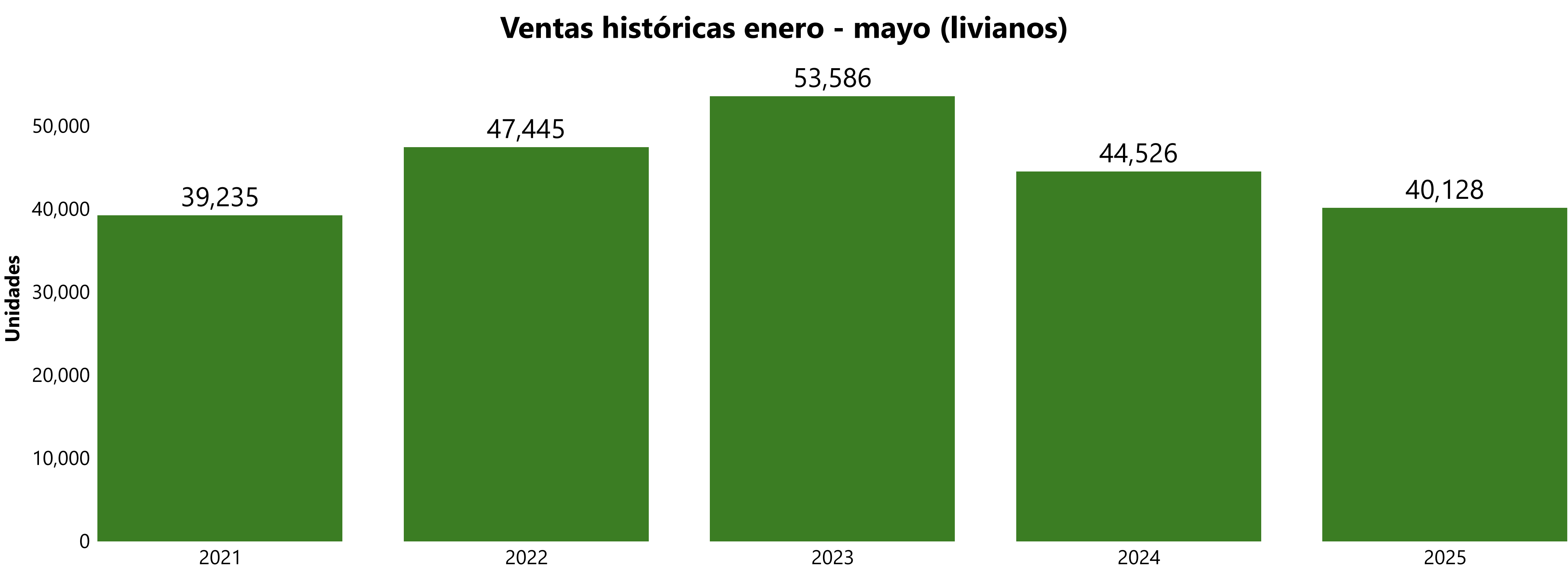
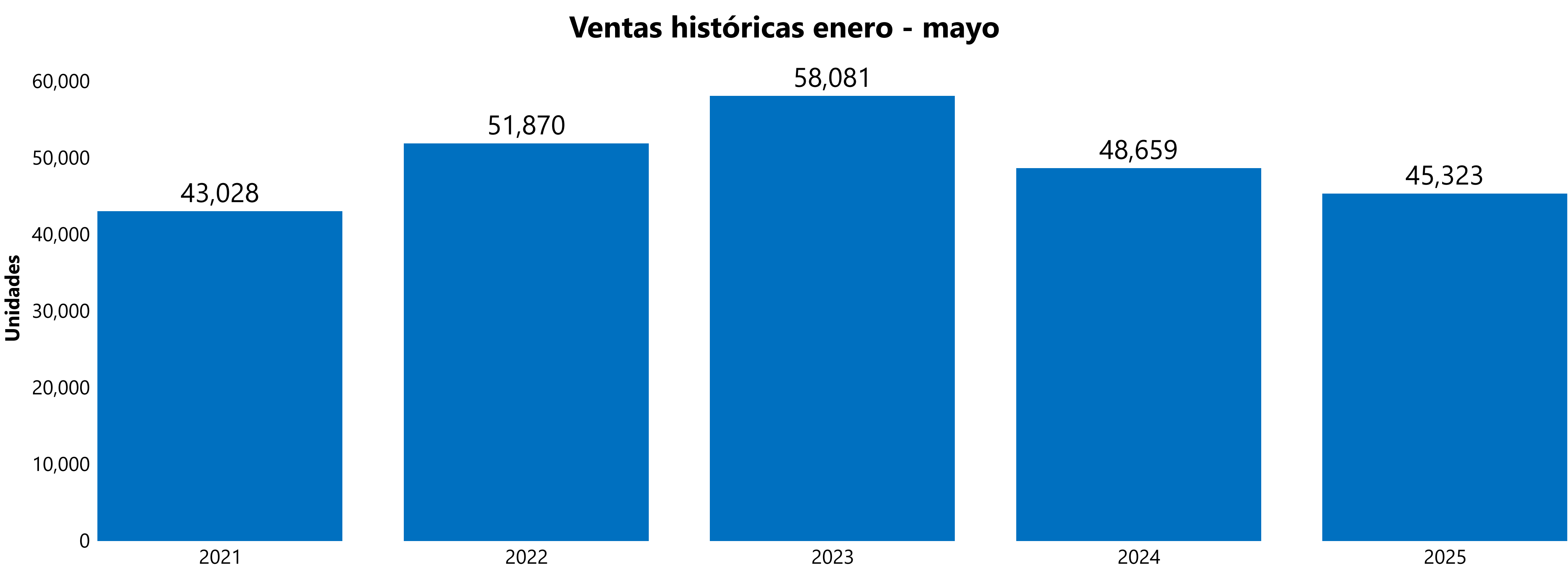
VENTAS DE VEHÍCULOS

MAYO 2025



VENTAS DE VEHÍCULOS

ENERO-MAYO 2025



VENTAS POR MARCA

MAYO 2025

Marca	May. 2025	May. 2024	Part. May 2025	Var. May 2025/2024
CHEVROLET	1,659	1,550	16.0%	7.0%
KIA	1,592	1,547	15.4%	2.9%
HYUNDAI	597	376	5.8%	58.8%
GWM	501	195	4.8%	156.9%
CHERY	462	423	4.5%	9.2%
TOYOTA	409	508	4.0%	-19.5%
SUZUKI	401	306	3.9%	31.0%
SINOTRUK	383	198	3.7%	93.4%
RENAULT	363	253	3.5%	43.5%
JAC	305	245	2.9%	24.5%
DONGFENG	291	208	2.8%	39.9%
HINO	257	187	2.5%	37.4%
DFSK	245	177	2.4%	38.4%
VOLKSWAGEN	232	221	2.2%	5.0%
MAZDA	227	190	2.2%	19.5%
FOTON	187	101	1.8%	85.1%
JETOUR	176	139	1.7%	26.6%
MITSUBISHI	156	41	1.5%	280.5%
SHINERAY	155	149	1.5%	4.0%
BYD	152	45	1.5%	237.8%
Total	10,339	8,513	100.0%	21.4%

Marca	Ene-May. 2025	Ene-May. 2024	Part. Ene-May 2025	Var. Ene-May 2025/2024
KIA	7,407	7,539	16.3%	-1.8%
CHEVROLET	6,893	9,036	15.2%	-23.7%
HYUNDAI	2,779	2,484	6.1%	11.9%
GWM	2,334	1,319	5.1%	77.0%
TOYOTA	2,222	3,073	4.9%	-27.7%
CHERY	2,087	2,290	4.6%	-8.9%
SUZUKI	1,804	1,930	4.0%	-6.5%
RENAULT	1,695	1,618	3.7%	4.8%
JAC	1,266	1,330	2.8%	-4.8%
SINOTRUK	1,175	799	2.6%	47.1%
DONGFENG	1,129	891	2.5%	26.7%
HINO	1,122	1,016	2.5%	10.4%
MAZDA	1,082	1,151	2.4%	-6.0%
DFSK	1,040	1,177	2.3%	-11.6%
VOLKSWAGEN	952	1,366	2.1%	-30.3%
BYD	760	277	1.7%	174.4%
SHINERAY	705	1,206	1.6%	-41.5%
FOTON	638	573	1.4%	11.3%
MITSUBISHI	620	327	1.4%	89.6%
NISSAN	609	1,275	1.3%	-52.2%
Total	45,323	48,659	100.0%	-6.9%

VENTAS POR PROVINCIA

MAYO 2025

Provincia	May 2025	May 2024	Part. May 2025	Var. May 2025/2024
PICHINCHA	4,261	3,485	41.2 %	22.3%
GUAYAS	2,881	2,624	27.9 %	9.8%
AZUAY	954	701	9.2 %	36.1%
TUNGURAHUA	627	485	6.1 %	29.3%
MANABÍ	430	333	4.2 %	29.1%
IMBABURA	270	170	2.6 %	58.8%
CHIMBORAZO	206	231	2.0 %	-10.8%
LOJA	152	102	1.5 %	49.0%
EL ORO	142	94	1.4 %	51.1%
COTOPAXI	96	69	0.9 %	39.1%
SANTO DOMINGO	69	17	0.7 %	305.9%
CAÑAR	41	24	0.4 %	70.8%
LOS RÍOS	40	50	0.4 %	-20.0%
ORELLANA	40	17	0.4 %	135.3%
ESMERALDAS	27	11	0.3 %	145.5%
SANTA ELENA	20	12	0.2 %	66.7%
PASTAZA	19	14	0.2 %	35.7%
ZAMORA CHINCHIPE	16	33	0.2 %	-51.5%
BOLÍVAR	13	4	0.1 %	225.0%
SUCUMBÍOS	11	9	0.1 %	22.2%
CARCHI	10	8	0.1 %	25.0%
MORONA SANTIAGO	8	12	0.1 %	-33.3%
NAPO	5	4	0.0 %	25.0%
GALÁPAGOS	1	4	0.0 %	-75.0%
Total	10,339	8,513	100.0 %	21.4%

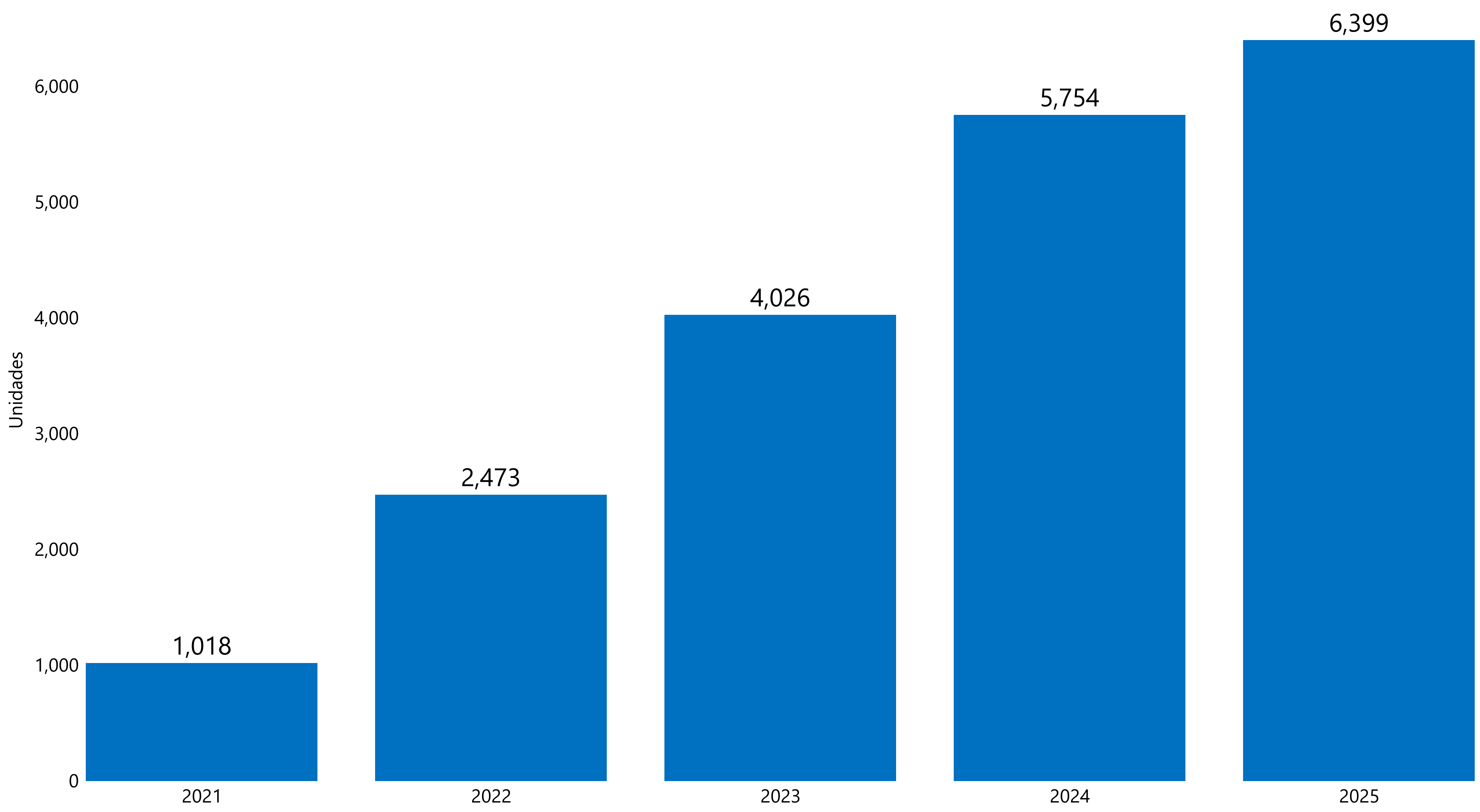
Provincia	Ene-May. 2025	Ene-May. 2024	Part. Ene-May 2025	Var. Ene-May 2025/2024
PICHINCHA	18,745	20,220	41.4 %	-7.3%
GUAYAS	13,076	14,325	28.9 %	-8.7%
AZUAY	4,006	4,189	8.8 %	-4.4%
TUNGURAHUA	2,724	2,810	6.0 %	-3.1%
MANABÍ	1,807	1,835	4.0 %	-1.5%
IMBABURA	1,205	1,118	2.7 %	7.8%
CHIMBORAZO	967	1,258	2.1 %	-23.1%
LOJA	615	633	1.4 %	-2.8%
EL ORO	531	493	1.2 %	7.7%
COTOPAXI	414	410	0.9 %	1.0%
SANTO DOMINGO	233	80	0.5 %	191.3%
LOS RÍOS	216	274	0.5 %	-21.2%
CAÑAR	183	238	0.4 %	-23.1%
ORELLANA	106	95	0.2 %	11.6%
ZAMORA CHINCHIPE	84	175	0.2 %	-52.0%
SANTA ELENA	79	95	0.2 %	-16.8%
PASTAZA	72	42	0.2 %	71.4%
ESMERALDAS	70	54	0.2 %	29.6%
CARCHI	54	76	0.1 %	-28.9%
SUCUMBÍOS	50	54	0.1 %	-7.4%
MORONA SANTIAGO	33	70	0.1 %	-52.9%
BOLÍVAR	29	62	0.1 %	-53.2%
NAPO	21	32	0.0 %	-34.4%
GALÁPAGOS	3	21	0.0 %	-85.7%
Total	45,323	48,659	100.0 %	-6.9%

VENTAS DE HÍBRIDOS

MAYO 2025

Marca	May. 2025	May. 2024	Ene-May. 2025	Ene-May. 2024	Var. May 2025/2024	Var. Ene-May 2025/2024
SUZUKI	385	248	1,649	1,488	55.2%	10.8%
CHERY	200	179	903	957	11.7%	-5.6%
TOYOTA	156	154	715	711	1.3%	0.6%
DONGFENG	114	63	456	243	81.0%	87.7%
GWM	76	33	312	180	130.3%	73.3%
GEELY	50	23	246	131	117.4%	87.8%
MAZDA	15	58	245	417	-74.1%	-41.2%
NISSAN	48	46	235	426	4.3%	-44.8%
HYUNDAI	43	11	195	60	290.9%	225.0%
DFSK	45		190	3	-	6233.3%
FORD	30		172	55	-	212.7%
BYD	31	4	135	65	675.0%	107.7%
CITROEN	50	35	133	180	42.9%	-26.1%
SUBARU	30	9	129	91	233.3%	41.8%
MERCEDES BENZ	20	29	101	120	-31.0%	-15.8%
CHANGAN	43		96		-	-
RENAULT	29		93		-	-
RAM	25	15	84	125	66.7%	-32.8%
BMW	13	19	80	79	-31.6%	1.3%
KIA	10	47	73	332	-78.7%	-78.0%
Total	1,450	993	6,399	5,754	46.0%	11.2%

Ventas históricas acumuladas de vehículos híbridos 2021-2025(enero-mayo)



VENTAS DE ELÉCTRICOS

MAYO 2025

Marca	May. 2025	May. 2024	Ene-May. 2025	Ene-May. 2024	Var. Ene-May 2025/2024	Var. May 2025/2024
BYD	121	41	623	212	193.9%	195.1%
KIA	36	32	134	82	63.4%	12.5%
CHEVROLET	29		87	4	2075.0%	-
YUTONG			60		-	-
CHERY	8		31	1	3000.0%	-
LEAPMOTOR	5	11	27	55	-50.9%	-54.5%
AUDI	6		26	12	116.7%	-
SHINERAY	5		24		-	-
MG	2	2	20	13	53.8%	0.0%
NETA	4	7	20	13	53.8%	-42.9%
DFSK	5	1	16	7	128.6%	400.0%
MERCEDES BENZ	4	1	15	12	25.0%	300.0%
BMW	6	3	11	6	83.3%	100.0%
JAC	4	1	11	4	175.0%	300.0%
LYNK AND CO	7		10		-	-
URVANE MOVILITY	2		10	5	100.0%	-
DONGFENG	3	4	9	19	-52.6%	-25.0%
AVANTIER	2	1	6	1	500.0%	100.0%
HELMARV	5		6		-	-
KEYTON	6		6		-	-
Total	267	113	1,192	492	142.3%	136.3%

Ventas históricas acumuladas de vehículos eléctricos 2021-2025(enero-mayo)

