



# AUTOMOTIVE SECTOR

in figures

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# AUTOMOTIVE SECTOR

in figures

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**Vehicle manufacturing**



**Employment 2023**



**Vehicle and motorcycle sale, maintenance and repair**

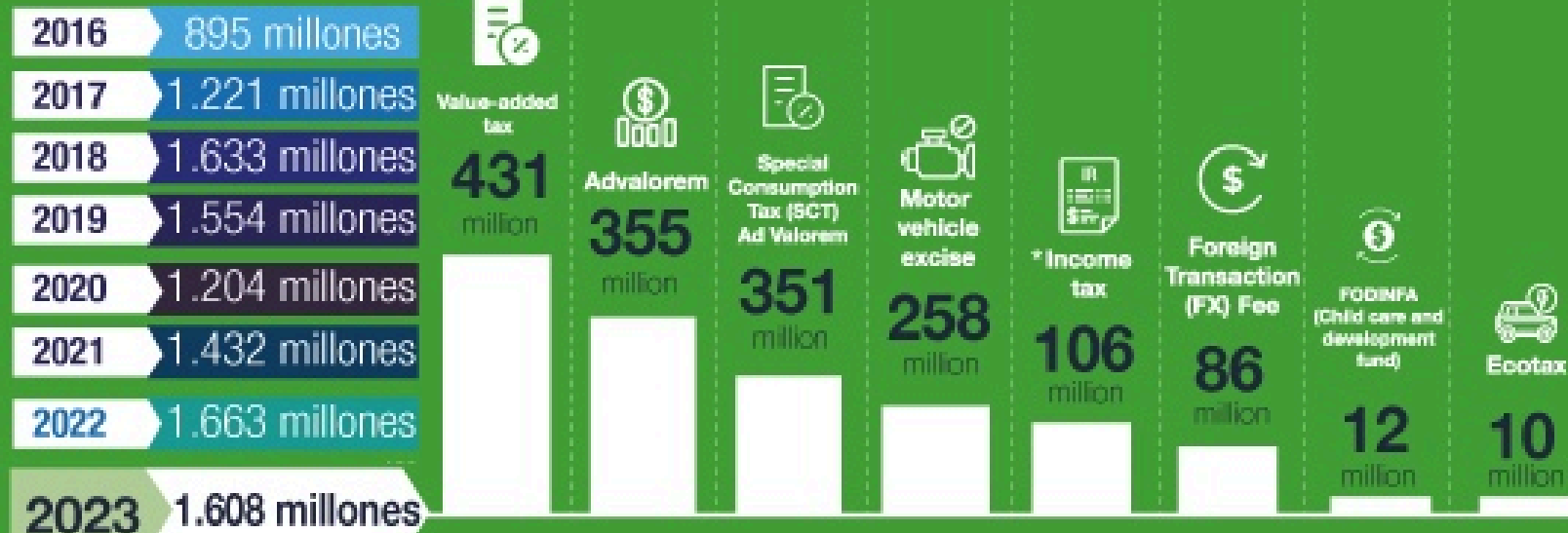
Activities	Workers
Manufacture of bodies for motor vehicles	4.869
Manufacture of parts and accessories for motor vehicles	1.521
Manufacturing of auto parts	609
<b>Subtotal</b>	<b>6.999</b>

**Total Employment 2023: 114.110**

Source: Encuesta Nacional de Empleo, Desempleo y Subempleo. (ENEMDU), 2024

Activities	Workers
Maintenance and repair of vehicles	70.596
Sale of motor vehicles	14.910
Sale of motor vehicles parts and accesories	13.693
Sale, maintenance and repair of motorcycles	7.912
<b>Subtotal</b>	<b>107.111</b>

**Taxes (Importing and Assemblers Companies)**



Source: Servicio de Rentas Internas (SRI), 2024 & Aeaade, 2024

## Macroeconomic Indicators

Total trade balance	(Jun 2024)	738,3 USD millions FOB
Average oil price WTI	(Jun 2024)	79.03 USD
Annual inflation	(July 2024)	1.57 %
Annual GDP variation	(Jan-Dec 2023/2022)	2.4%

Source: Banco Central del Ecuador (BCE), 2024

## Credit



### Consumption:

Jan-Jul 2024  
USD 2,996 millions

Source: Superintendencia de Bancos, 2024

## Light vehicles\* and commercial vehicles\*\* market



**Imports (CBU):**  
Jan-Jul 2024  
47,640  
units



**Assembled vehicles sales:**  
Jan-Jul 2024  
9,887  
units



**Exports:**  
Jan-Jul 2024  
0  
units



**Total sales:**  
Jan-Jul 2024  
65,884  
units

\*Light vehicles: automobiles, pickups, SUV \*\*Commercial vehicles: VAN, trucks, buses

Source: Servicio Nacional de Aduanas del Ecuador (Senae), 2024  
Asociación de Empresas Automotrices del Ecuador (Aeade), 2024

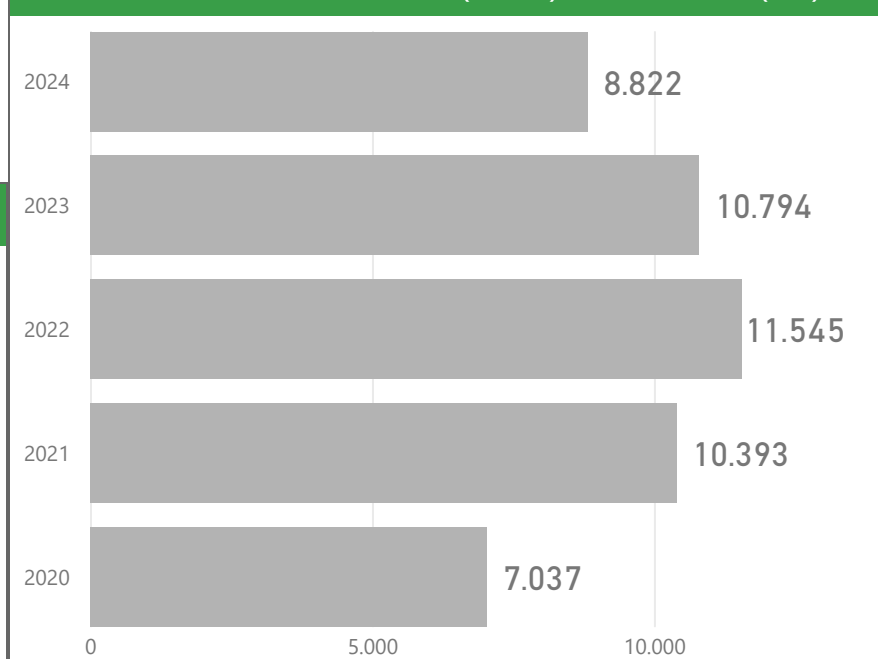


# Vehicles Sales

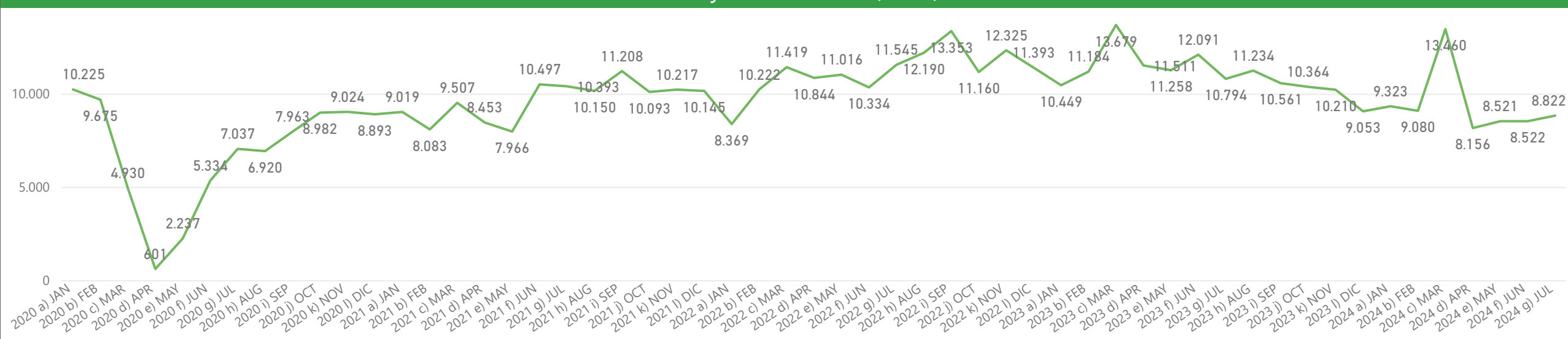
## Vehicle Sales by Segments

Segments	Jul 24	Jul 23	Jan-Jul 24	Jan-Jul 23	Var Jul/Jun 24	Var Jul 24/23	Var Jan-Jul 24/23
SUV	4.169	5.042	31.475	37.399	5,4 %	-17,3 %	-15,8 %
AUTOMOBILE	1.684	2.434	13.423	19.372	1,9 %	-30,8 %	-30,7 %
PICKUP	1.548	1.956	12.273	14.633	-11,1 %	-20,9 %	-16,1 %
TRUCK	841	836	5.412	5.913	9,9 %	0,6 %	-8,5 %
VAN	520	440	2.855	3.057	59,5 %	18,2 %	-6,6 %
BUS	60	86	446	592	-25,0 %	-30,2 %	-24,7 %
<b>Total</b>	<b>8.822</b>	<b>10.794</b>	<b>65.884</b>	<b>80.966</b>	<b>3,5 %</b>	<b>-18,3 %</b>	<b>-18,6 %</b>

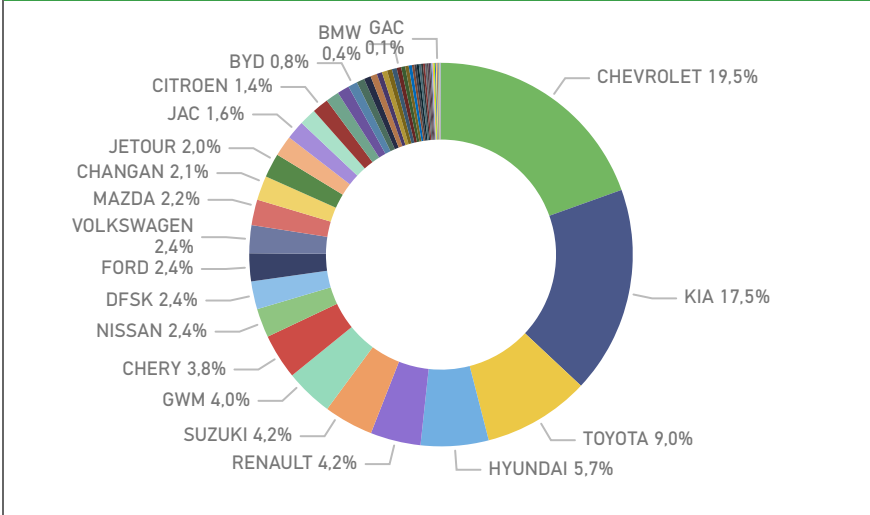
## Historical Vehicle Sales (units) 2020-2024 (Jul)



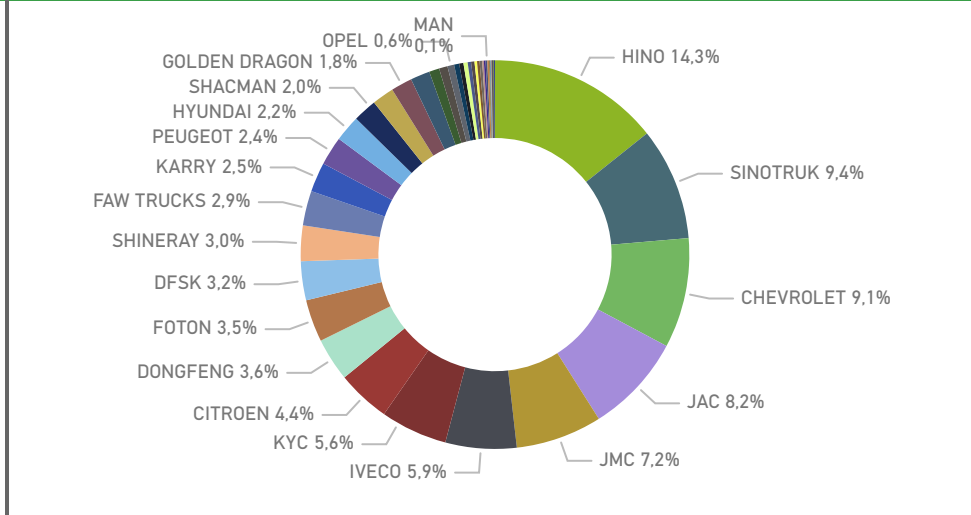
## Monthly Vehicle Sales (units)



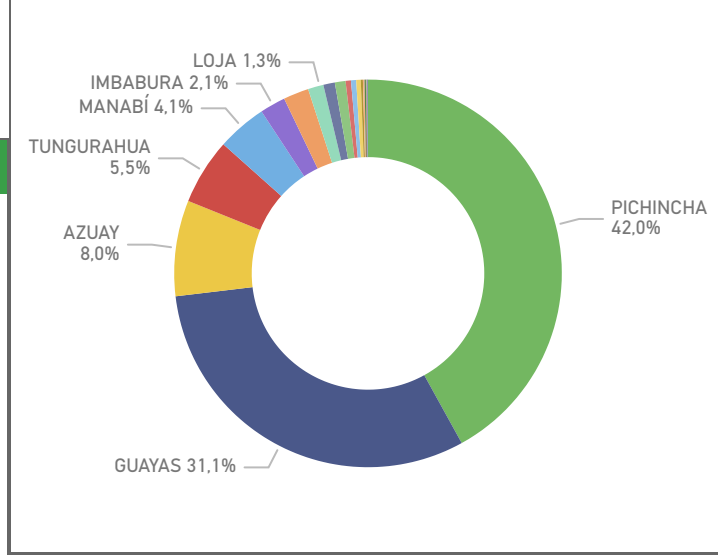
**Markets Share by Brand Light Vehicles\* 2024 (Jul)**



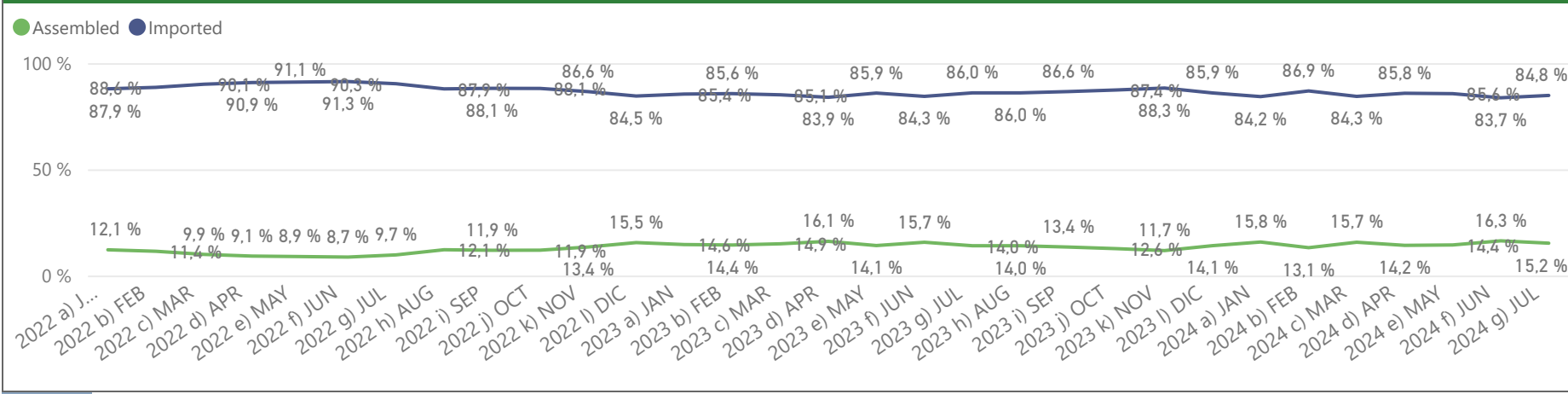
**Market Share by Brand Commercial Vehicles\*\* 2024 (Jul)**



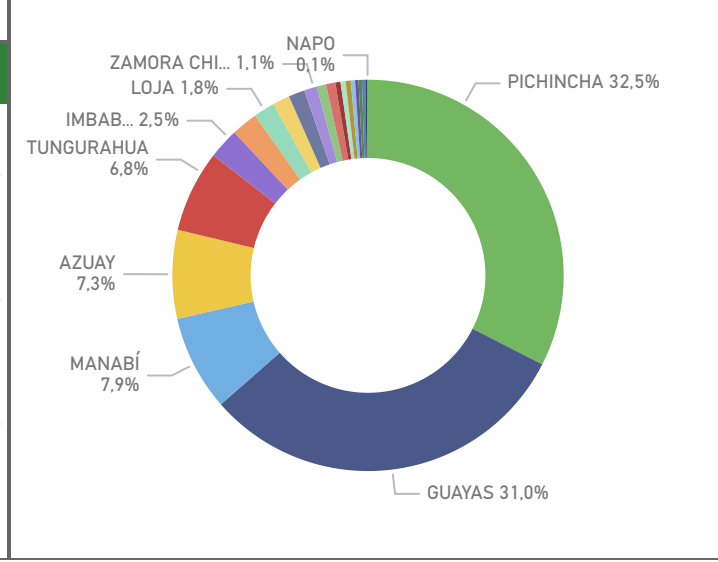
**Market Share by Province (units) Light Vehicles\* 2024 (Jul)**

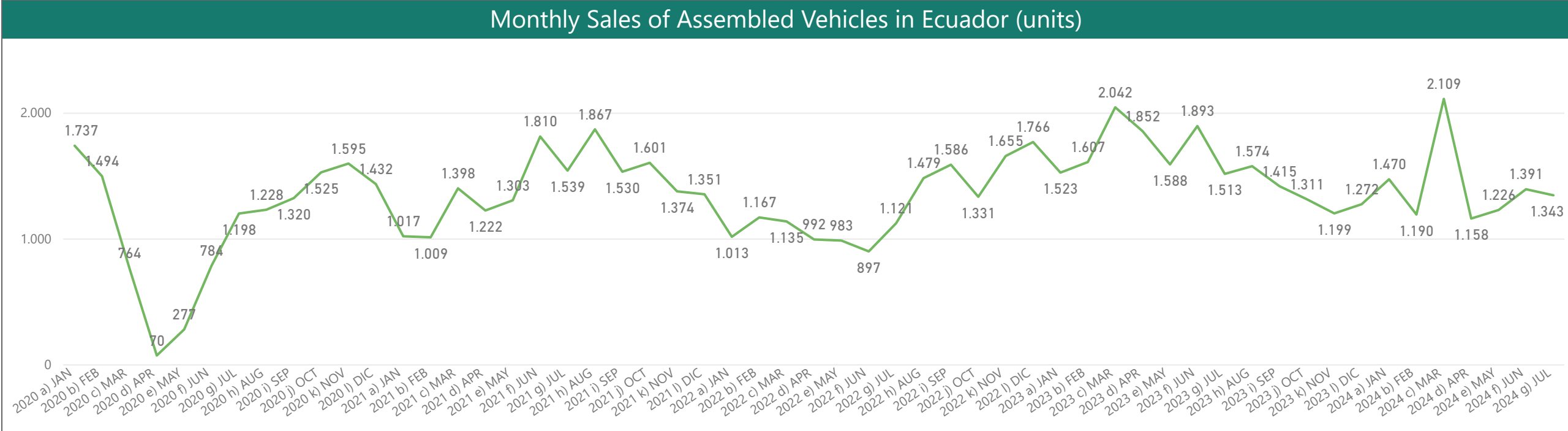
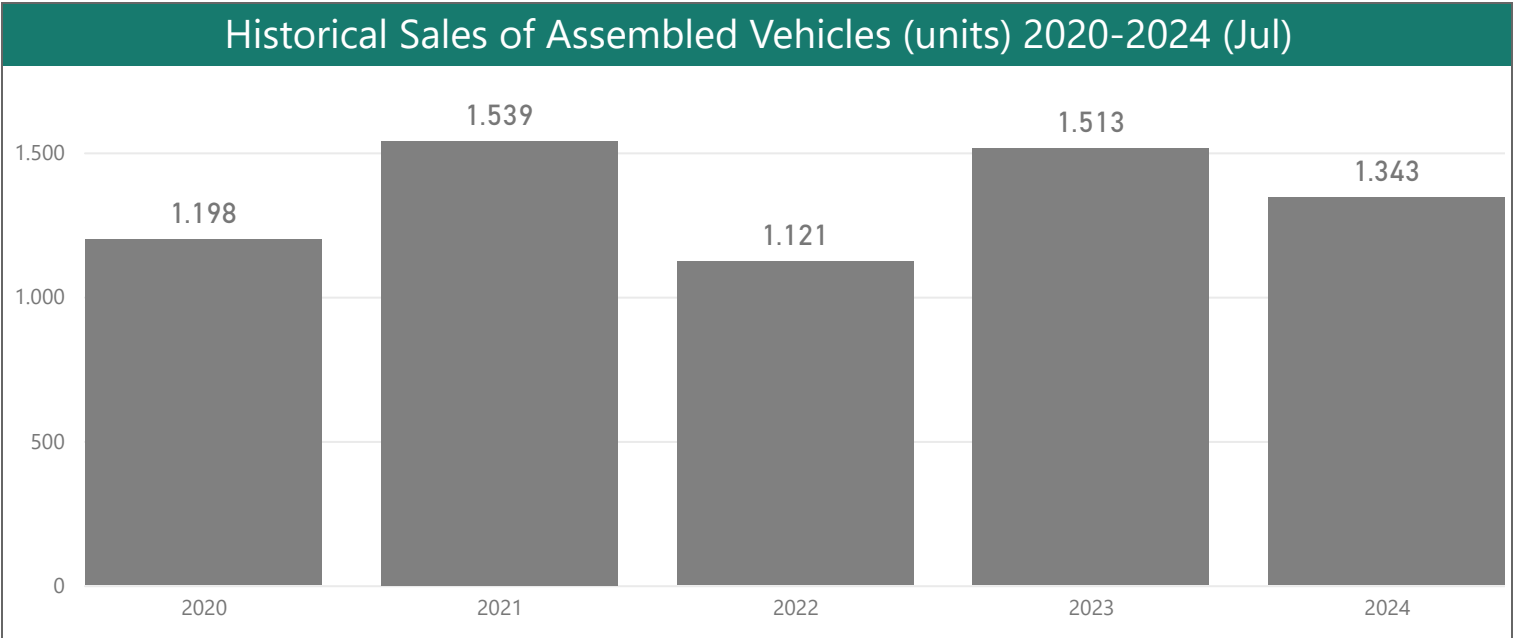


**Market Share: Imported vs. Assembled (% Share)**



**Market Share by Province (units) Commercial Vehicles\*\* 2024 (Jul)**







## New technologies

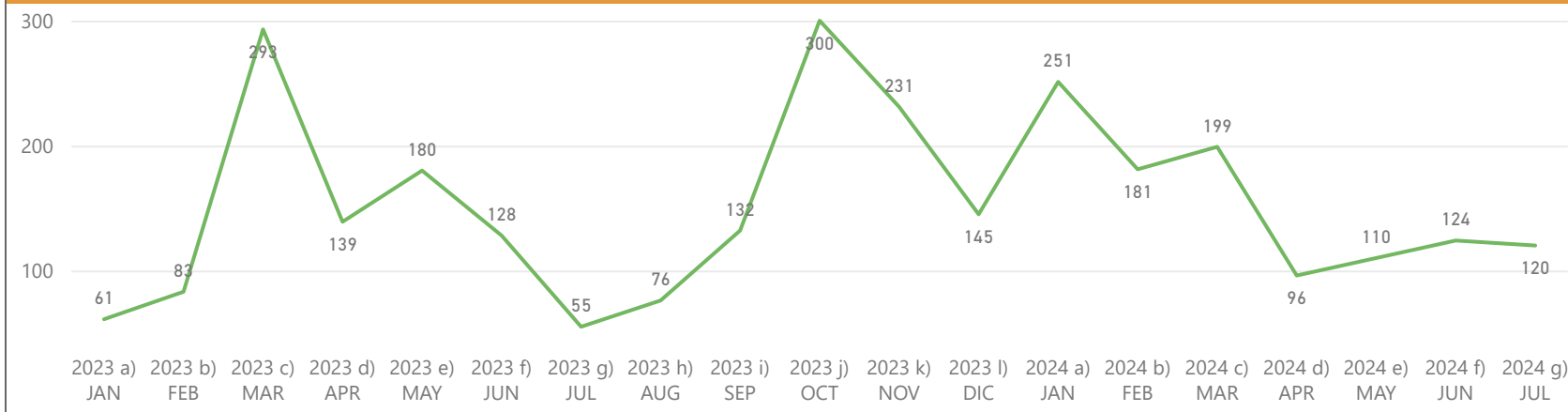


## Electric Vehicles

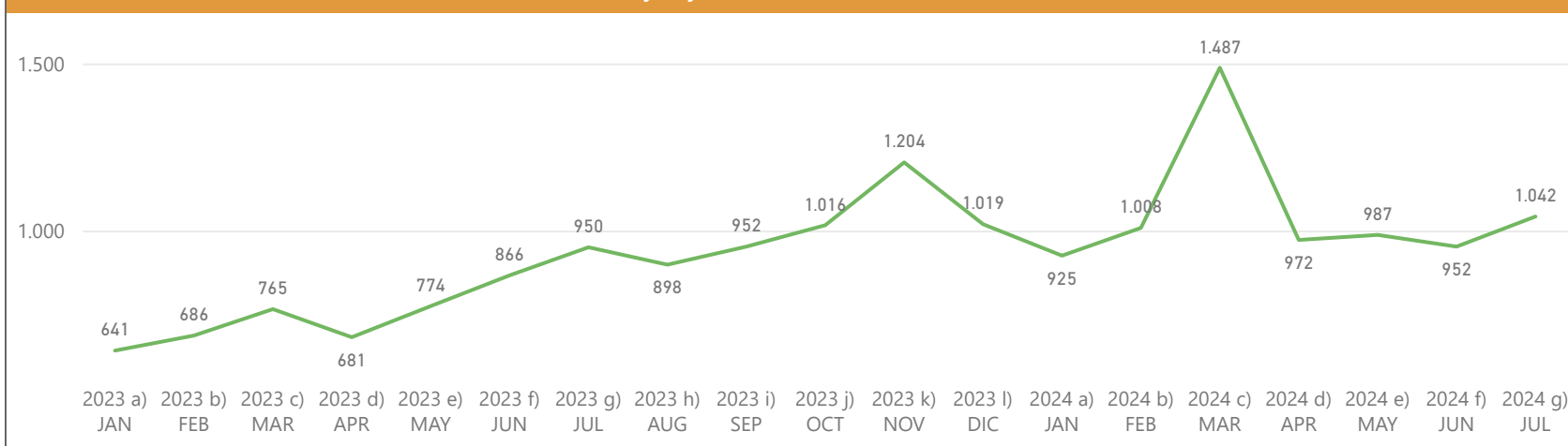


## Hybrid Vehicles

Monthly Electric Vehicles Sales (Units)



Monthly Hybrid Vehicles Sales (Units)

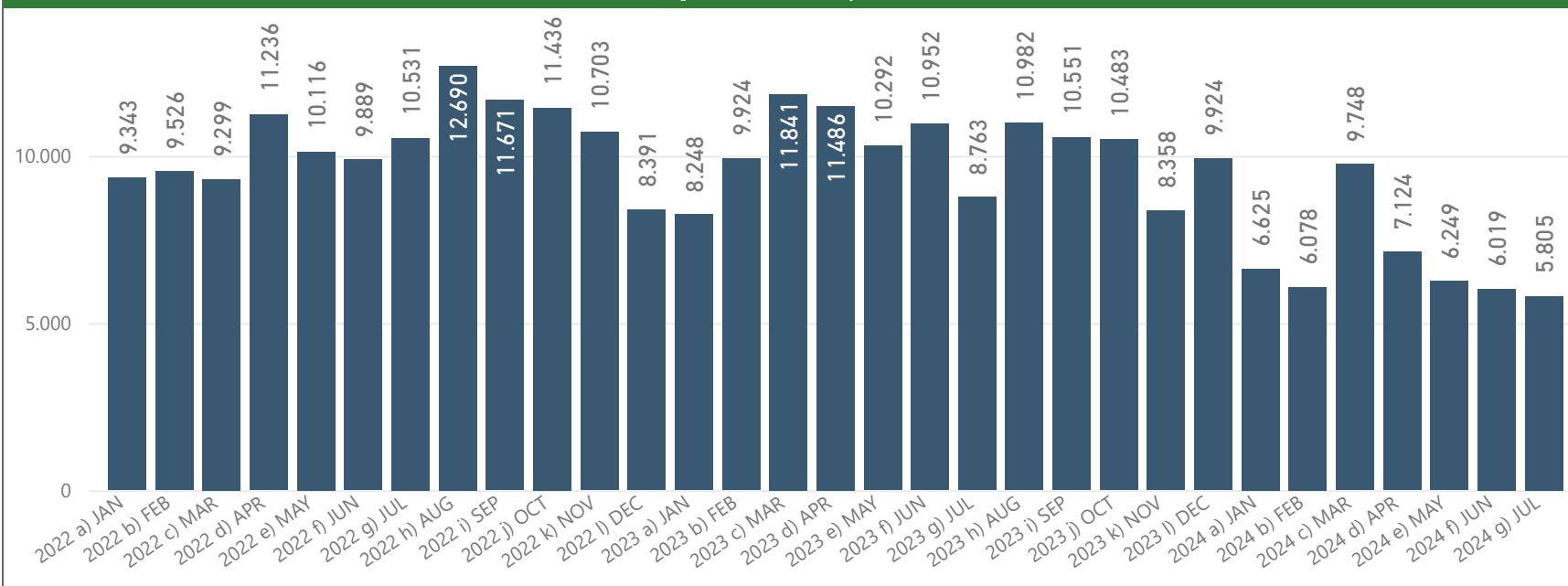




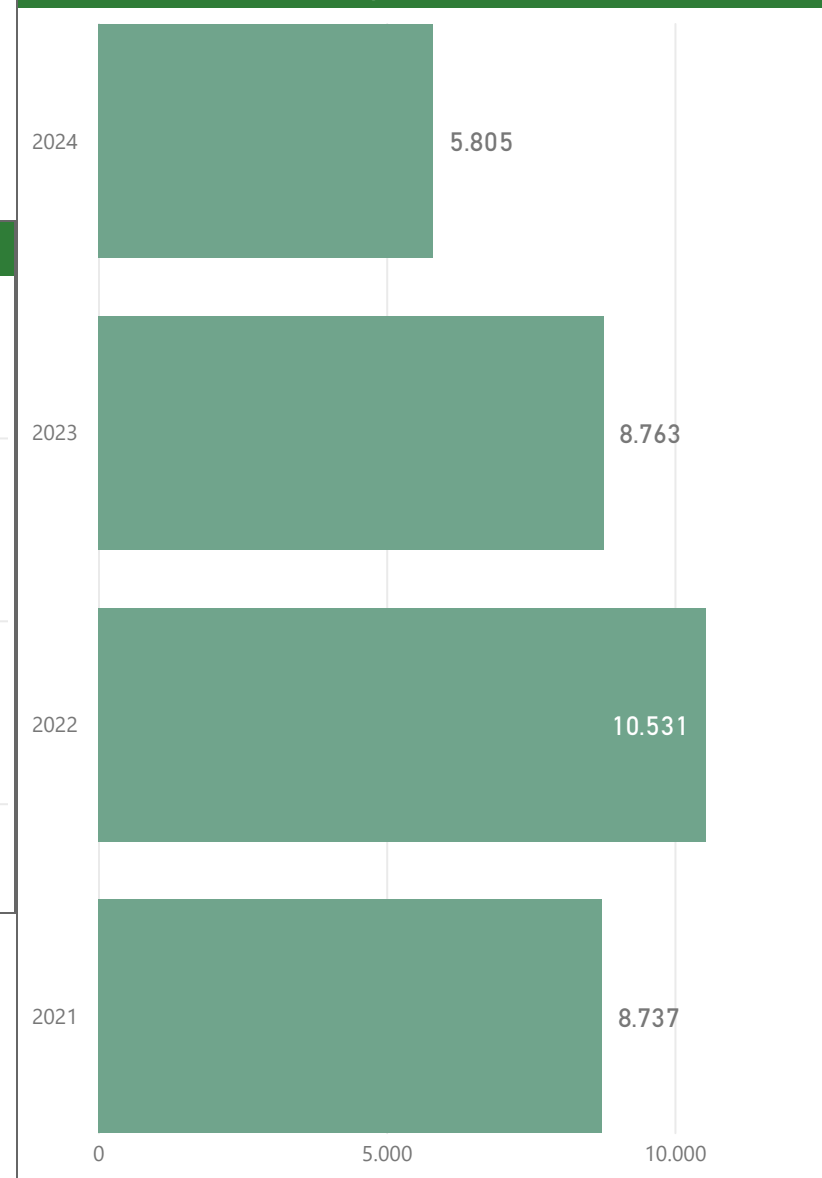


# Vehicle Imports

Monthly Vehicle Imports (units)



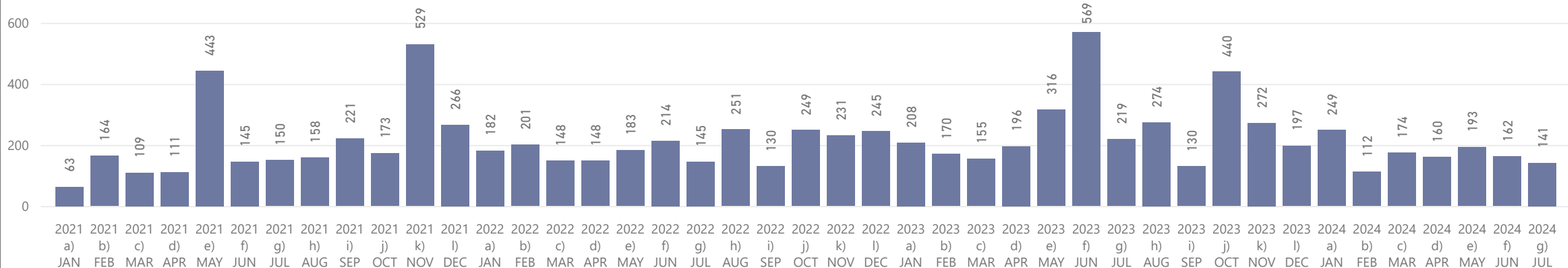
Historical Vehicle Imports (units) 2021-2024 (Jul)



Source: SENAE- Servicio Nacional de Aduana del Ecuador



Monthly Machinery Imports (units)



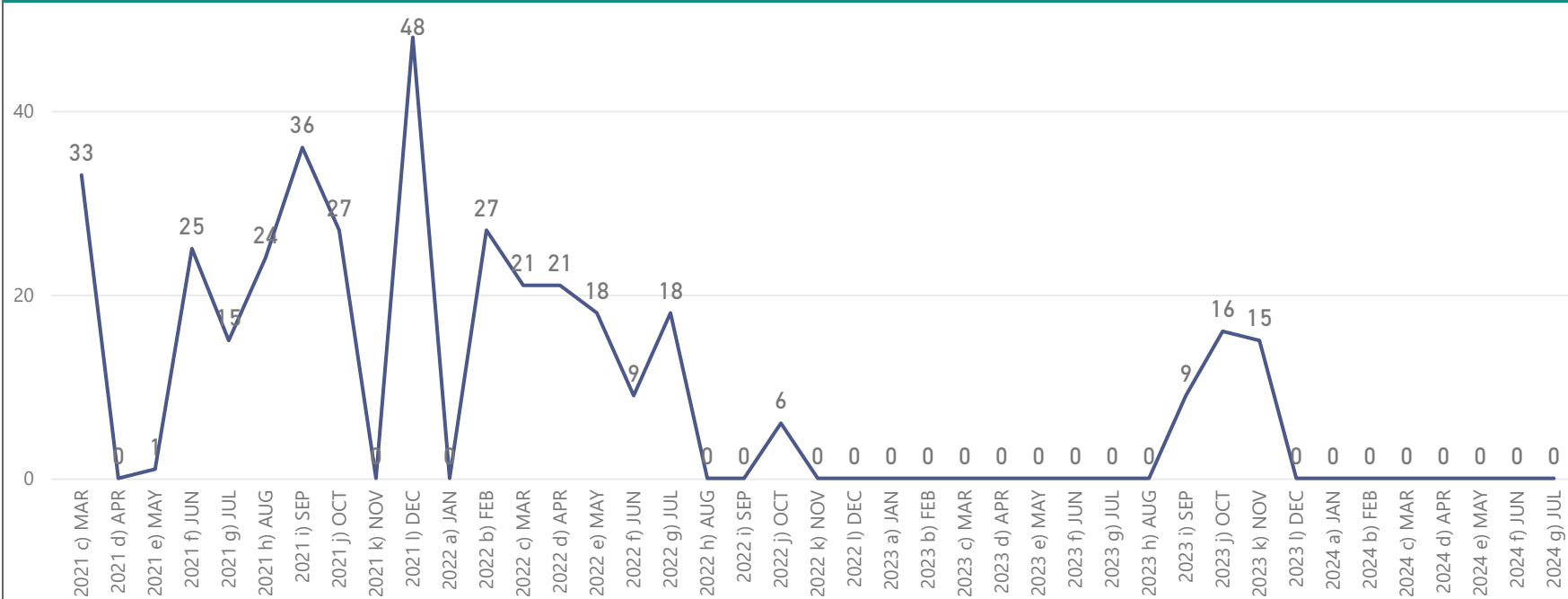
Monthly Tractor Imports (units)



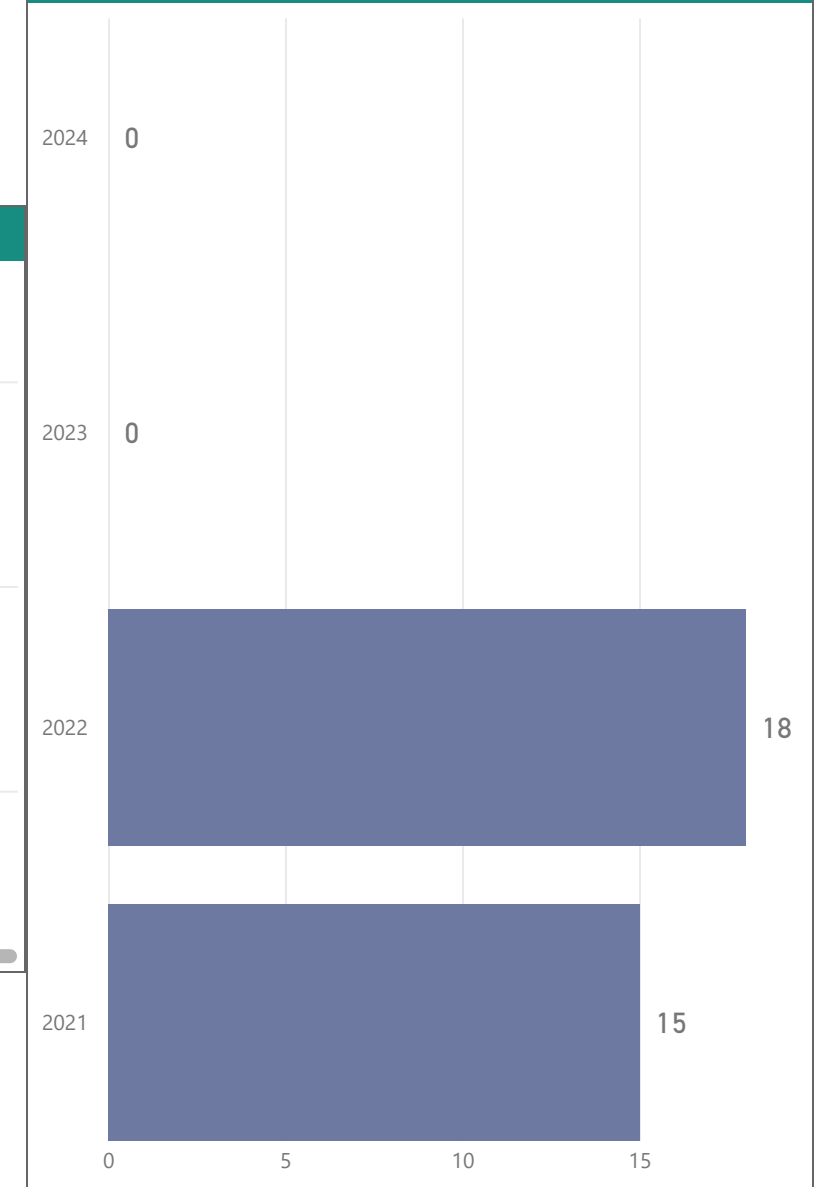


# Vehicle Exports

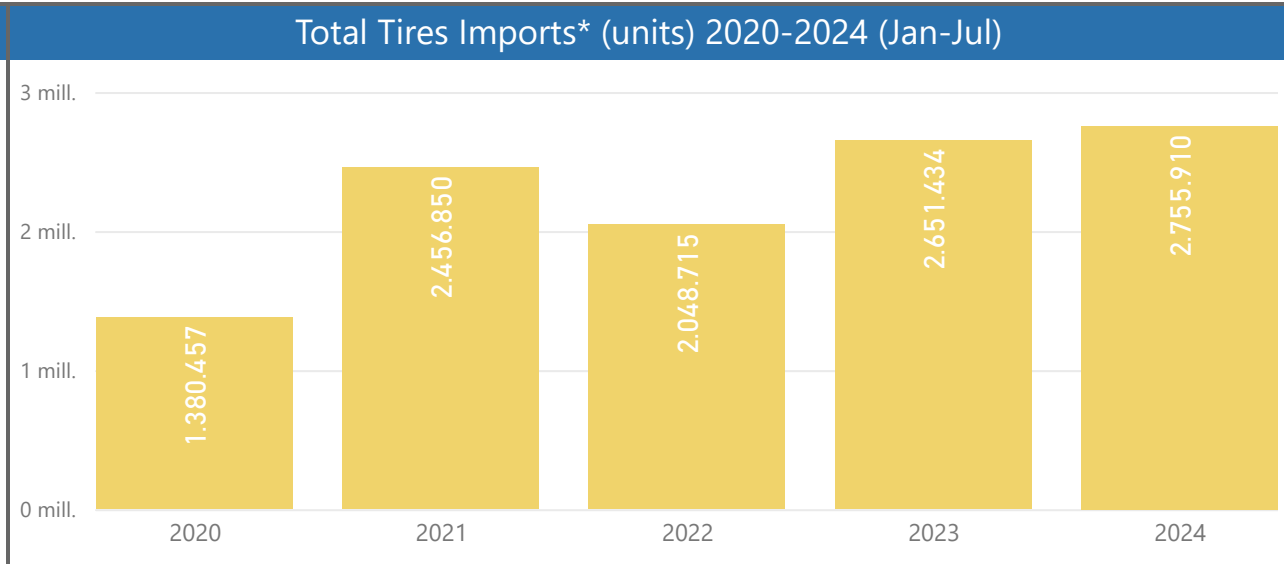
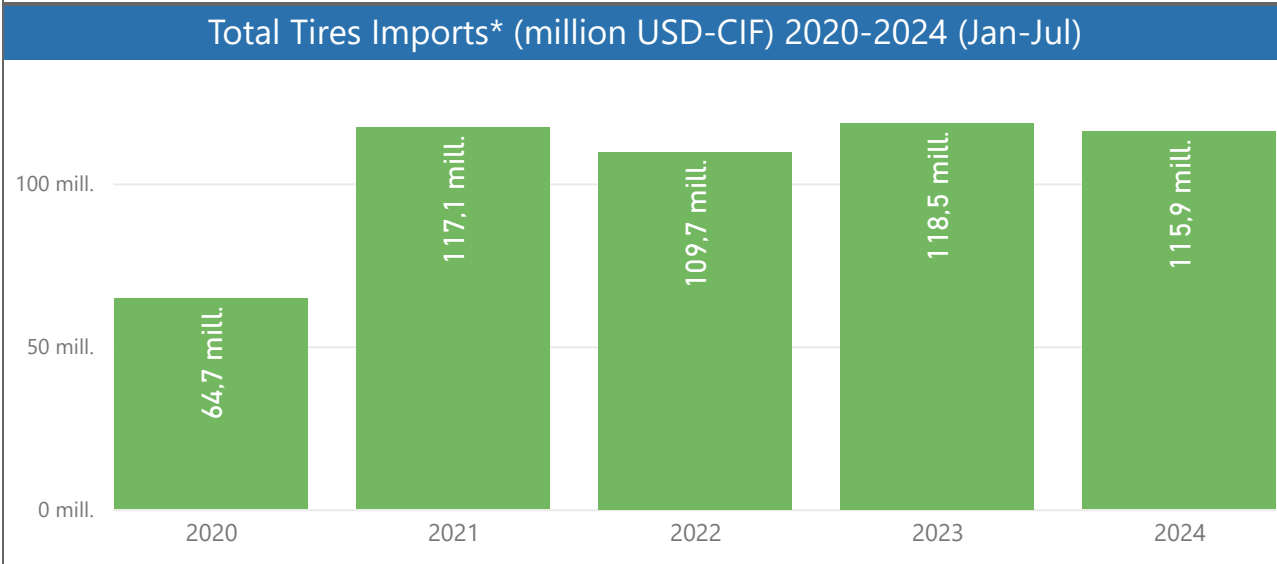
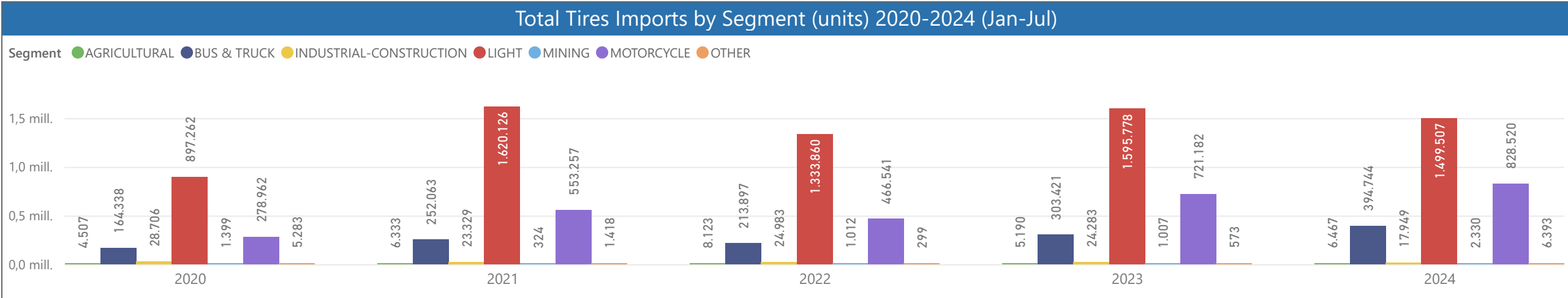
Monthly Vehicle Exports (units)

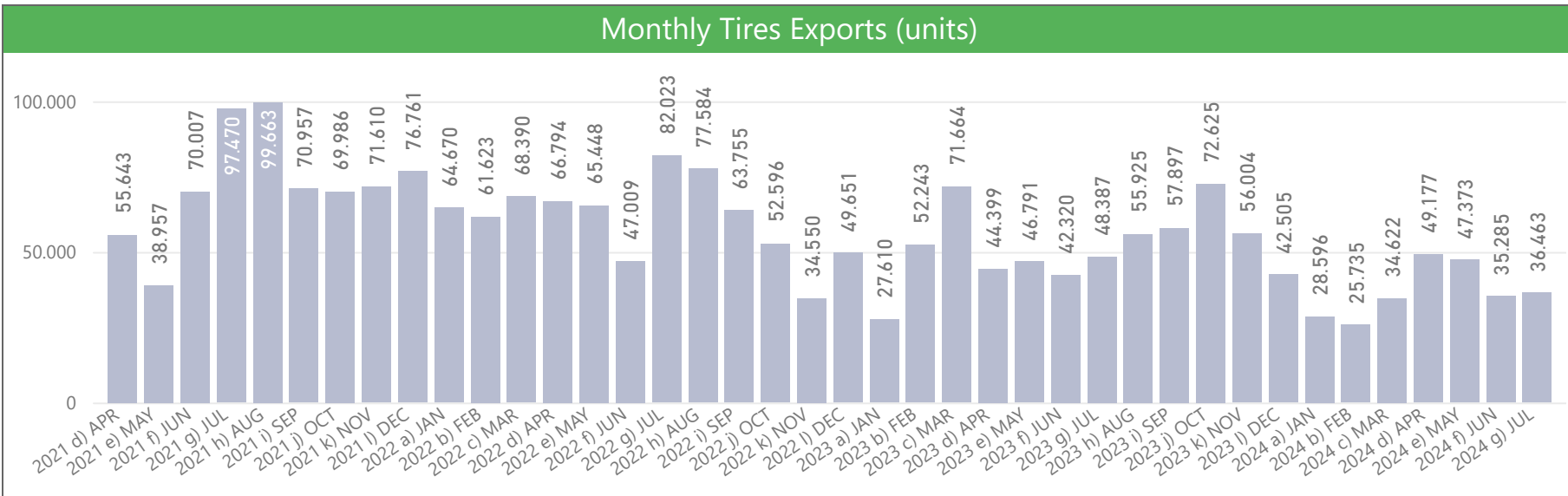


Historical Vehicle Exports (units) 2021-2024 (Jul)

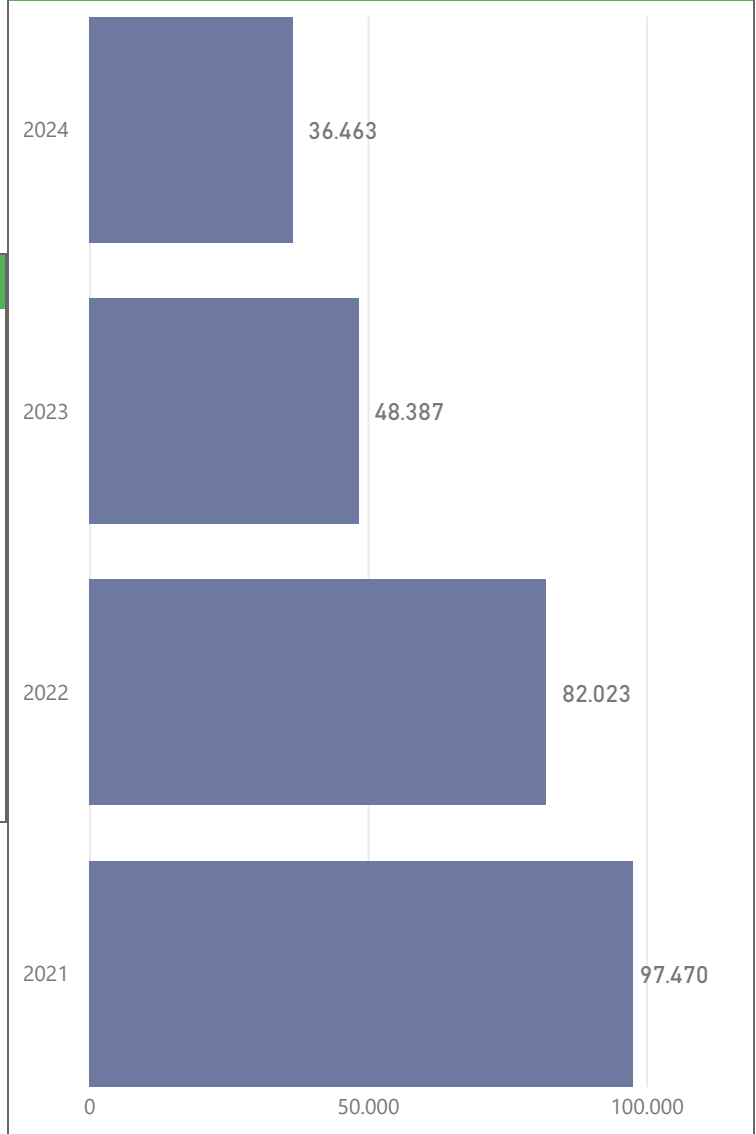


Source: SENAE- Servicio Nacional de Aduana del Ecuador

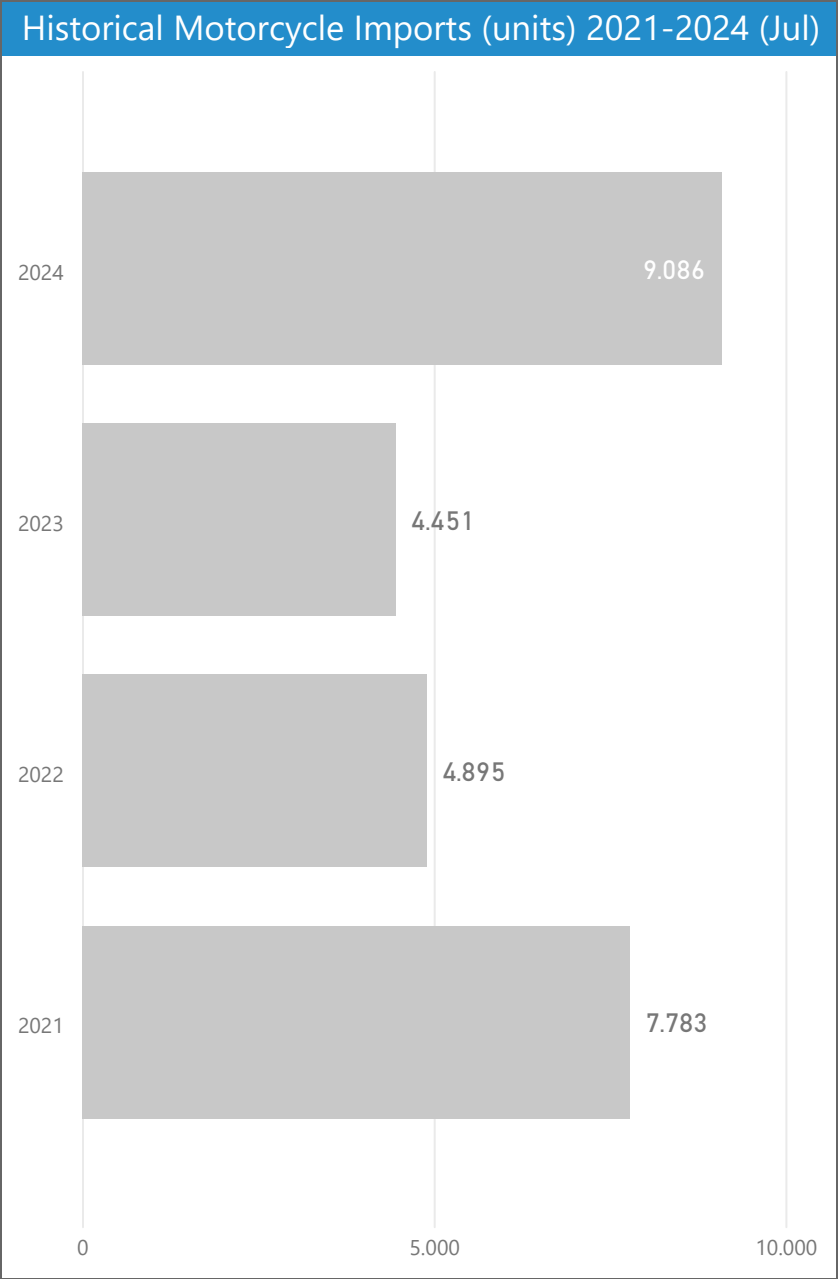
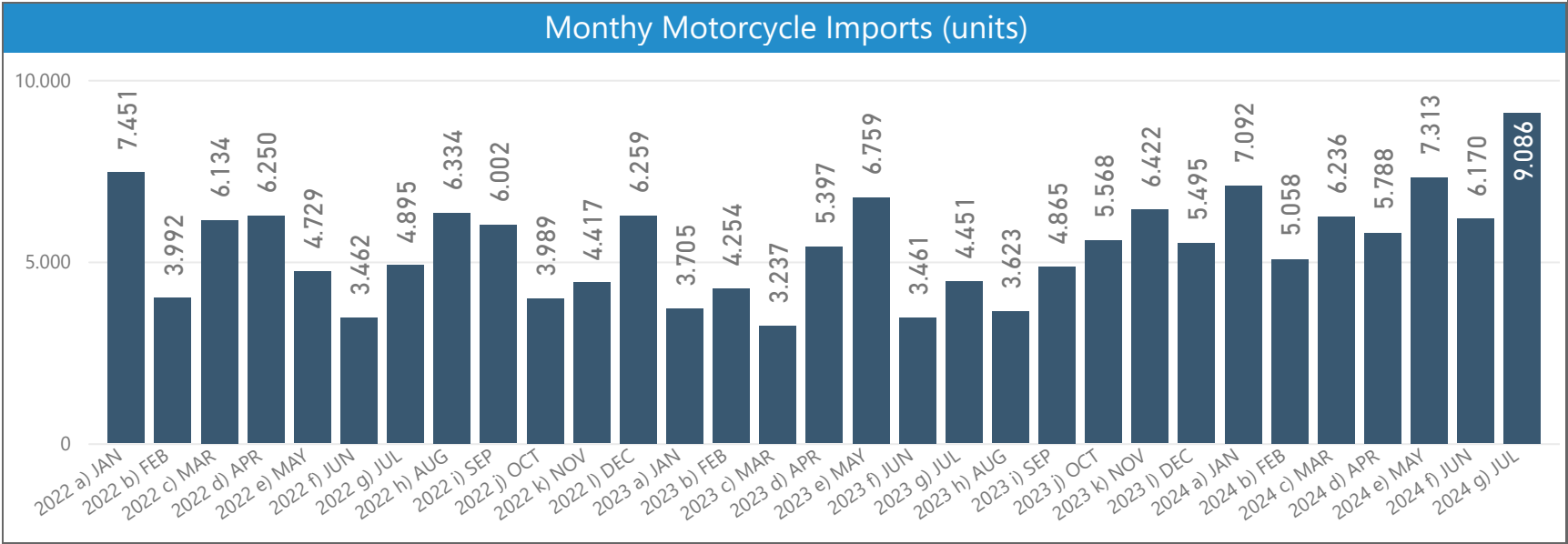




Historical Tires Exports (units) 2021-2024 (Jul)



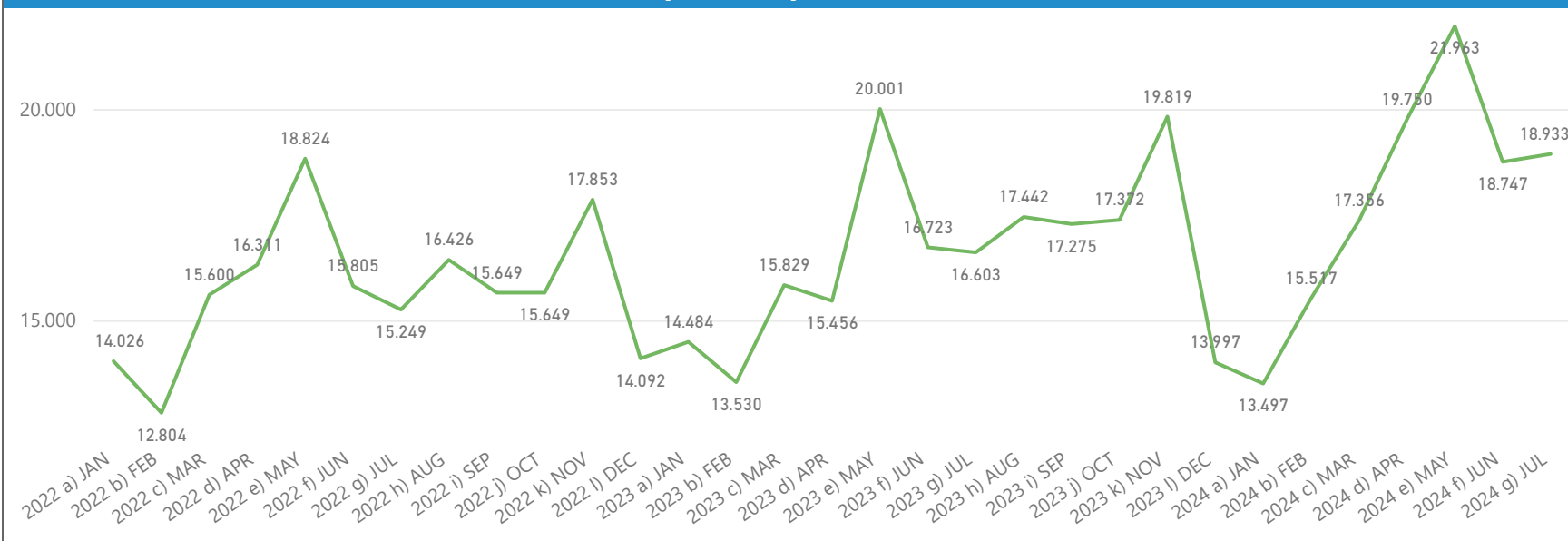
Source: SENAE- Servicio Nacional de Aduana del Ecuador



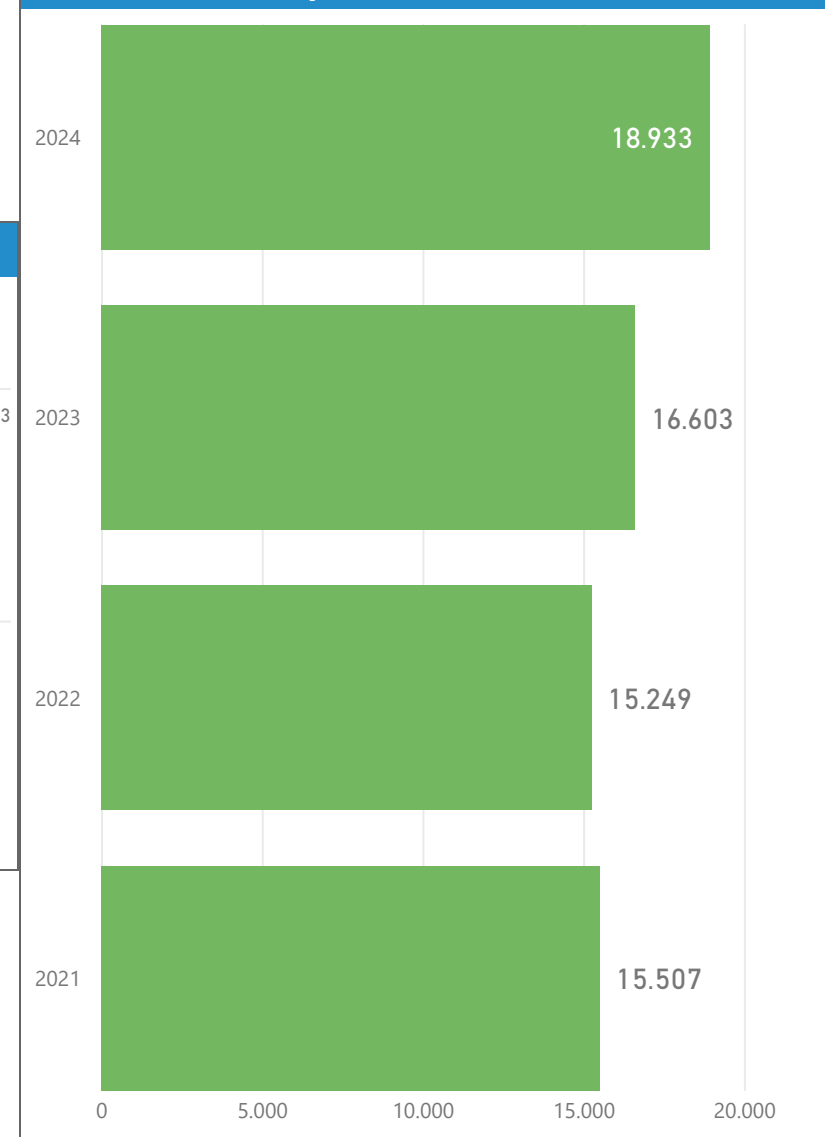
Source: SENAE- Servicio Nacional de Aduana del Ecuador



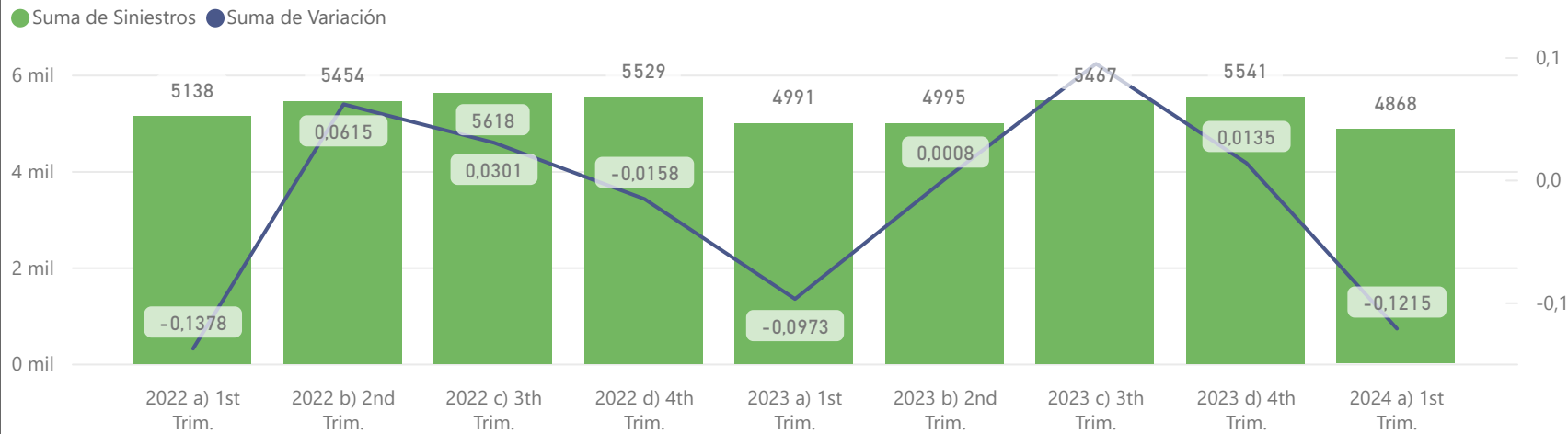
Monthly Motorcycle Sales (units)



Historical Motorcycles Sales (units) 2021-2024 (Jul)



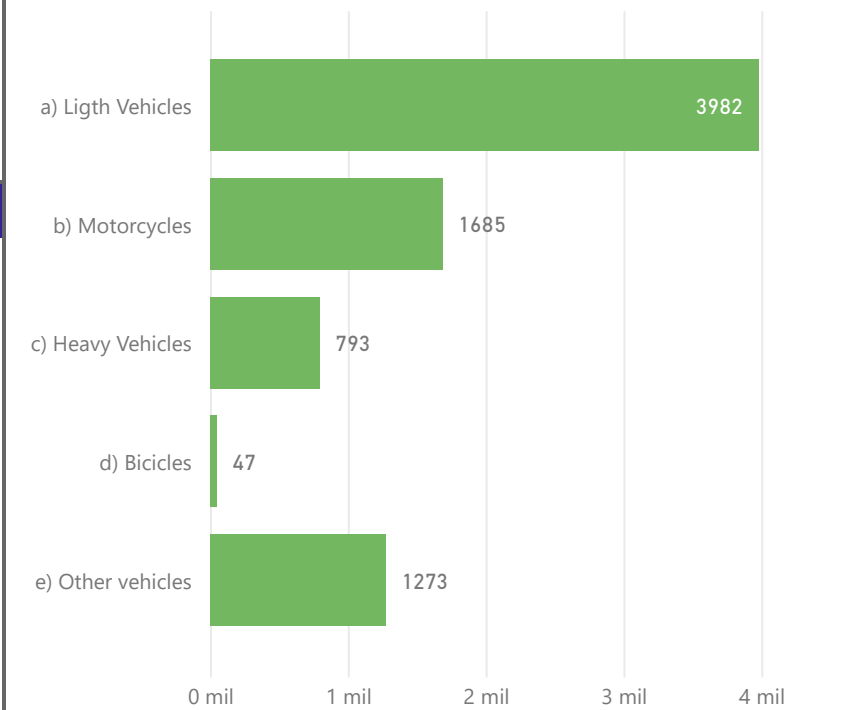
Vehicle accidents in Ecuador 2022-2024 by quarters (number and variation)



Main causes of accidents in Ecuador 2023-2024



Vehicles accidents by vehicle type 2024 (Jan-Mar)





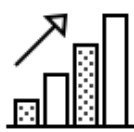
FOREIGN TRADE	Jun 2024	Jun 2023
1) Exports (FOB USD millions)		
1.1) Non Oil Exports	2.258	1.878
1.2) Oil Exports	667	653
1.3) Total Exports	2.925	2.531
2) Imports (FOB USD millions)		
2.1) Non Oil Imports	1.631	1.924
2.2) Oil Imports	556	350
2.3) Total Imports	2.187	2.274
3) Trade Balance (FOB USD millions)		
3.1) Non Oil Trade Balance (USD FOB million)	627	-46
3.2) Oil Trade Balance (USD FOB million)	111	302
3.3) Total Trade Balance (USD FOB million)	738	257

Labor Market	Jul 2024	Jun 2024
1) Working-age population	13.234.078	13.219.081
2) Economically active population	8.682.533	8.680.135
2.1) Employed population	8.359.158	8.407.861
2.2) Appropriate employment	3.027.054	3.074.822
2.3) Underemployment	1.732.215	1.729.715
2.4) Unpaid employment	995.508	973.842
2.5) Other non-full employment	2.596.235	2.620.684
2.6) Unclassified employment	8.146	8.798
3) Unemployment	323.375	272.275
4) Economically inactive population	4.551.545	4.538.946

GDP	Jan - Dec 2023	Jan - Dec 2022	Variation
Nominal GDP (USD millions)	118.845	116.586	1,9 %
Real GDP (USD millions of 2007)	116.618	113.934	2,4 %



Oil	Jun 2024	Jun 2023
WTI (average price)	79,03	70,31



Inflation	Jul 2024	Jul 2023
Annual	1,6 %	2,1 %
Accumulated	1,6 %	1,4 %
Monthly	0,9 %	0,5 %



Foreign currency exchange	July 2024	July 2023
USD/BRL	5,64	4,73
USD/COP	4.065,04	3.924,65
USD/EURO	0,92	0,91
USD/PEN	3,73	3,61

**Número de empleados del sector automotor por actividad (Registro del IESS a Marzo 2024)**

Activity	Workers
Sale of parts and accessories for motor vehicles.	22305
Maintenance and repair of motor vehicles.	20182
Sale of motor vehicles.	17827
Sale, maintenance and repair of motorcycles.	3571
Manufacture of bodies for motor vehicles.	1286
Manufacture of motor vehicles.	1127
Manufacture of parts and accessories for motor vehicles.	793
<b>Total</b>	<b>67091</b>

Source: BCE- Banco Central del Ecuador/ ENEMDU/INEC  
PS: The sector employment data has a cut-off date of March 2024



## Number of vehicles

Light: **2.624.253**

Commercial: **381.438**

**1.211.544**



Automobile

**681.141**

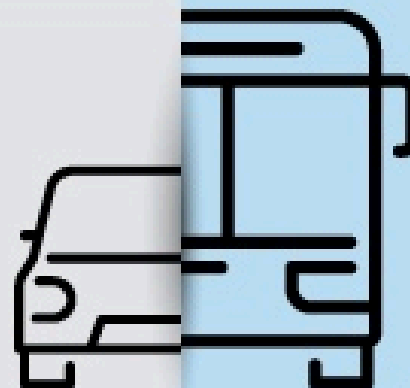


Pick up

**731.567**



SUV

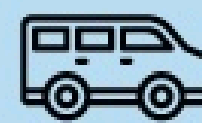


**268.876**



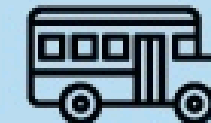
Truck

**72.079**



Van

**40.483**



Bus

\*The information corresponds to all kind of trucks including those with load capacity below 3.5 tons which are not considered heavy load trucks.

## Vehicle fleet age

Average age: 16,4 years

0	1 - 5	6 - 10	11 - 15	16 - 20	21 - 25	26 - 30	31 - 35	+36
132.388	595.530	459.622	614.739	356.943	191.199	196.232	124.153	334.886
4%	20%	15%	20%	12%	6%	7%	4%	11%

**TOTAL: 3'005.691**

Source:  
Base de matriculación del Servicio de Rentas Internas (SRI), 2024  
Estimaciones de la Asociación de Empresas Automotrices del Ecuador (Aeade), 2024  
Autoplus, 2024

## Geographic location

AZUAY	218.850	MANABI	137.086
BOLIVAR	14.209	MORONA SANTIAGO	5.377
CAÑAR	38.129	NAPO	5.079
GARCHI	22.422	ORELLANA	10.425
CHIMBORAZO	79.132	PASTAZA	9.187
COTOPAXI	59.954	PICHINCHA	1.052.820
EL ORO	74.198	SANTA ELENA	6.017
ESMERALDAS	26.714	SANTO DOMINGO	49.644
GALAPAGOS	704	SUCUMBIOS	9.440
GUAYAS	790.344	TUNGURAHUA	177.228
IMBABURA	89.172	ZAMORA CHINCHIPE	4.673
LOJA	66.987		
LOS RIOS	57.898		

\*Does not include motorcycles



*Automotive Statistical BI Software*



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