

REPORTE DE VENTAS

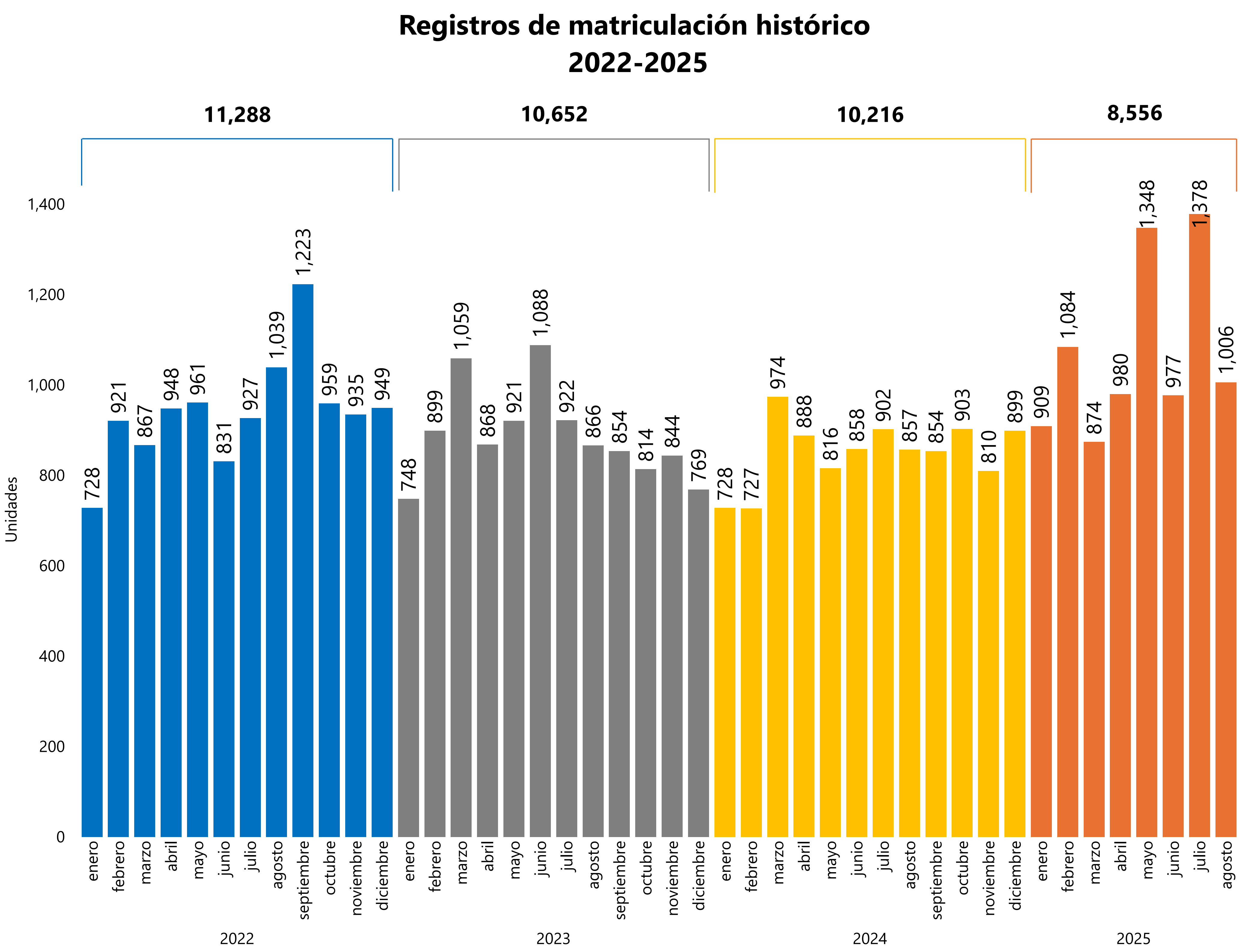
VEHICULOS PESADOS

(CAMIONES Y BUSES)

AGOSTO 2025

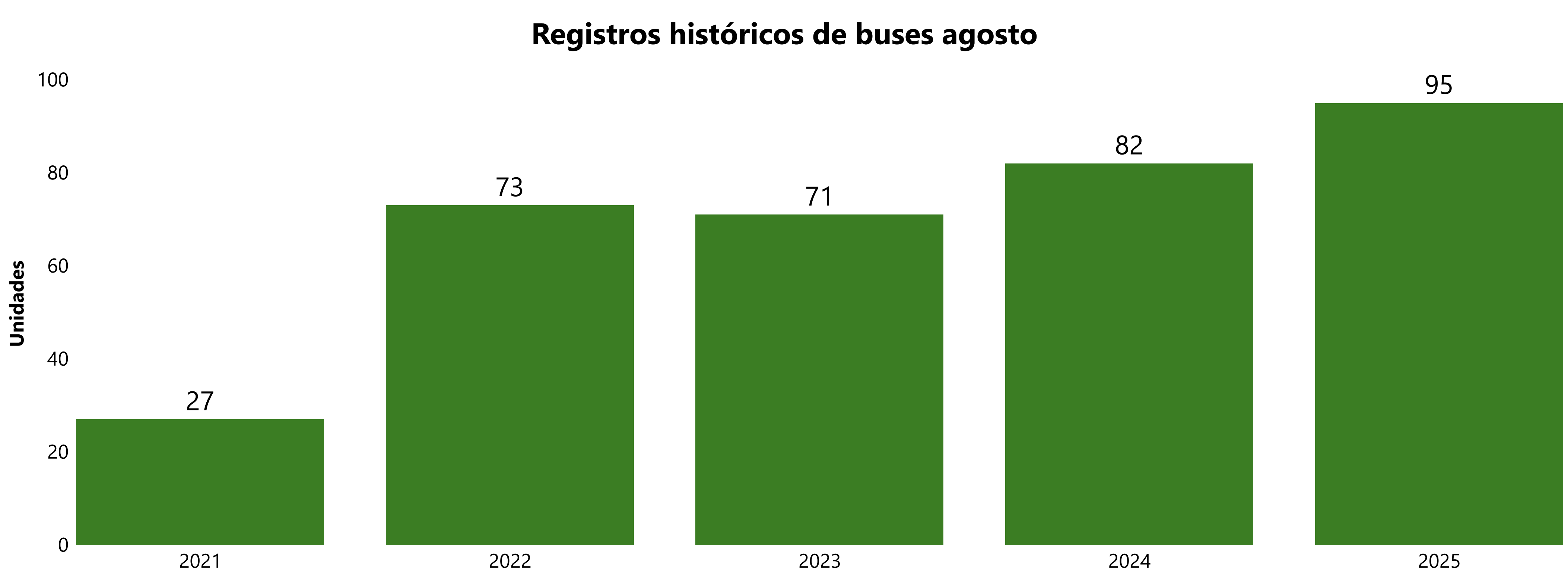
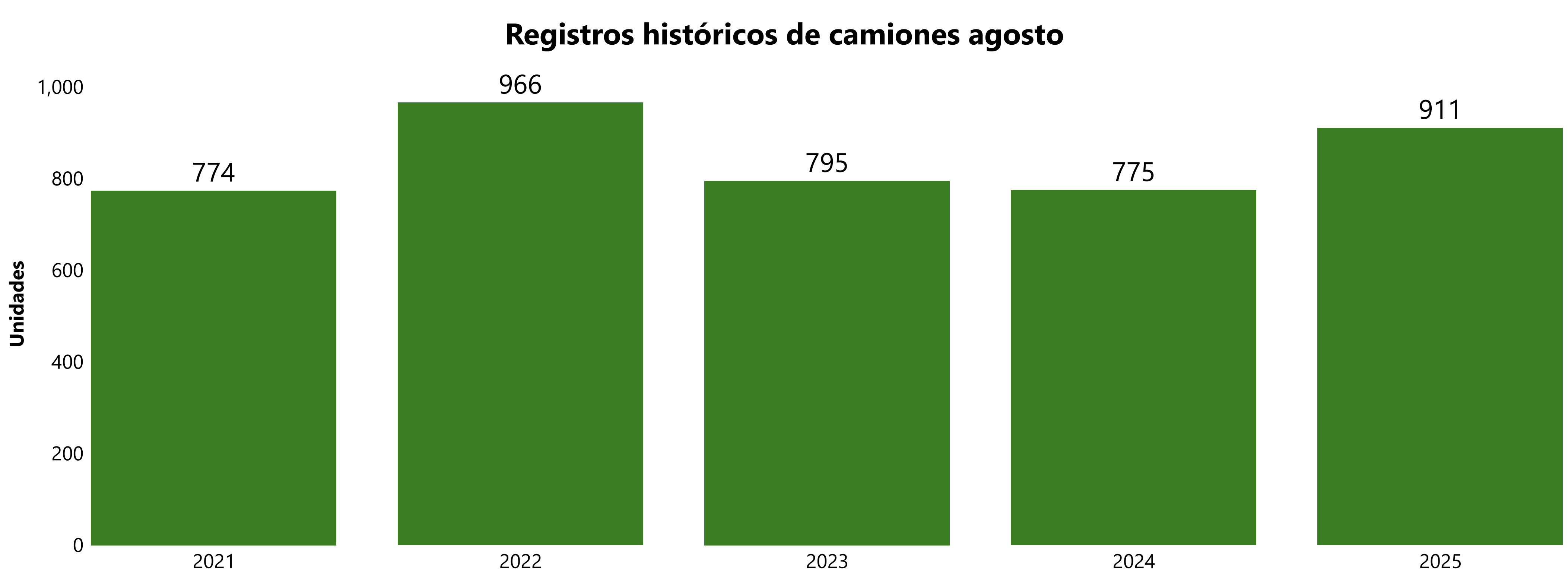
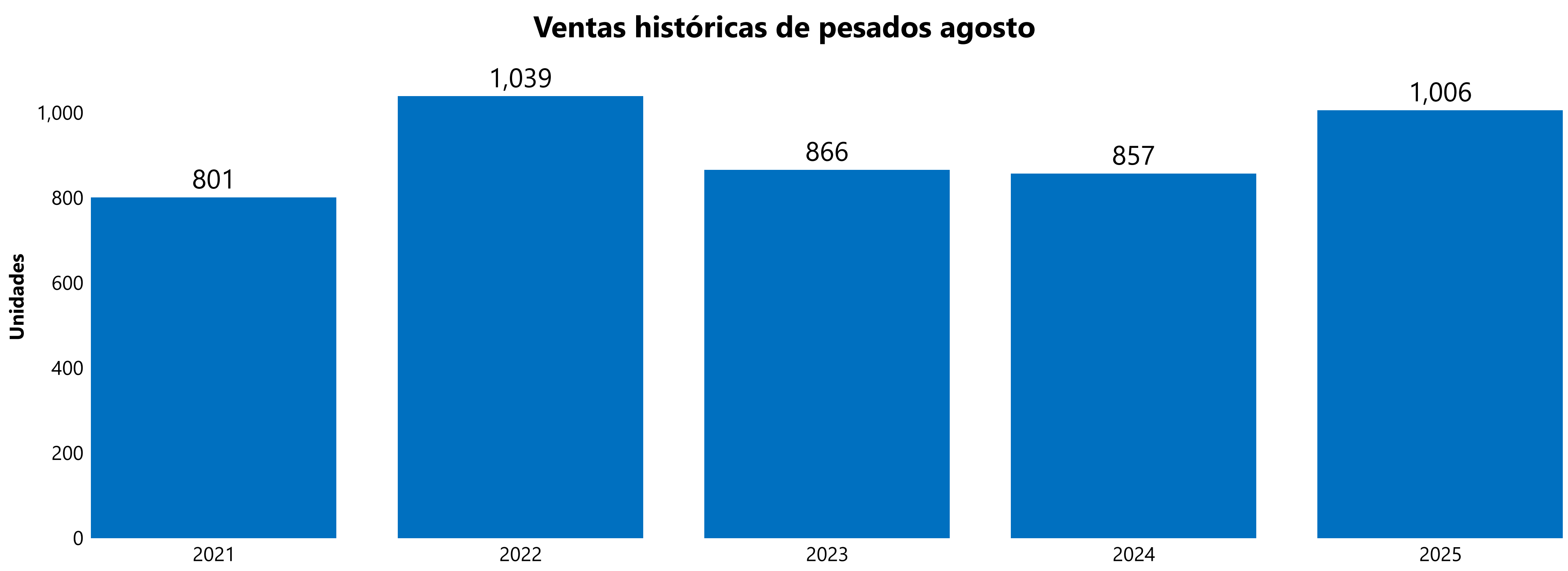


De acuerdo con el registro de facturas procesadas de vehículos nuevos reportado por el Servicio de Rentas Internas (SRI), en agosto de 2025 se registraron 1.006 unidades, (17,4% más que en agosto 2024).



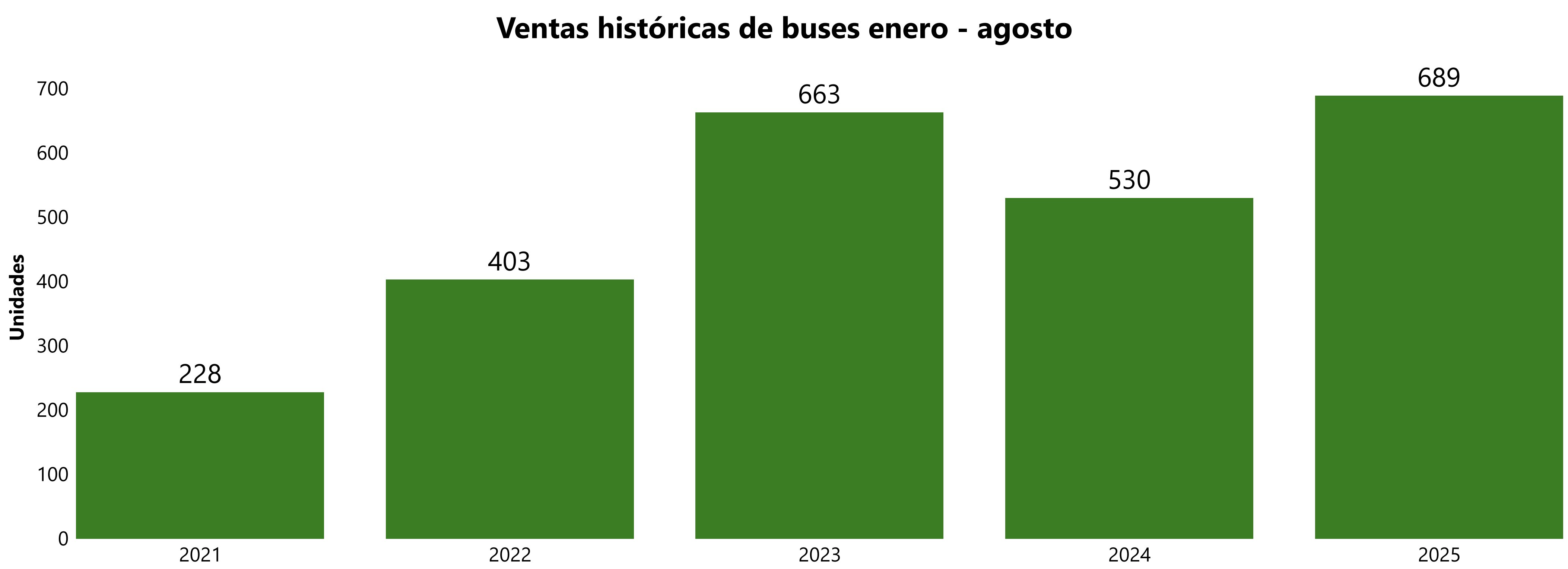
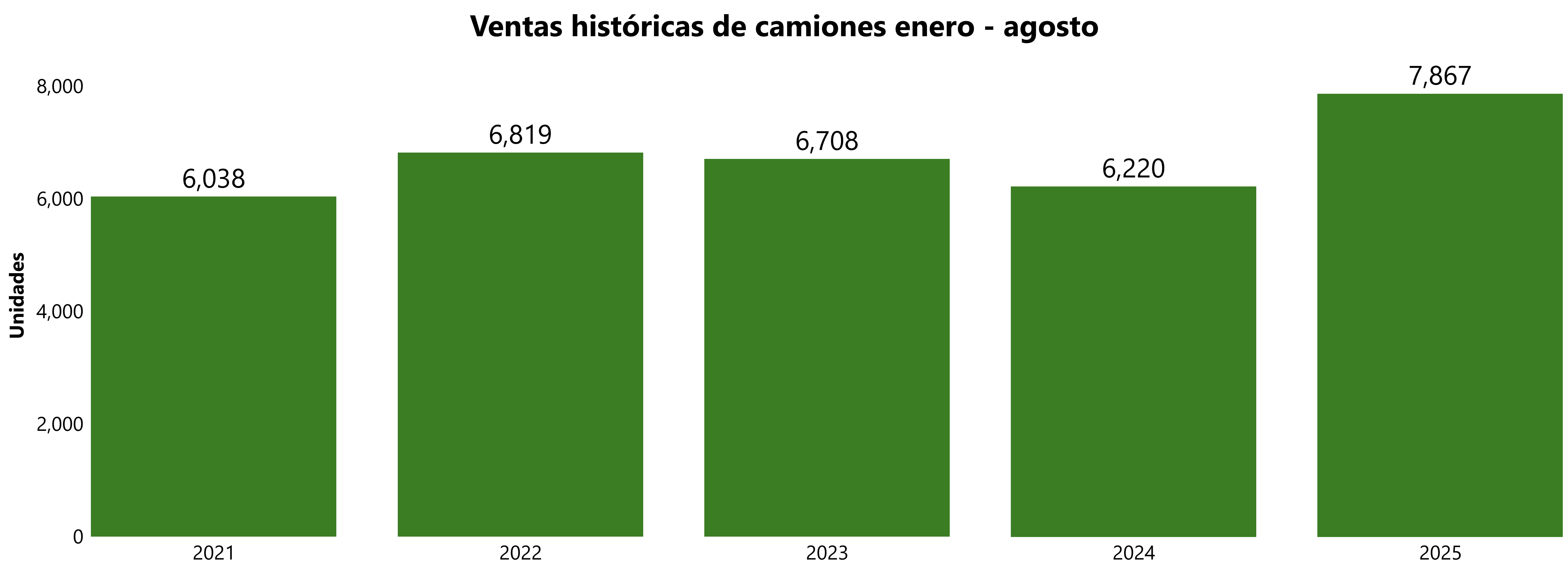
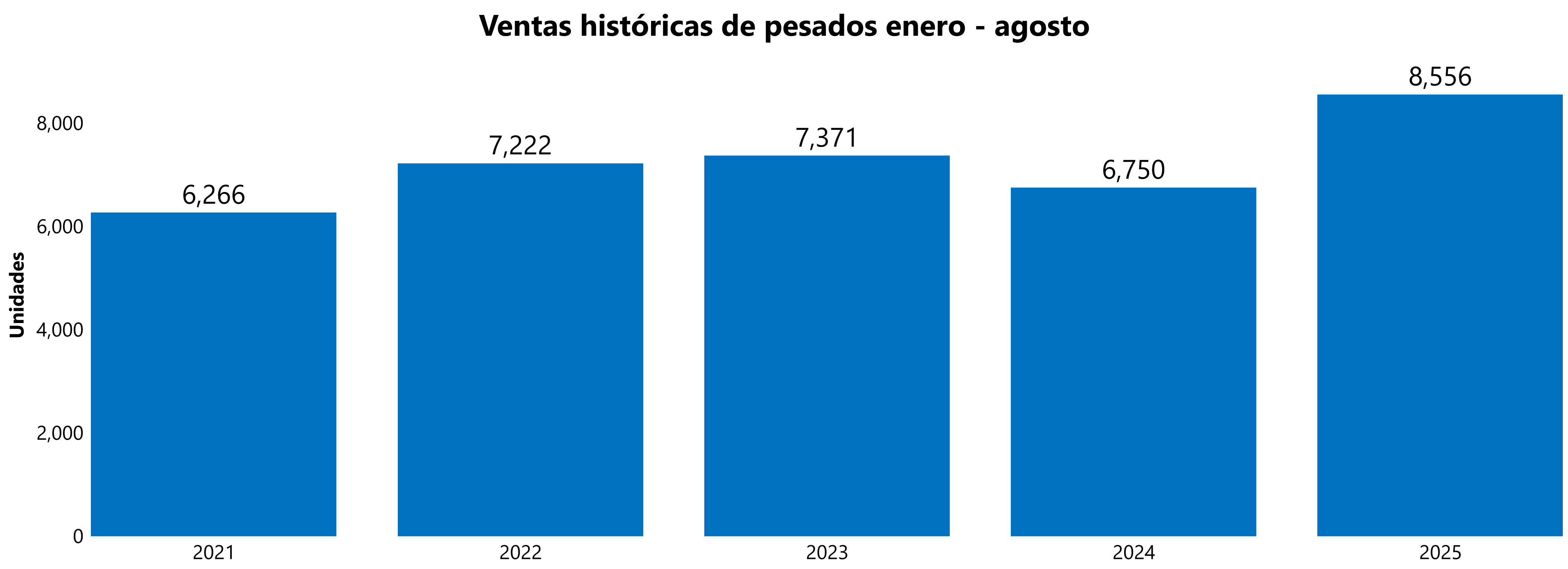
VENTAS DE VEHÍCULOS PESADOS

AGOSTO 2025



VENTAS DE VEHÍCULOS PESADOS

ENERO-AGOSTO 2025



VENTAS DE PESADOS POR MARCA

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Part. Ago 2025	Var. Ago 2025/2024
SINOTRUK	210	152	20.9%	38.2%
HINO	192	215	19.1%	-10.7%
CHEVROLET	139	127	13.8%	9.4%
JAC	134	88	13.3%	52.3%
FOTON	62	45	6.2%	37.8%
DONGFENG	42	29	4.2%	44.8%
SHACMAN	34	17	3.4%	100.0%
FAW TRUCKS	30	27	3.0%	11.1%
SDAC WEICHAI	22	9	2.2%	144.4%
HYUNDAI	19	13	1.9%	46.2%
FUSO	18	8	1.8%	125.0%
JMC	10	49	1.0%	-79.6%
KENWORTH	9	2	0.9%	350.0%
KYC	9	7	0.9%	28.6%
MERCEDES BENZ	9	8	0.9%	12.5%
MAN	8	2	0.8%	300.0%
SCANIA	8	9	0.8%	-11.1%
UD TRUCKS	8	7	0.8%	14.3%
SANY	6		0.6%	-
DAEWOO TRUCKS	5		0.5%	-
Total	1,006	857	100.0%	17.4%

Marca	Ene-Ago. 2025	Ene-Ago. 2024	Part. Ene-Ago 2025	Var. Ene-Ago 2025/2024
HINO	1,766	1,666	20.6%	6.0%
SINOTRUK	1,694	1,083	19.8%	56.4%
CHEVROLET	1,194	1,016	14.0%	17.5%
JAC	1,020	696	11.9%	46.6%
DONGFENG	465	351	5.4%	32.5%
FOTON	412	311	4.8%	32.5%
JMC	408	353	4.8%	15.6%
FAW TRUCKS	237	226	2.8%	4.9%
FUSO	179	148	2.1%	20.9%
SHACMAN	178	109	2.1%	63.3%
HYUNDAI	150	146	1.8%	2.7%
SDAC WEICHAI	109	43	1.3%	153.5%
MERCEDES BENZ	96	92	1.1%	4.3%
SCANIA	68	58	0.8%	17.2%
UD TRUCKS	67	51	0.8%	31.4%
YUTONG	63	3	0.7%	2000.0%
KYC	58	51	0.7%	13.7%
DAF	47	28	0.5%	67.9%
KENWORTH	44	26	0.5%	69.2%
MAN	37	11	0.4%	236.4%
Total	8,556	6,750	100.0%	26.8%

VENTAS POR PROVINCIA

AGOSTO 2025

Provincia	Ago 2025	Ago 2024	Part. Ago 2025	Var. Ago 2025/2024
PICHINCHA	315	310	31.3 %	1.6%
GUAYAS	285	190	28.3 %	50.0%
AZUAY	124	119	12.3 %	4.2%
TUNGURAHUA	59	61	5.9 %	-3.3%
MANABÍ	36	26	3.6 %	38.5%
IMBABURA	34	23	3.4 %	47.8%
CHIMBORAZO	28	35	2.8 %	-20.0%
LOJA	26	18	2.6 %	44.4%
ZAMORA CHINCHIPE	17	11	1.7 %	54.5%
COTOPAXI	14	8	1.4 %	75.0%
SANTO DOMINGO	13	2	1.3 %	550.0%
EL ORO	12	7	1.2 %	71.4%
BOLÍVAR	10	3	1.0 %	233.3%
ORELLANA	8	13	0.8 %	-38.5%
SUCUMBÍOS	5	6	0.5 %	-16.7%
LOS RÍOS	4	7	0.4 %	-42.9%
CARCHI	3	2	0.3 %	50.0%
PASTAZA	3	1	0.3 %	200.0%
SANTA ELENA	3	3	0.3 %	0.0%
MORONA SANTIAGO	2	2	0.2 %	0.0%
NAPO	2	3	0.2 %	-33.3%
CAÑAR	1	2	0.1 %	-50.0%
ESMERALDAS	1	5	0.1 %	-80.0%
GALÁPAGOS	1		0.1 %	-
Total	1,006	857	100.0 %	17.4%

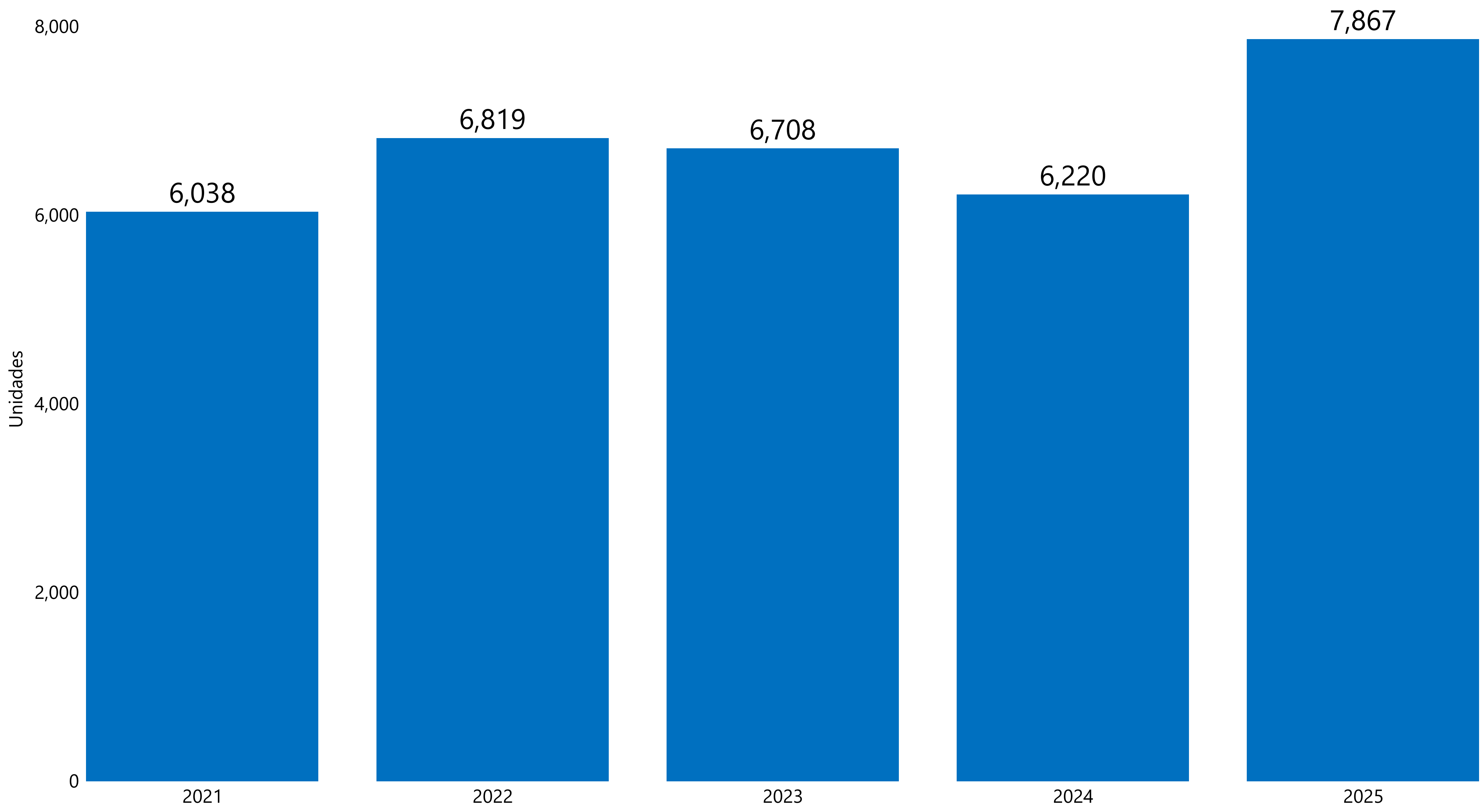
Provincia	Ene-Ago. 2025	Ene-Ago. 2024	Part. Ene-Ago 2025	Var. Ene-Ago 2025/2024
PICHINCHA	2,479	2,250	29.0 %	10.2%
GUAYAS	2,334	1,620	27.3 %	44.1%
AZUAY	1,174	718	13.7 %	63.5%
TUNGURAHUA	562	537	6.6 %	4.7%
MANABÍ	298	272	3.5 %	9.6%
CHIMBORAZO	263	252	3.1 %	4.4%
IMBABURA	250	170	2.9 %	47.1%
LOJA	225	126	2.6 %	78.6%
EL ORO	163	80	1.9 %	103.8%
ZAMORA CHINCHIPE	132	177	1.5 %	-25.4%
COTOPAXI	118	76	1.4 %	55.3%
SANTO DOMINGO	113	31	1.3 %	264.5%
ORELLANA	87	91	1.0 %	-4.4%
SUCUMBÍOS	52	43	0.6 %	20.9%
LOS RÍOS	51	55	0.6 %	-7.3%
ESMERALDAS	50	28	0.6 %	78.6%
BOLÍVAR	40	37	0.5 %	8.1%
CAÑAR	39	56	0.5 %	-30.4%
PASTAZA	32	18	0.4 %	77.8%
MORONA SANTIAGO	26	17	0.3 %	52.9%
CARCHI	25	47	0.3 %	-46.8%
SANTA ELENA	24	22	0.3 %	9.1%
NAPO	14	25	0.2 %	-44.0%
GALÁPAGOS	5	2	0.1 %	150.0%
Total	8,556	6,750	100.0 %	26.8%

VENTAS DE CAMIONES

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Ene-Ago. 2025	Ene-Ago. 2024	Var. Ago 2025/2024	Var. Ene-Ago 2025/2024
SINOTRUK	210	152	1,694	1,083	38.2%	56.4%
HINO	117	137	1,287	1,218	-14.6%	5.7%
CHEVROLET	139	127	1,194	1,015	9.4%	17.6%
JAC	133	88	1,015	692	51.1%	46.7%
DONGFENG	42	29	465	351	44.8%	32.5%
FOTON	62	45	412	311	37.8%	32.5%
JMC	10	49	408	353	-79.6%	15.6%
FAW TRUCKS	30	27	237	226	11.1%	4.9%
FUSO	18	8	179	148	125.0%	20.9%
SHACMAN	34	17	178	109	100.0%	63.3%
SDAC WEICHAI	22	9	109	43	144.4%	153.5%
HYUNDAI	14	13	92	116	7.7%	-20.7%
MERCEDES BENZ	9	7	86	87	28.6%	-1.1%
UD TRUCKS	8	7	67	51	14.3%	31.4%
KYC	9	7	58	51	28.6%	13.7%
DAF	5	4	47	28	25.0%	67.9%
KENWORTH	9	2	44	26	350.0%	69.2%
MAN	8	2	37	11	300.0%	236.4%
MAXUS	2	4	37	22	-50.0%	68.2%
QINGLING	5	1	35	28	400.0%	25.0%
Total	911	775	7,867	6,220	17.5%	26.5%

Ventas históricas acumuladas de camiones 2021-2025 (enero-agosto)



VENTAS DE BUSES

AGOSTO 2025

Marca	Ago. 2025	Ago. 2024	Ene-Ago. 2025	Ene-Ago. 2024	Var. Ago 2025/2024	Var. Ene-Ago 2025/2024
HINO	75	78	479	448	-3.8%	6.9%
YUTONG			63	3	-	2000.0%
HYUNDAI	5		58	30	-	93.3%
SCANIA	6	2	40	20	200.0%	100.0%
CAMIONES Y BUSES	3		21	5	-	320.0%
VOLKSWAGEN						
MERCEDES BENZ		1	10	5	-100.0%	100.0%
ZHONGTONG	4		8	5	-	60.0%
JAC	1		5	4	-	25.0%
HIGER	1		3	2	-	50.0%
AGRALE		1	1	2	-100.0%	-50.0%
VOLVO			1	3	-	-66.7%
Total	95	82	689	530	15.9%	30.0%

Ventas históricas acumuladas de buses 2021-2025 (enero-agosto)

