

A white SUV is displayed in a modern showroom. A saleswoman in a grey blazer is talking to a man and a woman who are looking at the car. The man is wearing a light blue shirt and the woman is wearing a pink shirt. The background shows other cars and showroom lighting.

# Regional Automotive Market No. 74

**This publication is  
exclusively for  
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**AEADE**  
ASOCIACIÓN DE EMPRESAS  
AUTOMOTRICES DEL ECUADOR

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# Regional automotive market - Summary

In April 2023 in comparison with April 2022: increase in **1.6%** in sales.

## April 2023

Total Vehicles Sales:

- Highest y-o-y decrease: Chile (**47.4%**) and Colombia (**33.2%**)
- Highest y-o-y growth: Venezuela (**64.5%**) and Mexico (**17.0%**)



Light Vehicles Sales:

- Highest y-o-y decrease: Chile (**48.4%**), Colombia (**36.9%**) and Uruguay (**10.5%**)
- Highest y-o-y growth: Venezuela (**58.4%**), Mexico (**17.0%**) and Brasil (**10.8%**)



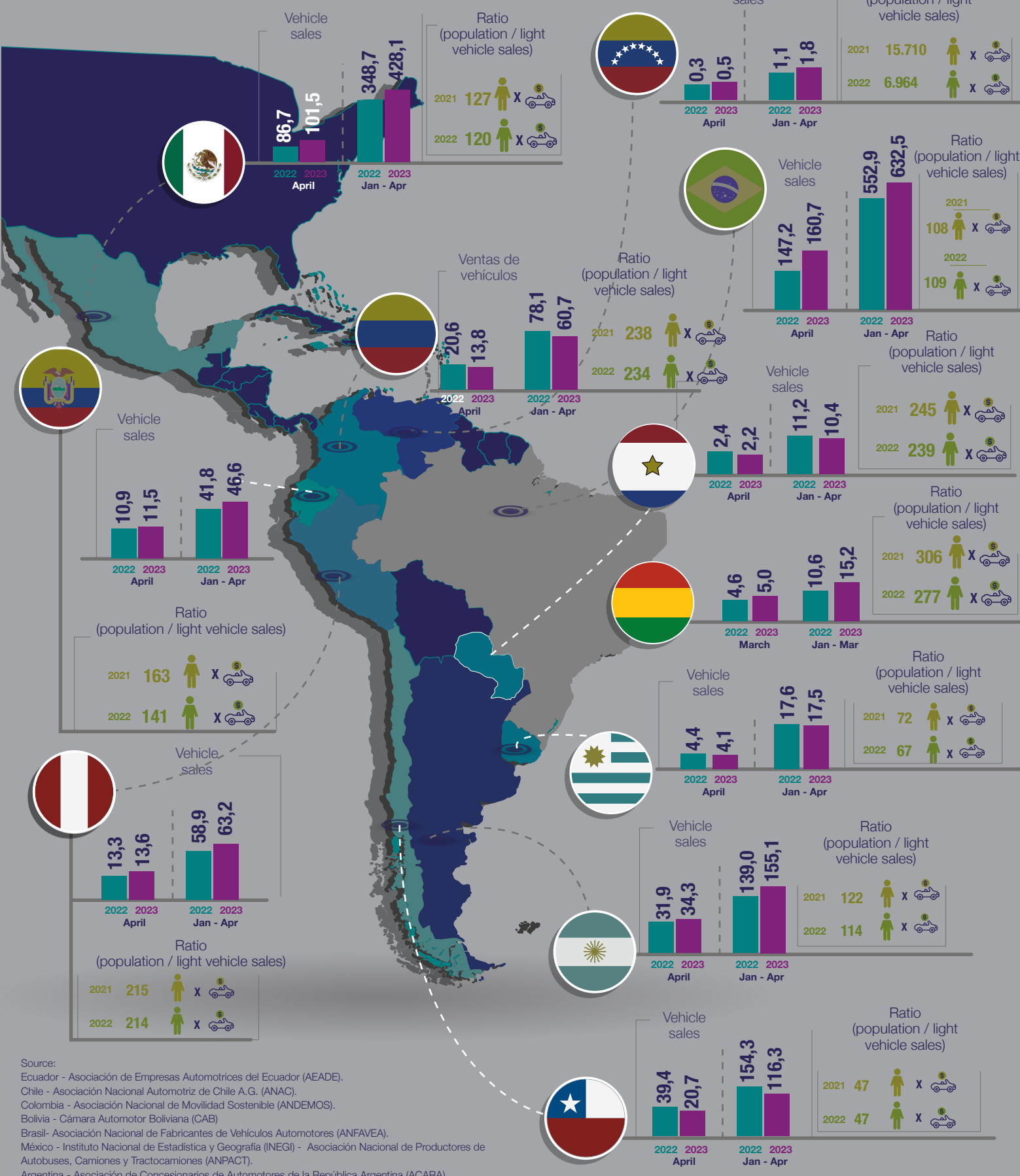
Heavy Vehicles Sales:

- Highest y-o-y growth: Venezuela (**100%**), Uruguay (**41.6%**) and Mexico (**17.4%**)
- Highest y-o-y decrease: Paraguay (**27.9%**), Chile (**22.8%**) and Argentina (**18.0%**)

# Regional Automotive Market

# Total Vehicle sales (thousand units)

2022 ■ 2023 ■



Source:  
 Ecuador - Asociación de Empresas Automotrices del Ecuador (AEADE).  
 Chile - Asociación Nacional Automotriz de Chile A.G. (ANAC).  
 Colombia - Asociación Nacional de Movilidad Sostenible (ANDEMOS).  
 Bolivia - Cámara Automotor Boliviana (CAB).  
 Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (ANFAVEA).  
 México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (ANPACT).  
 Argentina - Asociación de Concesionarios de Automotores de la República Argentina (ACARA).  
 Venezuela - Cámara Automotriz de Venezuela (CAVENEZ).  
 Perú - Asociación Automotriz del Perú (AAP).  
 Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).  
 Uruguay - Asociación de Concesionarios de Marcas de Automotores (ASCOMA).

# Regional Automotive Market

# Vehicle sales hybrid and electric



| Mexico** (Jan - Feb) |              |              |              |
|----------------------|--------------|--------------|--------------|
|                      | 2022         | 2023         | VAR%         |
| BEV                  | 379          | 1.331        | 251,2%       |
| PHEV                 | 840          | 691          | -17,7%       |
| HEV                  | 5.397        | 6.827        | 26,5%        |
| <b>TOTAL</b>         | <b>6.616</b> | <b>8.849</b> | <b>33,8%</b> |

\*\*Information available period Jan - Feb 2023

| Bolivia* (Jan - Mar) |           |            |               |
|----------------------|-----------|------------|---------------|
|                      | 2022      | 2023       | VAR%          |
| BEV                  | 10        | 23         | 130,0%        |
| PHEV                 | -         | -          | -             |
| HEV                  | 5         | 91         | 1720,0%       |
| <b>TOTAL</b>         | <b>15</b> | <b>114</b> | <b>660,0%</b> |

\*\*\*Information available period Jan - Mar 2023

| Colombia (Jan - Apr) |              |              |              |
|----------------------|--------------|--------------|--------------|
|                      | 2022         | 2023         | VAR%         |
| BEV                  | 1.336        | 1.135        | -15,0%       |
| PHEV                 | 874          | 803          | -8,1%        |
| HEV                  | 6.310        | 6.401        | 1,4%         |
| <b>TOTAL</b>         | <b>8.520</b> | <b>8.339</b> | <b>-2,1%</b> |

| Venezuela (Jan - Apr) |          |          |          |
|-----------------------|----------|----------|----------|
|                       | 2022     | 2023     | VAR%     |
| BEV                   | 0        | 0        | -        |
| PHEV                  | 0        | 0        | -        |
| HEV                   | 0        | 0        | -        |
| <b>TOTAL</b>          | <b>0</b> | <b>0</b> | <b>-</b> |

| Brazil (Jan - Apr) |               |               |              |
|--------------------|---------------|---------------|--------------|
|                    | 2022          | 2023          | VAR%         |
| BEV                | 1.752         | 2.532         | 44,5%        |
| PHEV               | -             | -             | -            |
| HEV                | 11.254        | 17.042        | 51,4%        |
| <b>TOTAL</b>       | <b>13.006</b> | <b>19.574</b> | <b>50,5%</b> |

| Ecuador (Jan - Apr) |              |              |              |
|---------------------|--------------|--------------|--------------|
|                     | 2022         | 2023         | VAR%         |
| BEV                 | 87           | 193          | 121,8%       |
| EREV                | -            | 383          | 100%         |
| PHEV                | 33           | 114          | 245,5%       |
| HEV                 | 1.732        | 2.650        | 53,0%        |
| <b>TOTAL</b>        | <b>1.852</b> | <b>3.340</b> | <b>80,3%</b> |

| Paraguay (Jan - Apr) |            |            |               |
|----------------------|------------|------------|---------------|
|                      | 2022       | 2023       | VAR%          |
| BEV                  | 17         | 63         | 270,6%        |
| PHEV                 | 46         | -          | -100,0%       |
| HEV                  | 321        | 240        | -25,2%        |
| <b>TOTAL</b>         | <b>384</b> | <b>303</b> | <b>-21,1%</b> |

| Peru (Jan - Apr) |            |              |              |
|------------------|------------|--------------|--------------|
|                  | 2022       | 2023         | VAR%         |
| BEV              | 30         | 76           | 153,3%       |
| PHEV             | 55         | 42           | -23,6%       |
| HEV              | 659        | 1.203        | 82,5%        |
| <b>TOTAL</b>     | <b>744</b> | <b>1.321</b> | <b>77,6%</b> |

| Argentina* (Jan - Mar) |              |              |              |
|------------------------|--------------|--------------|--------------|
|                        | 2022         | 2023         | VAR%         |
| BEV                    | 12           | 75           | 525,0%       |
| PHEV                   | 1            | 34           | 3300,0%      |
| HEV                    | 1.564        | 2.042        | 30,6%        |
| <b>TOTAL</b>           | <b>1.577</b> | <b>2.151</b> | <b>36,4%</b> |

\*Information available period Jan - Mar 2023

| Chile (Jan - Apr) |              |              |              |
|-------------------|--------------|--------------|--------------|
|                   | 2022         | 2023         | VAR%         |
| BEV               | 288          | 550          | 91,0%        |
| EREV              | -            | 94           | 100%         |
| PHEV              | 192          | 95           | -50,5%       |
| HEV               | 1.299        | 1.338        | 3,0%         |
| <b>TOTAL</b>      | <b>1.779</b> | <b>2.077</b> | <b>16,8%</b> |

Source:  
 Ecuador - Asociación de Empresas Automotrices del Ecuador (Aeade).  
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 Colombia - Asociación Nacional de Movilidad Sostenible (Andemos).  
 Bolivia - Cámara Automotor Boliviana (CAB).  
 Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (Anfavea).  
 México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (Anpact).  
 Argentina - Asociación de Concesionarios de Automotores de la República Argentina (Acara).  
 Venezuela - Cámara Automotriz de Venezuela (Cavenez).  
 Perú - Asociación Automotriz del Perú (AAP).  
 Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM)

**Nomenclature:**  
 BEV (Battery Electric Vehicle)  
 EREV (Extended Range Electric Vehicle)  
 PHEV (Plug-In Hybrid Electric Vehicle)  
 HEV (Hybrid Electric Vehicle)



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