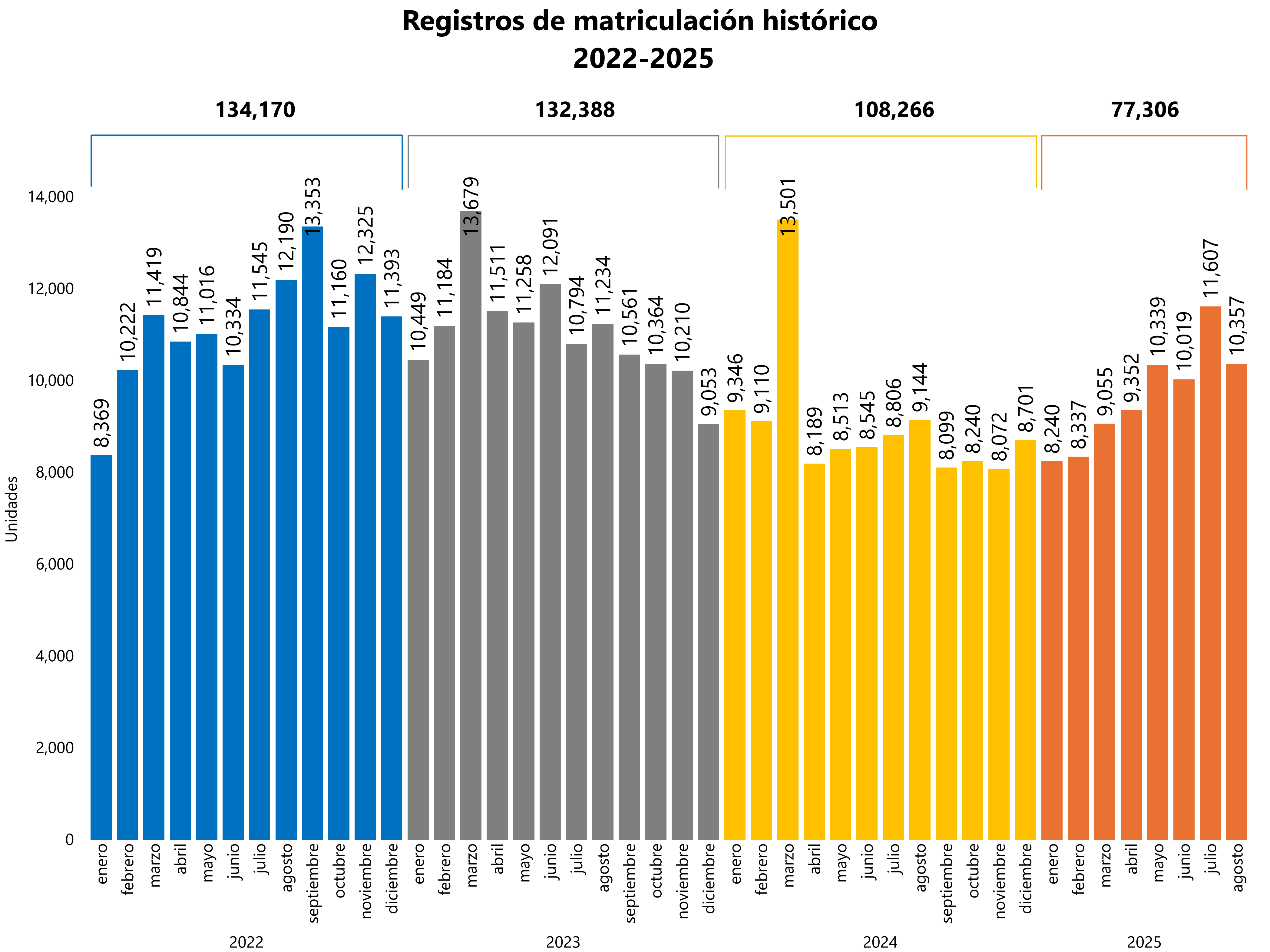


REPORTE DE VENTAS

AGOSTO 2025

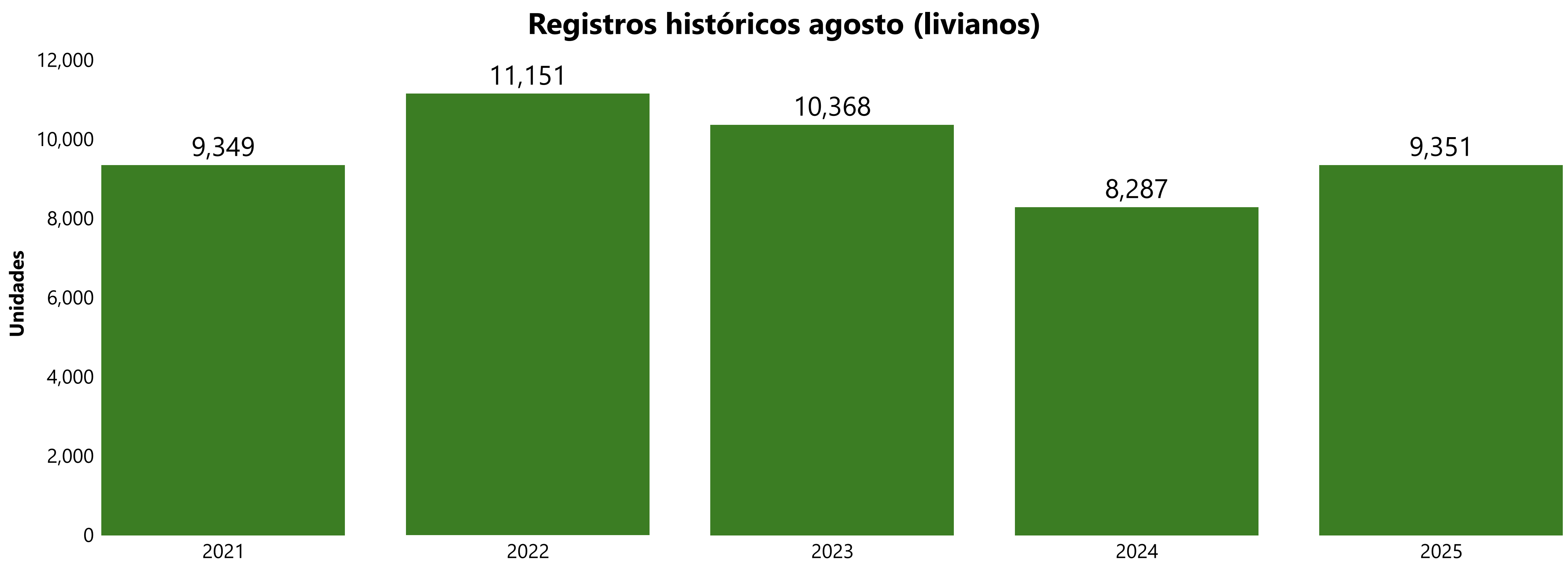
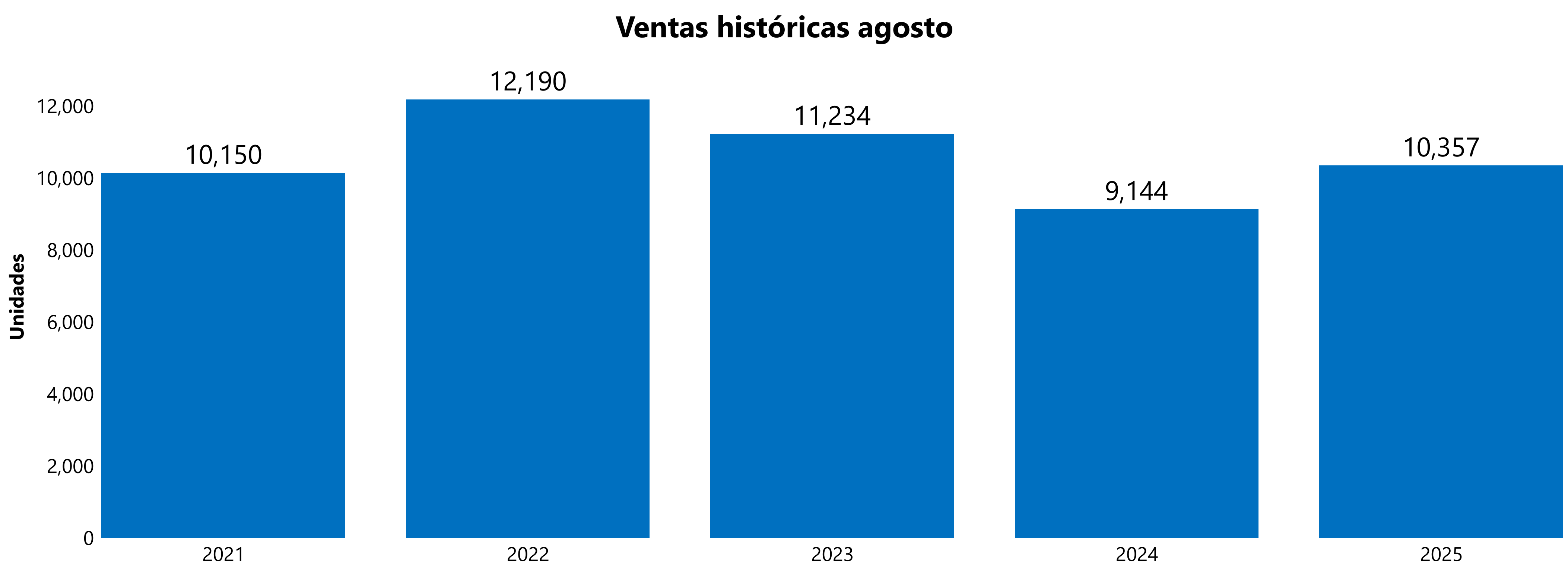


De acuerdo con el registro de facturas procesadas de vehículos nuevos reportado por el Servicio de Rentas Internas (SRI), en agosto de 2025 se registraron 10.357 unidades, (13,3% más que en agosto de 2024).



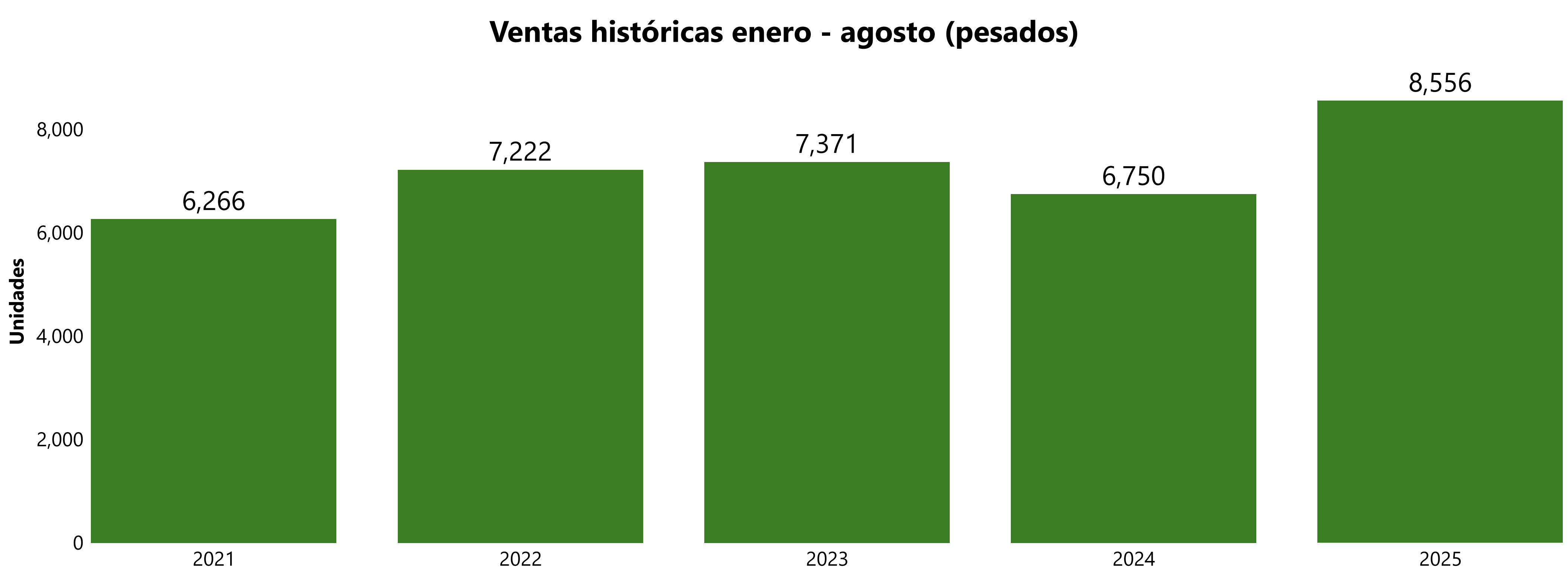
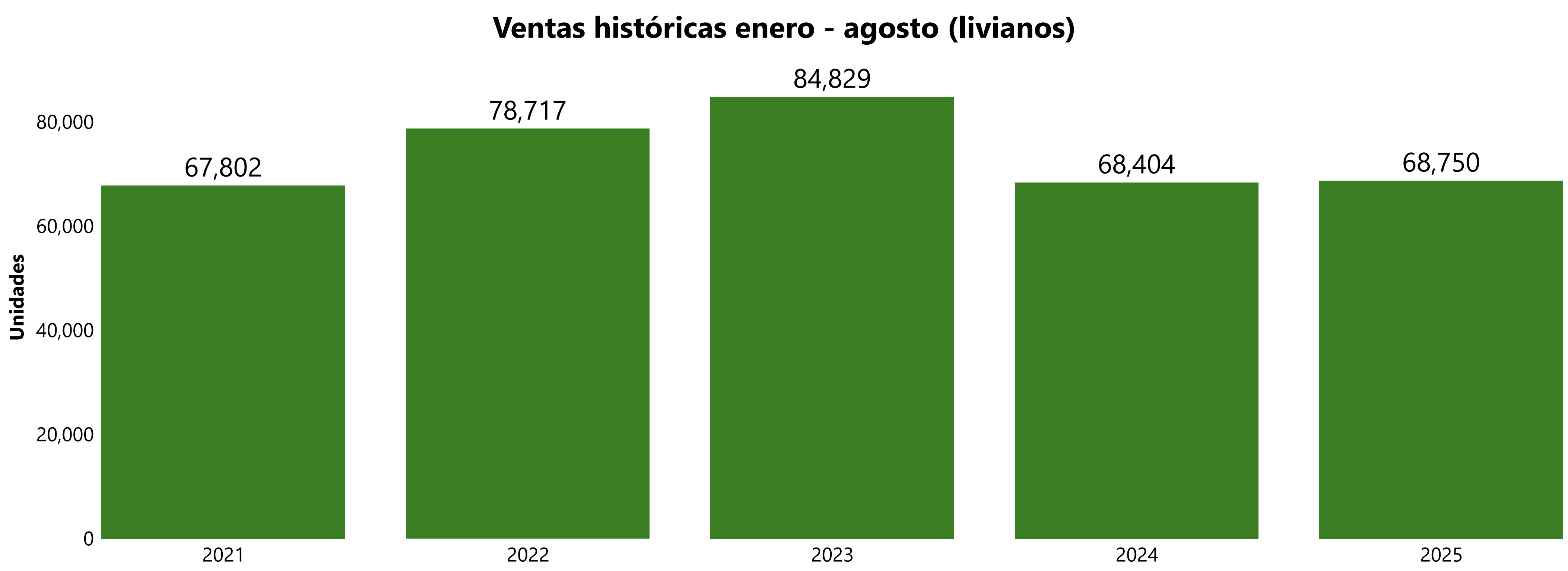
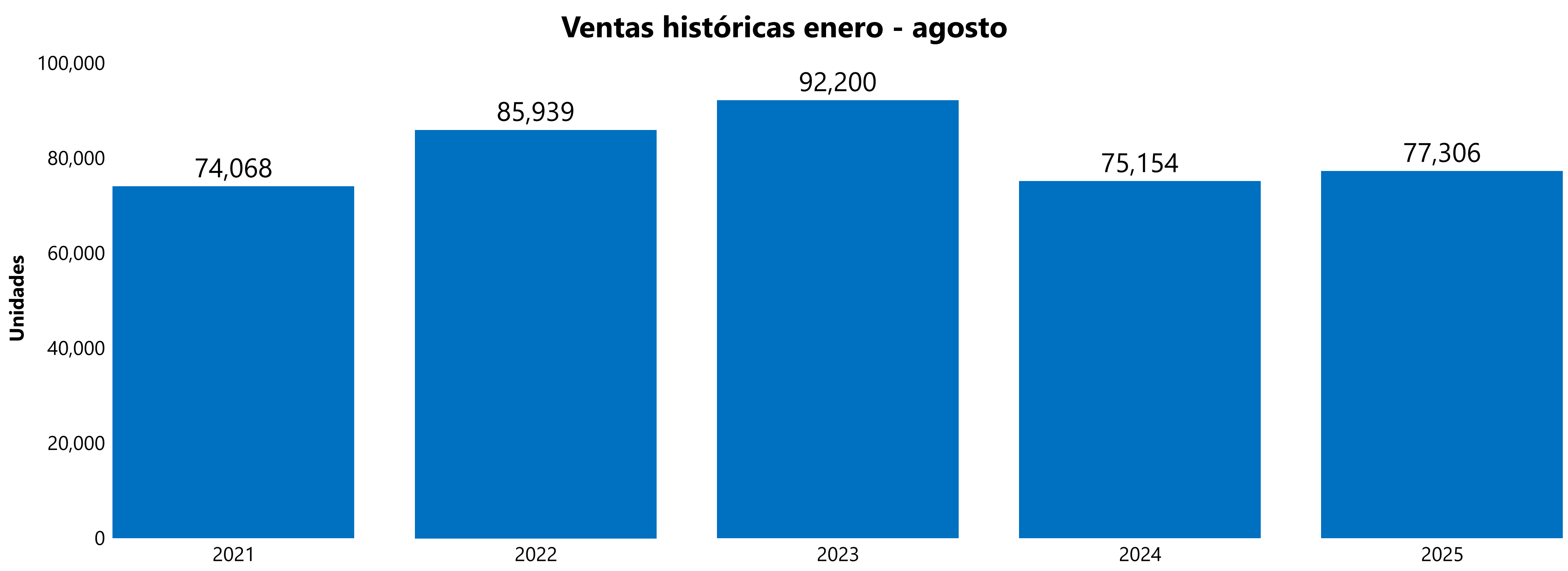
VENTAS DE VEHÍCULOS

AGOSTO 2025



VENTAS DE VEHÍCULOS

ENERO-AGOSTO 2025



VENTAS POR MARCA

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Part. Ago 2025	Var. Ago 2025/2024
KIA	1,762	1,447	17.0%	21.8%
CHEVROLET	1,238	2,020	12.0%	-38.7%
HYUNDAI	751	389	7.3%	93.1%
TOYOTA	511	460	4.9%	11.1%
CHERY	503	413	4.9%	21.8%
GWM	445	203	4.3%	119.2%
RENAULT	421	284	4.1%	48.2%
SUZUKI	370	337	3.6%	9.8%
JAC	369	224	3.6%	64.7%
DONGFENG	364	186	3.5%	95.7%
DFSK	291	249	2.8%	16.9%
SINOTRUK	271	169	2.6%	60.4%
BYD	253	67	2.4%	277.6%
MAZDA	242	216	2.3%	12.0%
FOTON	194	124	1.9%	56.5%
HINO	192	215	1.9%	-10.7%
VOLKSWAGEN	192	168	1.9%	14.3%
JETOUR	191	155	1.8%	23.2%
SHINERAY	154	151	1.5%	2.0%
NISSAN	148	197	1.4%	-24.9%
Total	10,357	9,144	100.0%	13.3%

Marca	Ene-Ago. 2025	Ene-Ago. 2024	Part. Ene-Ago 2025	Var. Ene-Ago 2025/2024
KIA	12,655	11,564	16.4%	9.4%
CHEVROLET	10,600	14,232	13.7%	-25.5%
HYUNDAI	4,829	3,703	6.2%	30.4%
TOYOTA	3,979	4,625	5.1%	-14.0%
GWM	3,872	2,077	5.0%	86.4%
CHERY	3,549	3,356	4.6%	5.8%
SUZUKI	3,053	2,882	3.9%	5.9%
RENAULT	2,956	2,537	3.8%	16.5%
JAC	2,342	2,013	3.0%	16.3%
DONGFENG	2,087	1,449	2.7%	44.0%
SINOTRUK	2,000	1,264	2.6%	58.2%
DFSK	1,860	1,822	2.4%	2.1%
HINO	1,766	1,666	2.3%	6.0%
MAZDA	1,741	1,706	2.3%	2.1%
VOLKSWAGEN	1,618	1,941	2.1%	-16.6%
BYD	1,544	475	2.0%	225.1%
FOTON	1,265	887	1.6%	42.6%
JETOUR	1,184	1,345	1.5%	-12.0%
SHINERAY	1,176	1,712	1.5%	-31.3%
NISSAN	1,069	1,887	1.4%	-43.3%
Total	77,306	75,154	100.0%	2.9%

VENTAS POR PROVINCIA

AGOSTO 2025

Provincia	Ago 2025	Ago 2024	Part. Ago 2025	Var. Ago 2025/2024
PICHINCHA	4,481	3,895	43.3 %	15.0%
GUAYAS	2,897	2,681	28.0 %	8.1%
AZUAY	871	862	8.4 %	1.0%
TUNGURAHUA	596	507	5.8 %	17.6%
MANABÍ	434	352	4.2 %	23.3%
IMBABURA	262	211	2.5 %	24.2%
CHIMBORAZO	219	218	2.1 %	0.5%
LOJA	144	105	1.4 %	37.1%
COTOPAXI	99	62	1.0 %	59.7%
EL ORO	83	42	0.8 %	97.6%
SANTO DOMINGO	54	7	0.5 %	671.4%
CAÑAR	43	40	0.4 %	7.5%
LOS RÍOS	28	46	0.3 %	-39.1%
CARCHI	25	8	0.2 %	212.5%
SANTA ELENA	25	12	0.2 %	108.3%
ZAMORA CHINCHIPE	21	14	0.2 %	50.0%
ORELLANA	16	20	0.2 %	-20.0%
PASTAZA	13	8	0.1 %	62.5%
SUCUMBÍOS	13	23	0.1 %	-43.5%
BOLÍVAR	12	7	0.1 %	71.4%
ESMERALDAS	8	9	0.1 %	-11.1%
MORONA SANTIAGO	8	9	0.1 %	-11.1%
NAPO	4	5	0.0 %	-20.0%
GALÁPAGOS	1	1	0.0 %	0.0%
Total	10,357	9,144	100.0 %	13.3%

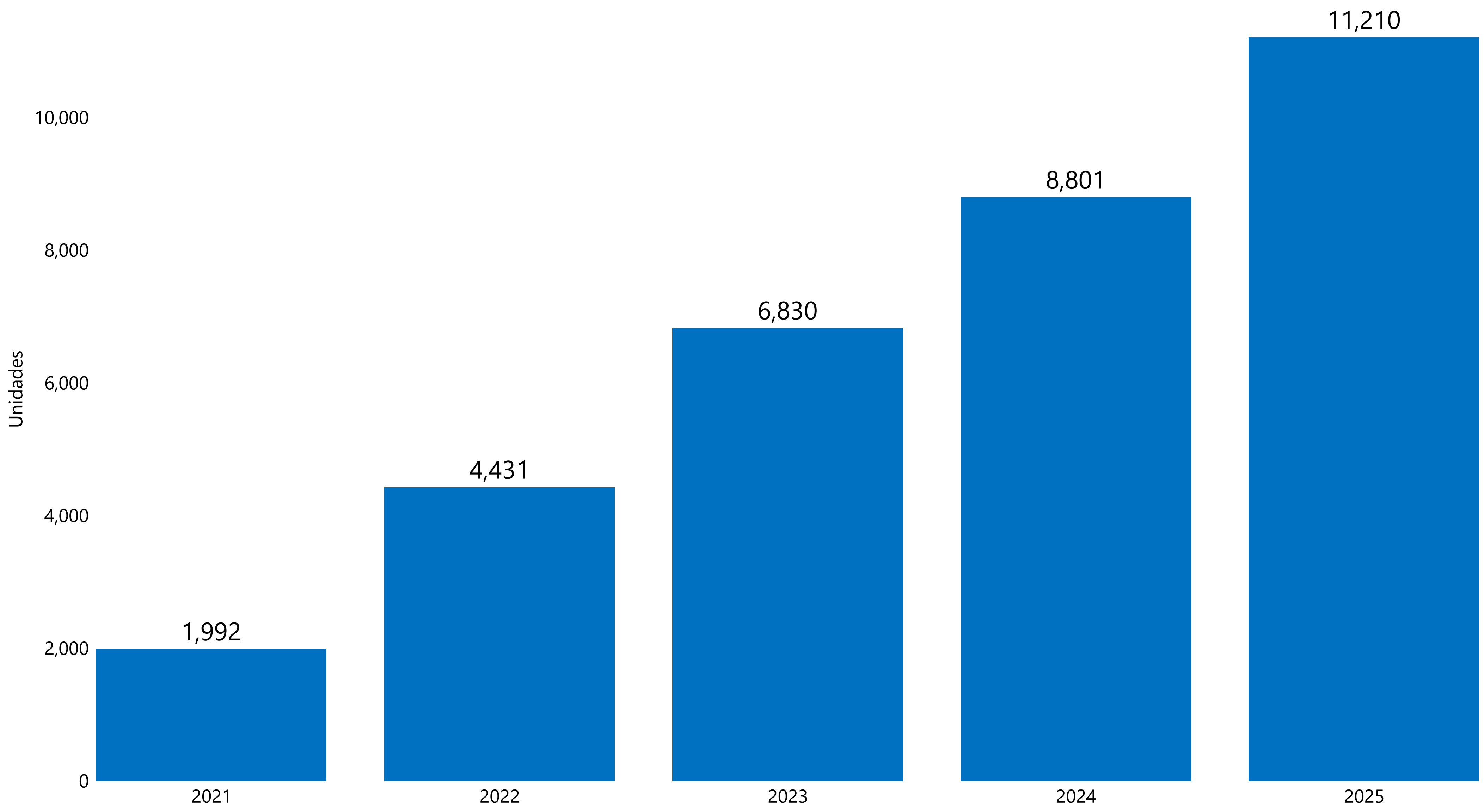
Provincia	Ene-Ago. 2025	Ene-Ago. 2024	Part. Ene-Ago 2025	Var. Ene-Ago 2025/2024
PICHINCHA	31,966	31,376	41.3 %	1.9%
GUAYAS	22,292	22,154	28.8 %	0.6%
AZUAY	7,084	6,532	9.2 %	8.5%
TUNGURAHUA	4,657	4,341	6.0 %	7.3%
MANABÍ	3,073	2,937	4.0 %	4.6%
IMBABURA	1,977	1,695	2.6 %	16.6%
CHIMBORAZO	1,650	1,824	2.1 %	-9.5%
LOJA	1,059	963	1.4 %	10.0%
EL ORO	796	663	1.0 %	20.1%
COTOPAXI	738	633	1.0 %	16.6%
SANTO DOMINGO	374	103	0.5 %	263.1%
LOS RÍOS	332	405	0.4 %	-18.0%
CAÑAR	289	374	0.4 %	-22.7%
ORELLANA	177	156	0.2 %	13.5%
ZAMORA CHINCHIPE	155	245	0.2 %	-36.7%
SANTA ELENA	148	128	0.2 %	15.6%
PASTAZA	116	58	0.2 %	100.0%
CARCHI	109	111	0.1 %	-1.8%
ESMERALDAS	88	86	0.1 %	2.3%
SUCUMBÍOS	83	93	0.1 %	-10.8%
BOLÍVAR	53	83	0.1 %	-36.1%
MORONA SANTIAGO	53	98	0.1 %	-45.9%
NAPO	29	67	0.0 %	-56.7%
GALÁPAGOS	8	29	0.0 %	-72.4%
Total	77,306	75,154	100.0 %	2.9%

VENTAS DE HÍBRIDOS

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Ene-Ago. 2025	Ene-Ago. 2024	Var. Ago 2025/2024	Var. Ene-Ago 2025/2024
SUZUKI	337	292	2,786	2,296	15.4%	21.3%
CHERY	223	164	1,530	1,400	36.0%	9.3%
TOYOTA	99	129	1,042	1,141	-23.3%	-8.7%
DONGFENG	167	39	913	410	328.2%	122.7%
GWM	70	29	586	291	141.4%	101.4%
GEELY	38	41	410	222	-7.3%	84.7%
HYUNDAI	72	5	410	73	1340.0%	461.6%
DFSK	70	27	388	39	159.3%	894.9%
NISSAN	40	47	382	563	-14.9%	-32.1%
FORD	56	7	345	80	700.0%	331.3%
MAZDA	15	74	287	607	-79.7%	-52.7%
CHANGAN	44		247		-	-
SUBARU	45	25	236	160	80.0%	47.5%
BYD	22	16	230	92	37.5%	150.0%
RENAULT	32		183		-	-
CITROEN		24	182	256	-100.0%	-28.9%
RAM	26	40	169	212	-35.0%	-20.3%
MERCEDES BENZ	18	20	159	191	-10.0%	-16.8%
BMW	13	14	155	136	-7.1%	14.0%
KIA	49	38	122	471	28.9%	-74.1%
Total	1,529	1,057	11,210	8,801	44.7%	27.4%

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



VENTAS DE ELÉCTRICOS

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Ene-Ago. 2025	Ene-Ago. 2024	Var. Ene-Ago 2025/2024	Var. Ago 2025/2024
BYD	231	51	1,312	383	242.6%	352.9%
KIA	21	10	223	116	92.2%	110.0%
CHEVROLET	18	2	136	10	1260.0%	800.0%
YUTONG			60		-	-
CHERY	5		55	1	5400.0%	-
MG	8	1	50	17	194.1%	700.0%
JAC	18	2	49	9	444.4%	800.0%
AUDI	2	9	39	28	39.3%	-77.8%
NETA	6	5	35	30	16.7%	20.0%
LEAPMOTOR		13	31	84	-63.1%	-100.0%
DFSK	4	6	26	21	23.8%	-33.3%
LYNK AND CO	5		24		-	-
MERCEDES BENZ	1	3	19	22	-13.6%	-66.7%
RIDDARA			17	3	466.7%	-
DONGFENG	4	10	16	37	-56.8%	-60.0%
AVANTIER	2	1	15	7	114.3%	100.0%
BMW		2	15	18	-16.7%	-100.0%
SKYWELL	2	2	14	24	-41.7%	0.0%
URVANE MOVILITY			13	8	62.5%	-
MINI			10	3	233.3%	-
Total	342	128	2,234	862	159.2%	167.2%

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

