



AMDA MORELOS

REPORTE DE VENTAS DICIEMBRE 2013

MARCAS	VENTAS POR UNIDADES TOTALES	SUB COMPACTOS	COMPACTOS	DE LUJO	DEPORTIVOS	USOS MULTIPLES	CAM. COMERCIAL
VW	486	41	356	12	0	58	19
NISSAN	409	122	167	4	0	46	70
CHEVROLET	238	157	8	3	3	37	30
CHRYSLER	174	15	1	0	2	79	77
FORD	118	30	16		0	31	41
TOYOTA	105	10	35	3		40	17
HONDA	65		18	3	0	44	0
MAZDA	64	2	27	9	0	26	
RENAULT	45	8	4	0		33	0
AUDI	40			25		15	
SEAT	38	30	2		6		
FIAT	30	23				1	6
SUZUKI	24	16	3	0		5	
MITSUBISHI	20		4			2	14
BMW	16			11		5	
MINI COOPER	14		12		2		
GMC	11			2		9	0
MERCEDES	9	0	1	6	0	2	
LAND ROVER	1					1	
JAGUAR	0			0	0		
LINCOLN	0			0		0	0
TOTAL	1907	454	654	78	13	434	274

	TOTALES		SUBCOMPACTO		COMPACTO		LUJO		DEPORTIVO		USOS MÚLTIPLES		CAMIONES LIGEROS	
	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO	FLOTILLA	MENUDEO
NISSAN	26	383	3	119	5	162	1	3	0	0	2	44	15	55
VW	139	347	0	41	96	260	0	12	0	0	43	15	0	19
CHEVROLET	54	184	28	129	1	7	0	3	0	3	5	32	20	10
TOYOTA	0	105	0	10	0	35	0	3			0	40	0	17
CHRYSLER	71	103	5	10	0	1	0	0	0	2	7	72	59	18
FORD	23	95	0	30	0	16			0	0	2	29	21	20
HONDA	0	65			0	18	0	3	0	0	0	44	0	0
MAZDA	0	64	0	2	0	27	0	9	0	0	0	26		
RENAULT	0	45	0	8	0	4	0	0			0	33	0	0
AUDI	0	40					0	25			0	15		
SEAT	0	38	0	30	0	2			0	6				
FIAT	0	30	0	23							0	1	0	6
SUZUKI	0	24	0	16	0	3	0	0			0	5		
MITSUBISHI	0	20			0	4					0	2	0	14
BMW	0	16					0	11			0	5		
MINI	0	14			0	12			0	2				
GMC	0	11					0	2			0	9	0	0
MERCEDES	0	9	0	0	0	1	0	6	0	0	0	2		
LAND ROVER	0	1									0	1		
JAGUAR	0	0					0	0	0	0				
LINCOLN	0	0					0	0			0	0	0	0
TOTAL	313	1594	36	418	102	552	1	77	0	13	59	375	115	159

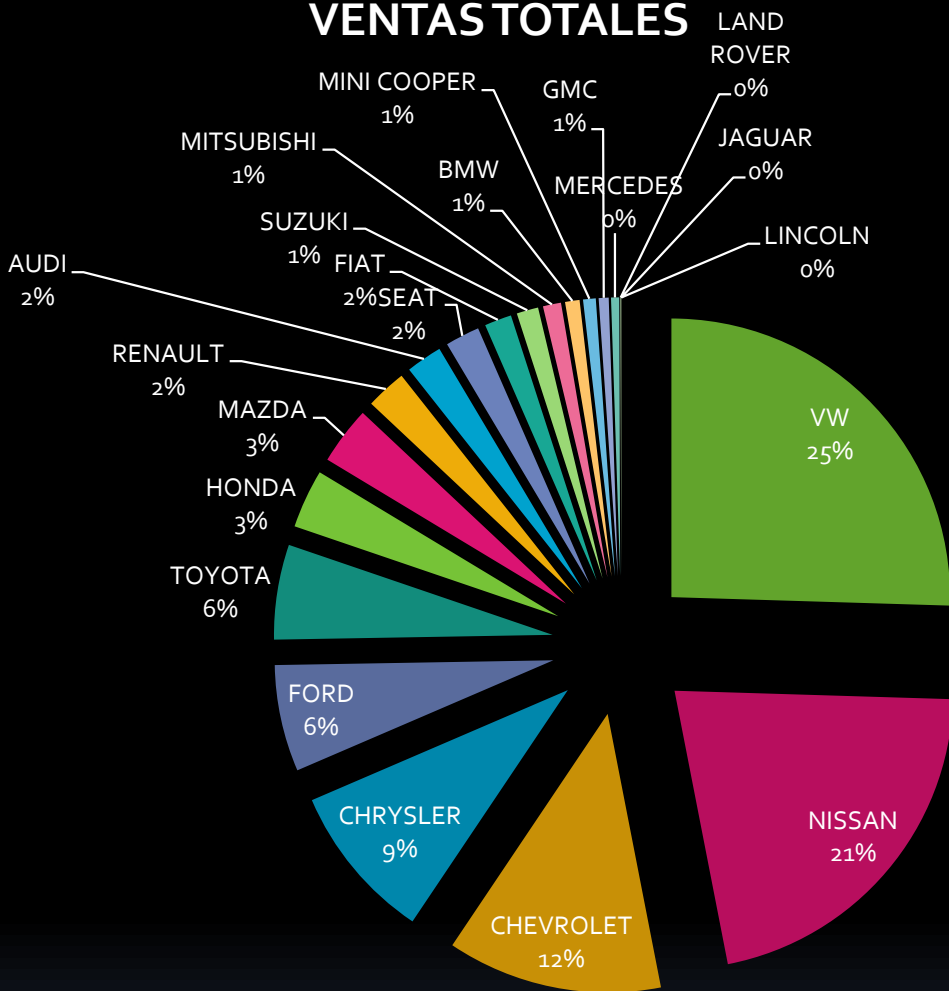
% VENTAS TOTALES

MARCA		% DEL TOTAL
VW	486	25.49
NISSAN	409	21.45
CHEVROLET	238	12.48
CHRYSLER	174	9.12
FORD	118	6.19
TOYOTA	105	5.51
HONDA	65	3.41
MAZDA	64	3.36
RENAULT	45	2.36
AUDI	40	2.10
SEAT	38	1.99
FIAT	30	1.57
SUZUKI	24	1.26
MITSUBISHI	20	1.05
BMW	16	0.84
MINI COOPER	14	0.73
GMC	11	0.58
MERCEDES	9	0.47
LAND ROVER	1	0.05
JAGUAR	0	0.00
LINCOLN	0	0.00
TOTAL	1907	100.00

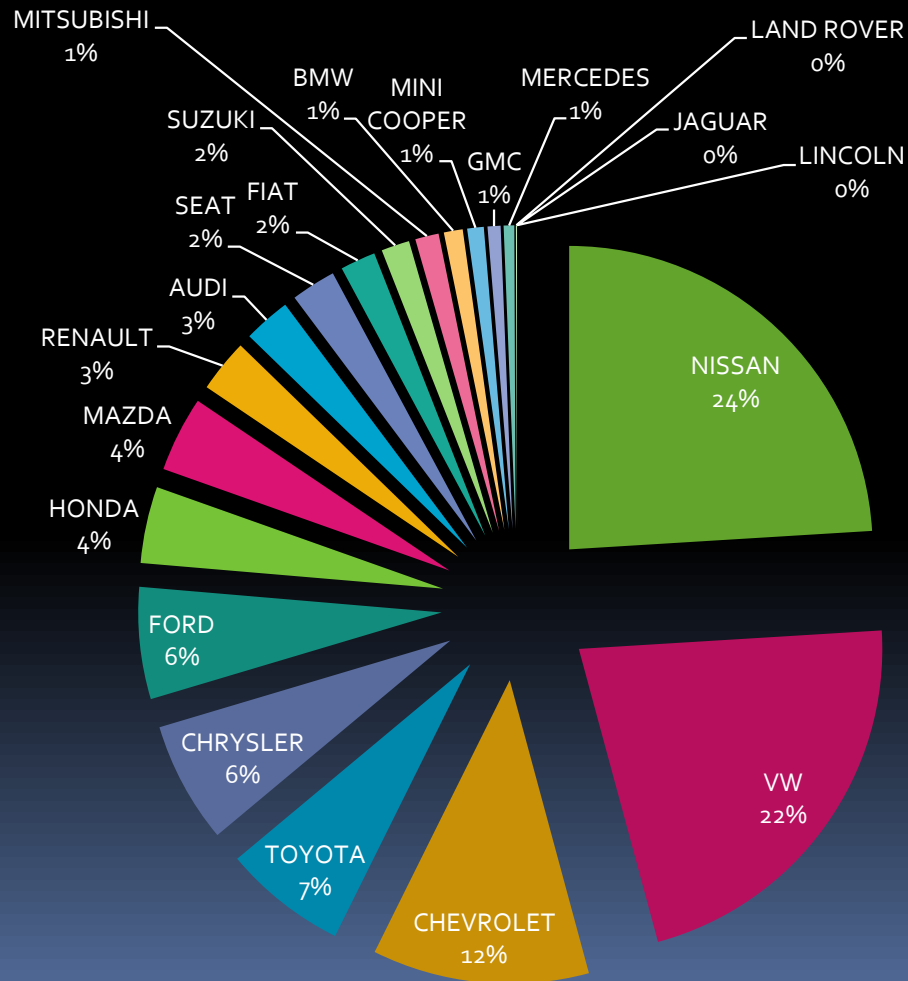
% VENTAS MENUDEO

MARCA		% DEL TOTAL
NISSAN	383	24.03
VW	347	21.77
CHEVROLET	184	11.54
TOYOTA	105	6.59
CHRYSLER	103	6.46
FORD	95	5.96
HONDA	65	4.08
MAZDA	64	4.02
RENAULT	45	2.82
AUDI	40	2.51
SEAT	38	2.38
FIAT	30	1.88
SUZUKI	24	1.51
MITSUBISHI	20	1.25
BMW	16	1.00
MINI COOPER	14	0.88
GMC	11	0.69
MERCEDES	9	0.56
LAND ROVER	1	0.06
JAGUAR	0	0.00
LINCOLN	0	0.00
TOTAL	1594	100

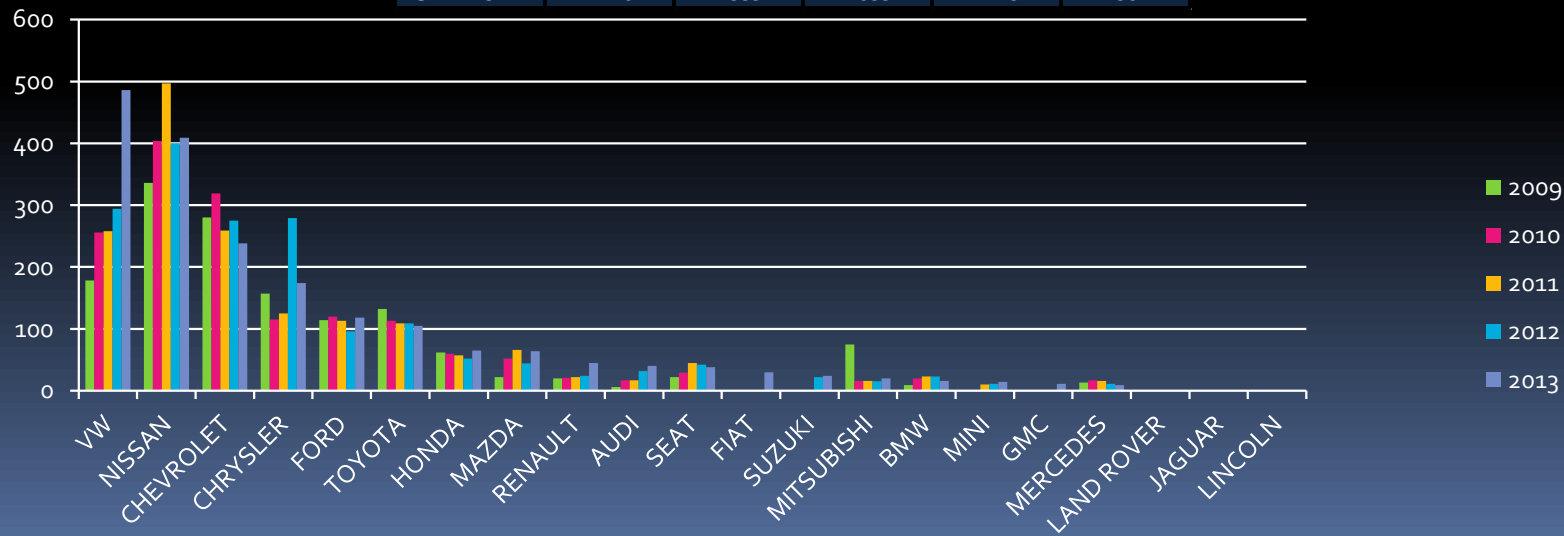
VENTAS TOTALES



VENTAS MENUDEO



DICIEMBRE					
MARCA	2009	2010	2011	2012	2013
VW	178	256	258	294	486
NISSAN	336	404	497	400	409
CHEVROLET	280	319	259	275	238
CHRYSLER	157	115	125	279	174
FORD	114	120	113	96	118
TOYOTA	132	113	109	109	105
HONDA	62	60	57	52	65
MAZDA	22	52	66	44	64
RENAULT	20	21	22	24	45
AUDI	6	17	17	32	40
SEAT	22	29	45	42	38
FIAT					30
SUZUKI				22	24
MITSUBISHI	75	16	16	15	20
BMW	9	20	23	23	16
MINI			10	11	14
GMC					11
MERCEDES	13	17	16	11	9
LAND ROVER					1
JAGUAR					0
LINCOLN					0
TOTALES	1426	1559	1633	1729	1907



MARCA	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACU	%
NISSAN	310	307	384	295	346	328	289	302	286	318	315	409	3889	23.22
VW	265	263	226	233	243	260	271	258	238	284	339	486	3366	20.10
CHEVROLET	271	148	261	255	280	204	240	245	169	241	273	238	2825	16.87
CHRYSLER	105	105	104	183	162	90	100	136	70	109	89	174	1427	8.52
FORD	80	66	64	80	75	72	90	100	76	73	78	118	972	5.80
TOYOTA	86	76	63	85	81	69	71	78	55	86	106	105	961	5.74
MAZDA	43	32	67	42	46	46	56	54	47	48	58	64	603	3.60
HONDA	64	52	46	38	35	36	50	50	43	53	69	65	601	3.59
SEAT	39	28	21	25	31	35	28	33	30	25	35	38	368	2.20
AUDI	26	21	25	30	26	22	22	23	26	23	23	40	307	1.83
RENAULT	23	16	20	20	20	16	12	12	20	32	33	45	269	1.61
SUZUKI	20	17	17	17	15	17	18	20	16	16	26	24	223	1.33
MITSUBISHI	12	13	19	24	16	39	9	25	10	14	12	20	213	1.27
MERCEDES	15	17	9	20	24	18	16	22	11	24	16	9	201	1.20
BMW	19	19	18	18	21	18	4	26	9	6	15	16	189	1.13
FIAT	7	9	16	12	13	9	12	10	6	11	16	30	151	0.90
MINI	13	10	11	11	12	8	2	6	5	7	10	14	109	0.65
GMC								12	8	13	13	11	57	0.34
LAND ROVER	3	2	1	0	3	2	0	0	0	1	0	1	13	0.08
JAGUAR					1	0	0	0	0	0	0	0	1	0.01
LINCOLN			1	0	0	0	0	0	0	0	0	0	1	0.01
TOTALES	1,401	1,201	1,373	1,388	1,450	1,289	1,290	1,412	1,125	1,384	1,526	1,907	16,746	100.00

SUBCOMPACTO					
TIPO B					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
CHEVROLET	AVEO	23	57	80	1103
NISSAN	TSURU	2	71	73	818
CHEVROLET	SPARK	1	29	30	520
NISSAN	MARCH	1	48	49	405
CHEVROLET	SONIC	3	34	37	284
SEAT	IBIZA 4 PTAS	0	24	24	245
VW	GOL	0	21	21	236
CHRYSLER	I10	5	6	11	221
VW	GOL SEDAN	0	14	14	193
CHEVROLET	MATIZ	1	9	10	179
FORD	FIESTA	0	18	18	144
FORD	IKON	0	12	12	140
SUZUKI	SWIFT	0	16	16	138
FIAT	FIAT 500	0	13	13	82
CHRYSLER	ATTITUDE	0	4	4	71
MAZDA	MAZDA 2	0	2	2	70
VW	CROSSFOX	0	6	6	49
RENAULT	STEP AWAY	0	8	8	44
TOYOTA	YARIS SEDAN	0	6	6	42
SEAT	IBIZA 3 PTAS	0	4	4	38
TOYOTA	YARIS HATCHBACK	0	4	4	28
FIAT	UNO VIVACE	0	5	5	24
FIAT	PALIO ESSENCE	0	4	4	14
SEAT	ALTEA XL	0	2	2	14
RENAULT	SANDERO	0	0	0	13
MERCEDES	SMART	0	0	0	10
FIAT	PUNTO	0	1	1	3
SEAT	FREE TRACK	0	0	0	2
TOTAL		36	418	454	5130

COMPACTO					
TIPO A					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	CLASICO	0	105	105	1100
VW	JETTA	5	63	68	772
NISSAN	SENTRA	2	33	35	362
MAZDA	MAZDA 3	0	25	25	215
VW	VENTO	91	60	151	201
VW	POLO	0	19	19	175
TOYOTA	COROLLA	0	20	20	140
TOYOTA	AVANZA	0	15	15	122
FORD	FOCUS SEDAN	0	13	13	120
HONDA	CIVIC	0	6	6	101
VW	BEETLE	0	9	9	101
HONDA	FIT	0	7	7	76
VW	GOLF	0	2	2	75
MITSUBISHI	LANCER	0	4	4	63
HONDA	CITY	0	5	5	55
SEAT	TOLEDO	0	2	2	35
RENAULT	FLUENCE	0	4	4	30
MAZDA	MAZDA 5	0	2	2	27
SUZUKI	SX4 CROSS	0	3	3	25
MERCEDEZ	CLASE A	0	1	1	20
FORD	FOCUS ST	0	0	0	16
RENAULT	SCALA	0	0	0	7
MERCEDEZ	CLASE B	0	0	0	5
SUZUKI	SX4 SEDAN	0	0	0	5
MITSUBISHI	ASX	0	0	0	3
TIPO B					
NISSAN	VERSA	2	64	66	657
NISSAN	TIDA SEDAN	1	61	62	492
CHEVROLET	CRUZE 4 PTAS.	1	7	8	101
CHRYSLER	AVENGER	0	0	0	80
MINI	COOPER	0	11	11	54
CHRYSLER	DART	0	0	0	44
FORD	FUSION	0	3	3	37
NISSAN	NOTE	0	4	4	30
CHRYSLER	200	0	1	1	14
NISSAN	TIDA HB	0	0	0	9
VW	SPORTWAGUEN	0	2	2	5
MINI	COOPER COUPE	0	1	1	4
TOTAL		102	552	654	5378

LUJO					
LUJO B					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	PASSAT	0	10	10	122
MERCEDES	Clase C	0	5	5	82
TOYOTA	CAMRY	0	3	3	59
NISSAN	ALTIMA	0	3	3	40
VW	CC	0	2	2	17
MERCEDES	Clase E	0	1	1	14
MERCEDES	Clase CLA	0	0	0	8
CHRYSLER	CHARGER	0	0	0	6
GMC	ENORE	0	0	0	6
GMC	VERANO	0	0	0	6
TOYOTA	PRIUS	0	0	0	3
MERCEDES	Clase CLS	0	0	0	2
RENAULT	SAFRANE	0	0	0	2
CHRYSLER	300	0	0	0	1
GMC	REGAL	0	0	0	0
MERCEDES	Clase CL	0	0	0	0
MERCEDES	Clase S	0	0	0	0
LINCOLN	MKZ	0	0	0	0

LUJO C					
AUDI	A1	0	6	6	75
AUDI	A 4	0	3	3	64
MAZDA	MAZDA 6	0	9	9	61
HONDA	ACCORD	0	3	3	51
AUDI	A 3	0	12	12	49
CHEVROLET	MALIBU	0	3	3	42
BMW	328i	0	4	4	35
BMW	118IA 5ptas	0	1	1	32
BMW	320IA	0	4	4	24
AUDI	A5	0	2	2	12
AUDI	A 6	0	1	1	10
BMW	530IA TOP	0	0	0	7
AUDI	A 7	0	1	1	4
NISSAN	MAXIMA	1	0	1	4
BMW	135i COUPE	0	0	0	3
BMW	528ia TOP	0	1	1	3
BMW	M1	0	0	0	3
BMW	Z4	0	0	0	3
HONDA	CROSSTOUR	0	0	0	3
SUZUKI	KIZASHI	0	0	0	3
AUDI	RS5	0	0	0	2
BMW	125i COUPE	0	0	0	2
BMW	325i	0	0	0	2
BMW	535la	0	0	0	2
BMW	M6	0	0	0	2
GMC	ATS	0	2	2	2
AUDI	A 8	0	0	0	1
AUDI	R8	0	0	0	1
BMW	335i	0	0	0	1
BMW	435i	0	1	1	1
BMW	550i	0	0	0	1
BMW	M135IA	0	0	0	1
BMW	M3	0	0	0	1
BMW	SERIE 6	0	0	0	1
GMC	LACROSSE	0	0	0	1
JAGUAR	XF	0	0	0	1
AUDI	A3 CABRIO	0	0	0	0
AUDI	S 8	0	0	0	0
AUDI	S4 3.0	0	0	0	0
AUDI	SPORTBACK	0	0	0	0
AUDI	TTS	0	0	0	0
BMW	120i 3p y 5 ptas	0	0	0	0
BMW	SERIE 5 GT	0	0	0	0
BMW	M5	0	0	0	0
BMW	SERIE 7	0	0	0	0
GMC	CTS COUPE	0	0	0	0
GMC	CTS SPORT SEDAN	0	0	0	0
GMC	CTS V COUPE	0	0	0	0
GMC	CTS V SEDAN	0	0	0	0
JAGUAR	XJ	0	0	0	0
LINCOLN	MKS	0	0	0	0
TOTAL		1	77	78	878

DEPORTIVO					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
MINI	COOPER S	0	1	1	34
SEAT	LEON	0	6	6	34
CHEVROLET	CAMARO	0	3	3	16
FORD	MUSTANG	0	0	0	11
CHRYSLER	CHALLENGER	0	2	2	8
MERCEDES	Clase SLK	0	0	0	8
MINI	COOPER S COUNTRYMAN	0	1	1	8
MINI	COOPER JCW	0	0	0	8
VW	GOLF Gti	0	0	0	7
MAZDA	MX-5	0	0	0	6
HONDA	CRZ	0	0	0	5
CHRYSLER	VIPER	0	0	0	1
MINI	COOPER S CLUBMAN	0	0	0	1
CHEVROLET	CORVETTE	0	0	0	0
JAGUAR	XK	0	0	0	0
MERCEDES	Clase SLS	0	0	0	0
MERCEDES	Clase S	0	0	0	0
MINI	COOPER S CONVERTIBLE	0	0	0	0
NISSAN	370 Z	0	0	0	0
TOTAL		0	13	13	147

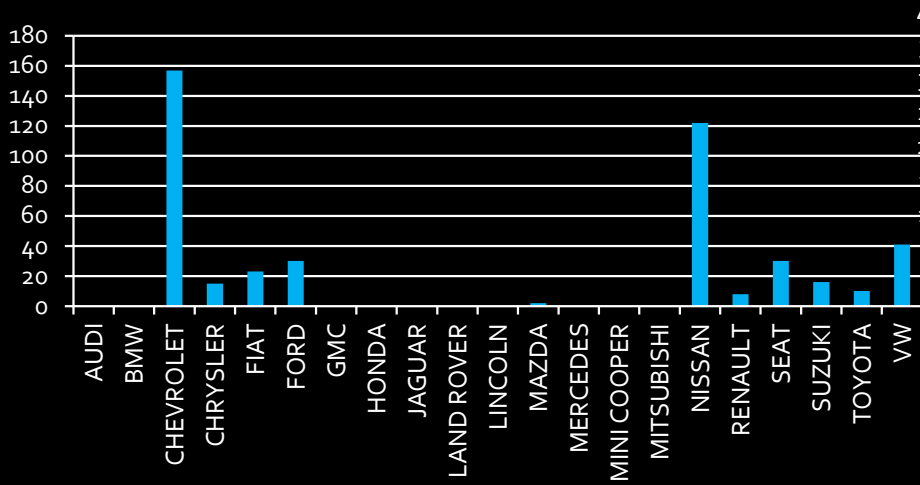
USOS MULTIPLES					
TIPO A					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
NISSAN	URVAN CARGA	2	18	20	222
TOYOTA	HIACE	0	11	11	107
NISSAN	URBAN PASAJEROS	0	0	0	40
FORD	TRANSIT	2	1	3	17
VW	TRANSPORTER PASAJEROS	0	0	0	14
CHRYSLER	H 100 VAN	0	0	0	12
CHRYSLER	H 100 WAGON	0	0	0	9
VW	TRANSPORTER CARGA	0	1	1	9
CHEVROLET	EXPRESS VAN L	0	0	0	7
CHEVROLET	EXPRESS CARGO VAN	2	0	2	7
CHRYSLER	PROMASTER	0	1	1	1
FORD	TRANSIT PASAJEROS	0	0	0	0
RENAULT	TRAFIC VU L2H2	0	0	0	0
TIPO B					
CHRYSLER	WRANGLER	0	4	4	46
MITSUBISHI	MONTERO SPORT	0	0	0	1
TIPO C					
HONDA	CR-V	0	39	39	226
RENAULT	DUSTER	0	32	32	152
VW	TIGUAN	43	14	57	151
CHRYSLER	GRAND CHEROKEE	0	16	16	145
CHRYSLER	PATRIOT	0	23	23	140
FORD	ESCAPE	0	13	13	115
CHRYSLER	COMPASS	0	11	11	99
NISSAN	X-TRAIL	0	16	16	84
FORD	ECOSPORT	0	10	10	77
CHEVROLET	CAPTIVA SPORT	0	2	2	58
SUZUKI	GRAD VITARA	0	5	5	52
NISSAN	ROUGE	0	5	5	45
HONDA	PILOT	0	2	2	30
MITSUBISHI	OUTLANDER	0	2	2	30
FORD	EXPLORER	0	2	2	29
CHRYSLER	DURANGO	7	2	9	23
TOYOTA	HIGHLANDER	0	2	2	23
NISSAN	JUKE	0	3	3	20
NISSAN	PATHFINDER	0	2	2	14
LAND ROVER	EVOQUE	0	1	1	9
RENAULT	KOLEOS	0	1	1	8
CHRYSLER	LIBERTY	0	0	0	7
FIAT	PALIO ADVENTURE	0	1	1	6
GMC	ACADIA DENALI	0	1	1	5
TOYOTA	FJCRUISER	0	0	0	4
GMC	ACADIA	0	0	0	1
MITSUBISHI	MONTERO	0	0	0	1
NISSAN	ARMADA	0	0	0	0

TIPO D					
CHEVROLET	TRAX	1	24	25	222
CHRYSLER	JOURNEY	0	11	11	187
MAZDA	CX-5	0	25	25	181
TOYOTA	RAV 4	0	13	13	149
CHEVROLET	SUBURBAN SUV	2	3	5	50
AUDI	Q3	0	6	6	49
MAZDA	CX-9	0	1	1	32
BMW	X3	0	1	1	31
FORD	EDGE	0	2	2	30
CHEVROLET	TAHOE	0	2	2	29
AUDI	Q5	0	8	8	28
CHEVROLET	TRAVERSE SUV	0	1	1	24
MERCEDES	Clase ML	0	2	2	20
BMW	X5	0	2	2	19
MERCEDES	Clase GL	0	0	0	15
GMC	GMC TERRAIN	0	5	5	14
BMW	X1	0	2	2	13
AUDI	Q7	0	1	1	12
MAZDA	CX-7	0	0	0	11
MERCEDES	Clase GLK	0	0	0	10
VW	TOUAREG	0	0	0	7
TOYOTA	SEQUOIA	0	0	0	7
MERCEDES	Clase G	0	0	0	7
GMC	YUKON	0	1	1	6
GMC	ENCLAVE	0	1	1	5
GMC	SRX	0	0	0	4
BMW	X6	0	0	0	2
NISSAN	MURANO	0	0	0	1
TOYOTA	LAND CRUISER	0	0	0	1
LINCOLN	MKX	0	0	0	1
LAND ROVER	DEFENDER	0	0	0	1
LAND ROVER	LR4	0	0	0	1
LAND ROVER	RANGE ROVER	0	0	0	1
LAND ROVER	RANGE ROVER SPORT	0	0	0	1
MERCEDES	Clase R	0	0	0	0
LAND ROVER	LR2	0	0	0	0
TIPO E					
TOYOTA	SIENNA	0	14	14	75
HONDA	ODYSSEY	0	3	3	48
CHRYSLER	TOWN & COUNTRY	0	4	4	46
FORD	ECONOLINE	0	0	0	5
GMC	ESCALADE ESV	0	1	1	5
FORD	EXPEDITION	0	1	1	3
GMC	ESCALADE SUV	0	0	0	0
LINCOLN	NAVIGATOR	0	0	0	0
TOTAL		59	375	434	3399

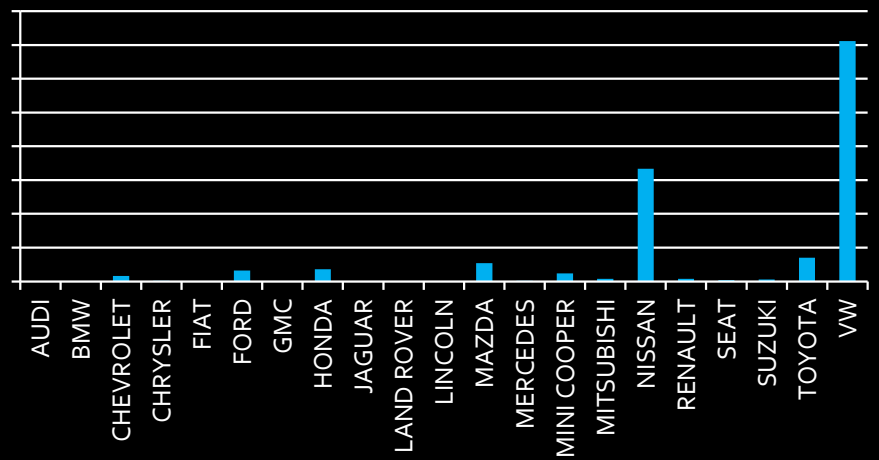
CAMIONES COMERCIALES

CLASE 1					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
NISSAN	CHASIS	3	27	30	242
NISSAN	PICK UP Doble Cabina	8	7	15	131
VW	SAVEIRO	0	16	16	96
NISSAN	ESTACAS	0	4	4	85
NISSAN	PICK UP Largo	4	6	10	85
NISSAN	FRONTIER V4	0	6	6	79
FORD	RANGER	14	1	15	74
CHEVROLET	COLORADO	19	0	19	44
TOYOTA	TACOMA	0	3	3	43
CHEVROLET	TORNADO PICK UP	0	3	3	36
FIAT	ESTRADA	0	4	4	19
NISSAN	FRONTIER V6	0	5	5	19
RENAULT	KANGOO	0	0	0	13
FIAT	DUCATO	0	2	2	3
CLASE 2					
TOYOTA	HILUX	0	14	14	158
MITSUBISHI	L200	0	14	14	115
CHRYSLER	RAM 2500	0	5	5	114
CHRYSLER	RAM 1500	58	2	60	77
CHEVROLET	SILVERADO 1500	1	5	6	64
FORD	F-150	4	6	10	55
FORD	LOBO	0	4	4	26
VW	AMAROK	0	2	2	26
CHEVROLET	SILVERADO 2500	0	1	1	17
CHEVROLET	CHEYENE	0	1	1	6
HONDA	RIDGELINE	0	0	0	6
CHRYSLER	CREW CAB	1	0	1	2
GMC	SIERRA	0	0	0	2
NISSAN	TITAN	0	0	0	2
FORD	F-250	0	0	0	0
GMC	SIERRA CREW	0	0	0	0
TOYOTA	TUNDRA	0	0	0	0
LINCOLN	MARK LT	0	0	0	0
CLASE 3					
CHRYSLER	RAM 4000	0	11	11	73
FORD	F-350	3	6	9	62
CHEVROLET	SILVERADO 3500	0	0	0	15
FORD	F-450/550	0	3	3	11
VW	CRAFTER	0	1	1	10
NISSAN	CABSTAR	0	0	0	2
CHEVROLET	EXPRESS CUTAWAY	0	0	0	1
NISSAN	NV2500	0	0	0	1
CHEVROLET	AVALANCHE UUV	0	0	0	0
FORD	E-150/350	0	0	0	0
TOTAL		115	159	274	1814

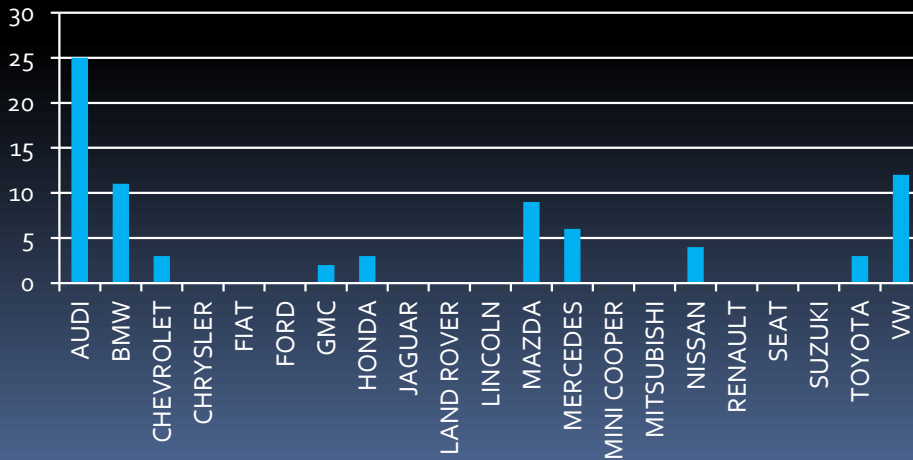
SUB COMPACTOS



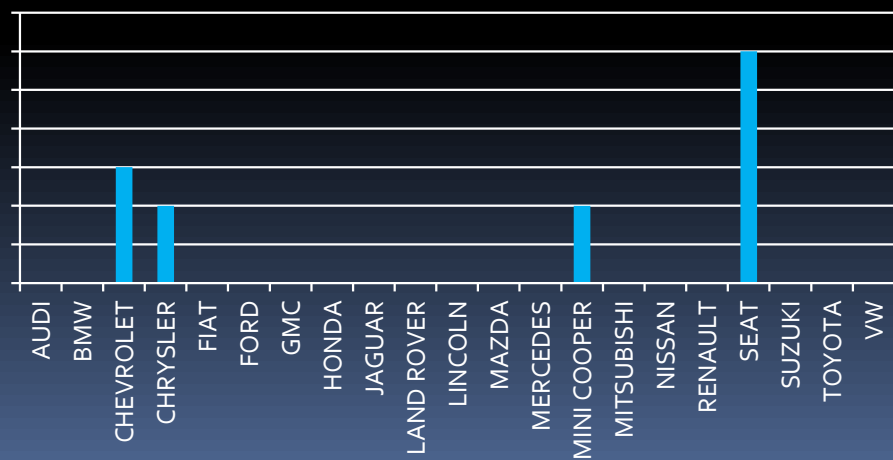
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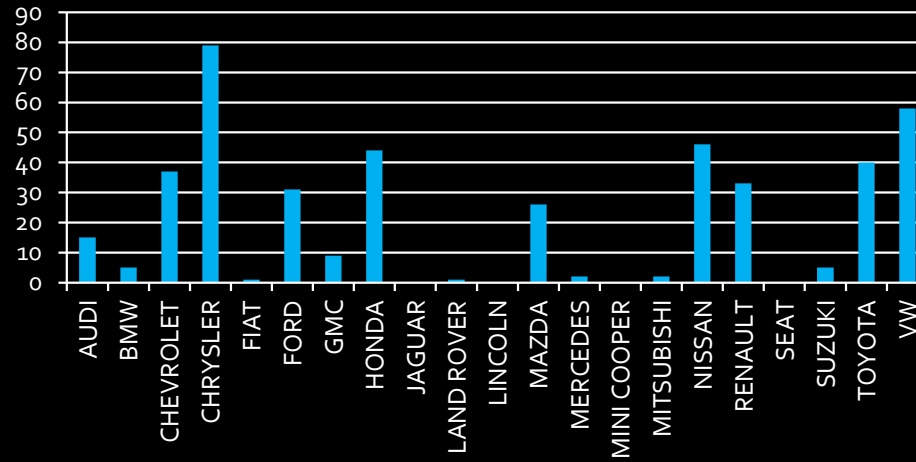
LUJO



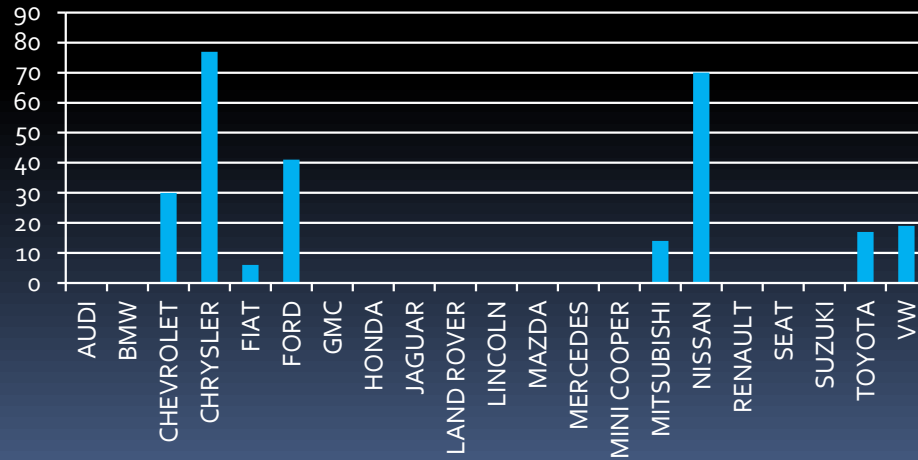
DEPORTIVOS



USOS MULTIPLES



CAM. COMERCIAL





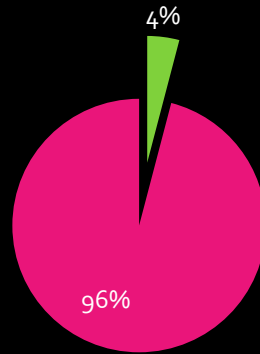
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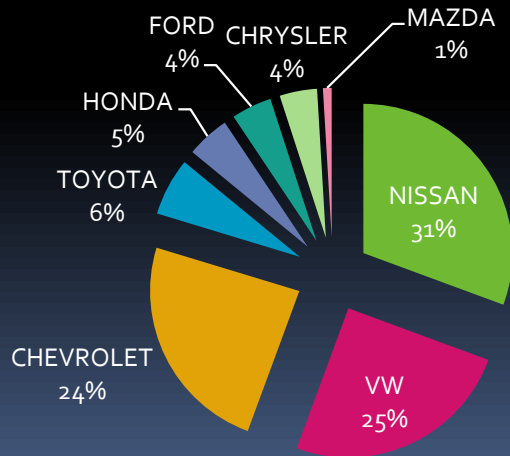
MARCAS	FLOTILLA	MENUDEO	VENTAS POR UNIDADES TOTALES	SUB COMPACTOS	COMPACTOS	DE LUJO	DEPORTIVOS	USOS MULTIPLES	CAM. COMERCIAL
NISSAN	4	94	98	28	25	1	0	16	28
VW	5	75	80	10	65	3	0	1	1
CHEVROLET	37	40	77	43	1	0	1	10	22
TOYOTA	0	20	20	2	5	0		9	4
HONDA	0	15	15		4	1	0	10	0
FORD	0	14	14	1	2		0	7	4
CHRYSLER	0	13	13	1	0	0	1	9	2
MAZDA	0	3	3	0	1	1	0	1	
TOTAL	46	274	320	85	103	6	2	63	61

FLOTILLA VS MENUDEO

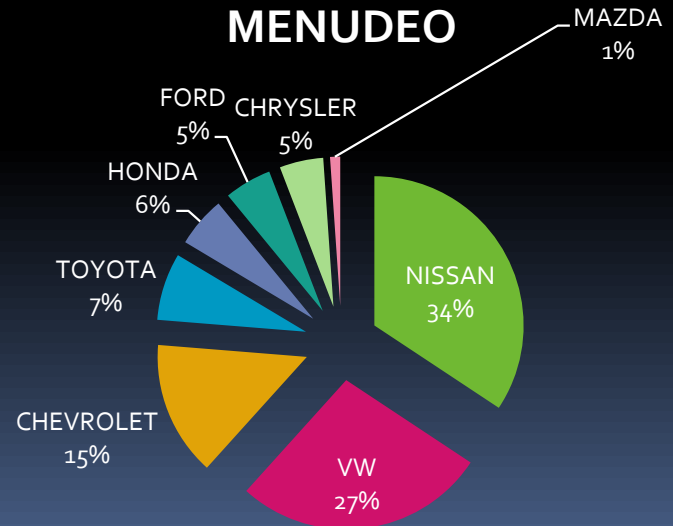
■ FLOTILLA ■ MENUDEO



VENTAS POR UNIDADES TOTALES

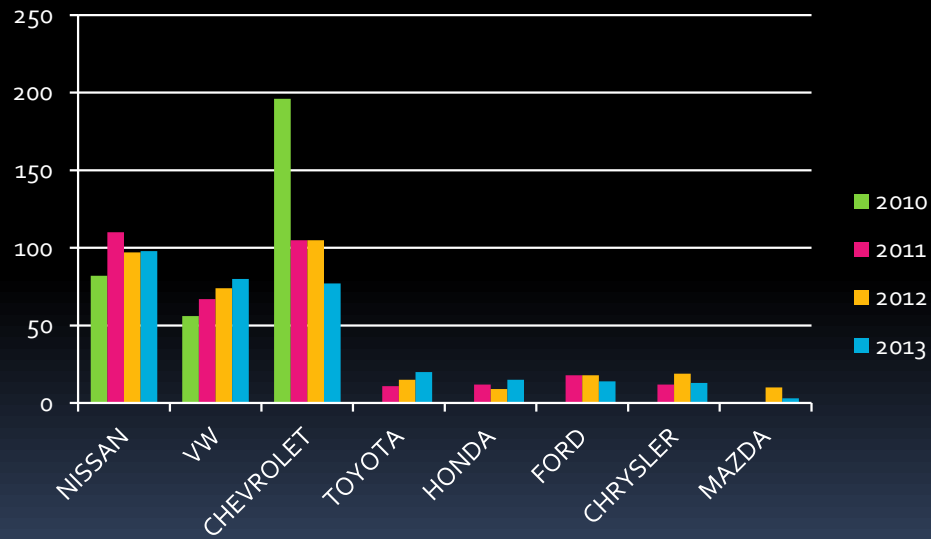


MENUDEO



MARCAS	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	TOTAL	%
CHEVROLET	100	37	110	98	90	71	72	102	60	100	103	77	1020	30.24
NISSAN	77	79	70	75	78	76	75	75	59	74	83	98	919	27.25
VW	54	56	39	52	45	55	59	55	55	60	78	80	688	20.40
FORD	19	10	15	17	20	16	20	25	14	21	15	14	206	6.11
CHRYSLER	24	11	21	13	16	13	12	8	10	13	15	13	169	5.01
TOYOTA	13	10	8	9	18	13	11	13	11	14	21	20	161	4.77
HONDA	17	12	9	7	8	10	13	10	10	14	20	15	145	4.30
MAZDA	6	6	8	6	5	6	4	6	3	4	8	3	65	1.93
TOTAL	310	221	280	277	280	260	266	294	222	300	343	320	3373	100

DICIEMBRE					
MARCA	2010	2011	2012	2013	% CRECIMIENTO
NISSAN	82	110	97	98	1.03
VW	56	67	74	80	8.11
CHEVROLET	196	105	105	77	-26.67
TOYOTA		11	15	20	33.33
HONDA		12	9	15	66.67
FORD		18	18	14	-22.22
CHRYSLER		12	19	13	-31.58
MAZDA			10	3	-70.00
TOTAL	334	335	347	320	-7.78



SUBCOMPACTO					
TIPO B					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
CHEVROLET	AVEO	14	13	27	412
NISSAN	TSURU	0	21	21	156
CHEVROLET	SPARK	1	2	3	134
CHEVROLET	SONIC	1	10	11	92
NISSAN	MARCH	0	7	7	72
CHEVROLET	MATIZ	0	2	2	59
VW	GOL	0	4	4	45
VW	GOL SEDAN	0	5	5	43
CHRYSLER	I10	0	1	1	38
FORD	FIESTA	0	1	1	26
FORD	IKON	0	0	0	22
VW	CROSSFOX	0	1	1	13
MAZDA	MAZDA 2	0	0	0	11
CHRYSLER	ATTITUDE	0	0	0	10
TOYOTA	YARIS SEDAN	0	2	2	6
TOYOTA	YARIS HATCHBACK	0	0	0	1
TOTAL		16	69	85	1140

COMPACTO					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	CLASICO	0	24	24	247
NISSAN	VERSA	0	15	15	160
VW	JETTA	5	12	17	138
NISSAN	TIDA SEDAN	0	6	6	76
NISSAN	SENTRA	0	4	4	65
VW	POLO	0	5	5	44
CHEVROLET	CRUZE 4 PTAS.	0	1	1	35
TOYOTA	AVANZA	0	3	3	31
VW	VENTO	0	16	16	28
HONDA	CIVIC	0	2	2	27
MAZDA	MAZDA 3	0	1	1	27
VW	BEETLE	0	2	2	22
HONDA	FIT	0	1	1	21
FORD	FOCUS SEDAN	0	1	1	19
VW	GOLF	0	1	1	19
HONDA	CITY	0	1	1	15
TOYOTA	COROLLA	0	2	2	14
NISSAN	NOTE	0	0	0	10
CHRYSLER	DART	0	0	0	7
FORD	FUSION	0	1	1	7
FORD	FOCUS ST	0	0	0	3
CHRYSLER	AVENGER	0	0	0	2
MAZDA	MAZDA 5	0	0	0	2
NISSAN	TIDA HB	0	0	0	2
CHRYSLER	200	0	0	0	1
VW	SPORTWAGUEN	0	0	0	1
TOTAL		5	98	103	1023

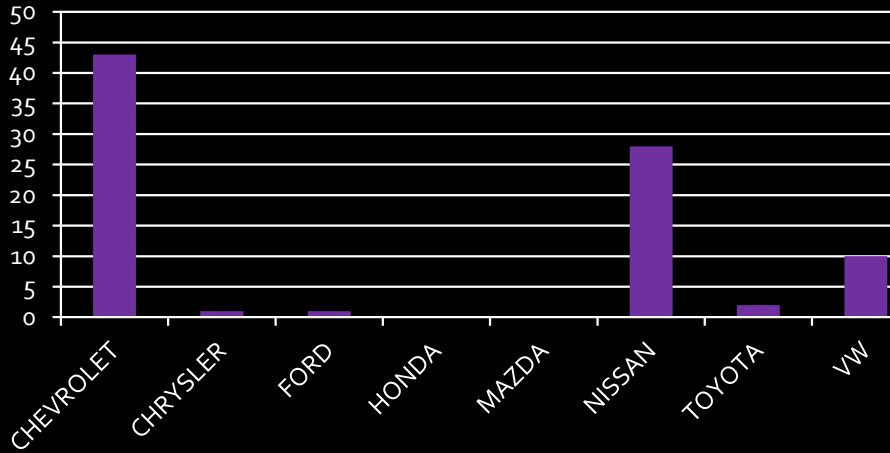
LUJO					
	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	PASSAT	0	1	1	21
CHEVOLET	MALIBU	0	0	0	14
HONDA	ACCORD	0	1	1	13
NISSAN	ALTIMA	0	1	1	10
MAZDA	MAZDA 6	0	1	1	9
TOYOTA	CAMRY	0	0	0	7
VW	CC	0	2	2	6
HONDA	CROSSTOUR	0	0	0	1
NISSAN	MAXIMA	0	0	0	1
CHRYSLER	CHARGER	0	0	0	0
CHRYSLER	300	0	0	0	0
TOYOTA	PRIUS	0	0	0	0
TOTAL		0	6	6	82

DEPORTIVO					
	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
CHEVROLET	CAMARO	0	1	1	4
CHRYSLER	CHALLENGER	0	1	1	2
FORD	MUSTANG	0	0	0	2
MAZDA	MX-5	0	0	0	2
VW	GOLF Gti	0	0	0	1
CHEVROLET	CORVETTE	0	0	0	0
CHRYSLER	VIPER	0	0	0	0
HONDA	CRZ	0	0	0	0
NISSAN	370 Z	0	0	0	0
TOTAL		0	2	2	11

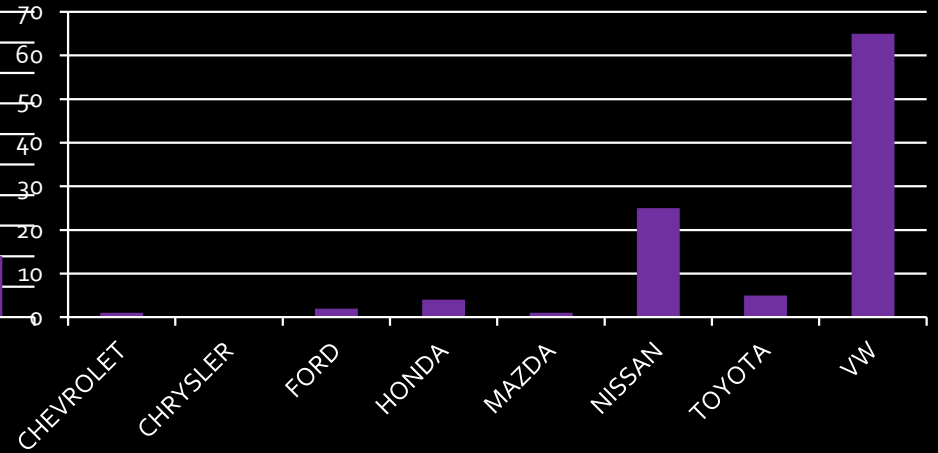
USOS MULTIPLES						
TIPO A						
	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO	
NISSAN	URVAN CARGA	0	10	10		85
TOYOTA	HIACE	0	4	4		48
NISSAN	URBAN PASAJEROS	0	0	0		12
CHEVROLET	EXPRESS VAN	0	0	0		3
CHEVROLET	EXPRESS CARGO VAN	0	0	0		3
VW	TRANSPORTER PASAJEROS	0	0	0		3
VW	TRANSPORTER CARGA	0	0	0		1
CHRYSLER	PROMASTER	0	0	0		0
CHRYSLER	H 100 VAN	0	0	0		0
CHRYSLER	H 100 WAGON	0	0	0		0
FORD	TRANSIT	0	0	0		0
FORD	TRANSIT PASAJEROS	0	0	0		0
TIPO B						
CHRYSLER	WRANGLER	0	1	1		4
TIPO C						
HONDA	CR-V	0	9	9		50
FORD	ECOSPORT	0	4	4		31
VW	TIGUAN	0	1	1		25
FORD	ESCAPE	0	3	3		24
NISSAN	X-TRAIL	0	4	4		24
CHRYSLER	PATRIOT	0	1	1		22
CHEVROLET	CAPTIVA SPORT	0	0	0		15
NISSAN	ROUGE	0	1	1		14
CHRYSLER	COMPASS	0	1	1		10
FORD	EXPLORER	0	0	0		7
HONDA	PILOT	0	0	0		7
CHRYSLER	GRAND CHEROKEE	0	3	3		6
NISSAN	JUKE	0	1	1		4
TOYOTA	HIGHLANDER	0	1	1		3
NISSAN	PATHFINDER	0	0	0		2
CHRYSLER	LIBERTY	0	0	0		1
CHRYSLER	DURANGO	0	0	0		0
NISSAN	ARMADA	0	0	0		0
TOYOTA	FJCRUISER	0	0	0		0
TIPO D						
CHEVROLET	TRAX	1	6	7		69
CHRYSLER	JOURNEY	0	3	3		44
CHEVROLET	SUBURBAN SUV	1	1	2		38
CHEVROLET	TAHOE	0	1	1		24
TOYOTA	RAV 4	0	1	1		19
MAZDA	CX-5	0	1	1		13
CHEVROLET	TRAVERSE SUV	0	0	0		5
FORD	EDGE	0	0	0		5
VW	TOUAREG	0	0	0		2
MAZDA	CX-9	0	0	0		1
MAZDA	CX-7	0	0	0		0
NISSAN	MURANO	0	0	0		0
TOYOTA	LAND CRUISER	0	0	0		0
TOYOTA	SEQUOIA	0	0	0		0
TIPO E						
TOYOTA	SIENNA	0	3	3		14
HONDA	ODYSSEY	0	1	1		9
CHRYSLER	TOWN & COUNTRY	0	0	0		4
FORD	ECONOLINE	0	0	0		0
FORD	EXPEDITION	0	0	0		0
TOTAL		2	61	63		651

CAMIONES LIGEROS					
MARCA	MODELO	FLO	MEN	TOT	ACUM
CLASE 1					
NISSAN	CHASIS	0	10	10	110
NISSAN	PICK UP Largo	4	4	8	41
CHEVROLET	COLORADO	19	0	19	40
NISSAN	PICK UP Doble Cabina	0	4	4	38
NISSAN	FRONTIER V4	0	3	3	24
FORD	RANGER	0	1	1	23
VW	SAVEIRO	0	1	1	17
CHEVROLET	TORNADO PICK UP	0	1	1	11
NISSAN	ESTACAS	0	1	1	9
NISSAN	FRONTIER V6	0	2	2	4
TOYOTA	TACOMA	0	0	0	4
CHRYSLER	QUAD CAB	0	0	0	0
CLASE 2					
CHEVROLET	SILVERADO 1500	0	1	1	46
TOYOTA	HILUX	0	4	4	14
VW	AMAROK	0	0	0	11
FORD	LOBO	0	0	0	9
FORD	F-150	0	1	1	7
CHRYSLER	RAM 2500	0	1	1	6
HONDA	RIDGELINE	0	0	0	6
CHEVROLET	SILVERADO 2500	0	1	1	5
CHEVROLET	CHEYENE	0	0	0	2
CHRYSLER	RAM 1500	0	0	0	2
CHRYSLER	CREW CAB	0	0	0	0
FORD	F-250	0	0	0	0
NISSAN	TITAN	0	0	0	0
TOYOTA	TUNDRA	0	0	0	0
CLASE 3					
FORD	F-350	0	2	2	20
CHRYSLER	RAM 4000	0	1	1	10
CHEVROLET	SILVERADO 3500	0	0	0	8
CHEVROLET	EXPRESS CUTAWAY	0	0	0	1
FORD	F-450/550	0	0	0	1
VW	CRAFTER	0	0	0	1
CHEVROLET	AVALANCHE UUV	0	0	0	0
FORD	E-150/350	0	0	0	0
NISSAN	CABSTAR	0	0	0	0
NISSAN	NV2500	0	0	0	0
TOTAL		23	38	61	470

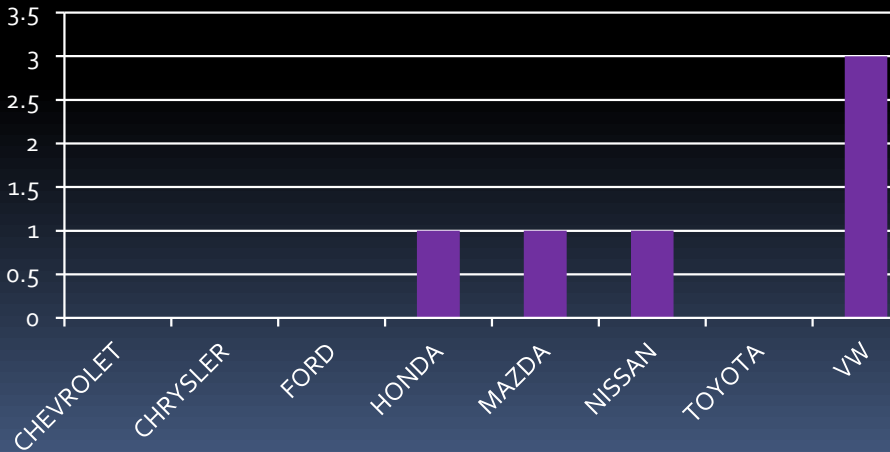
SUB COMPACTOS



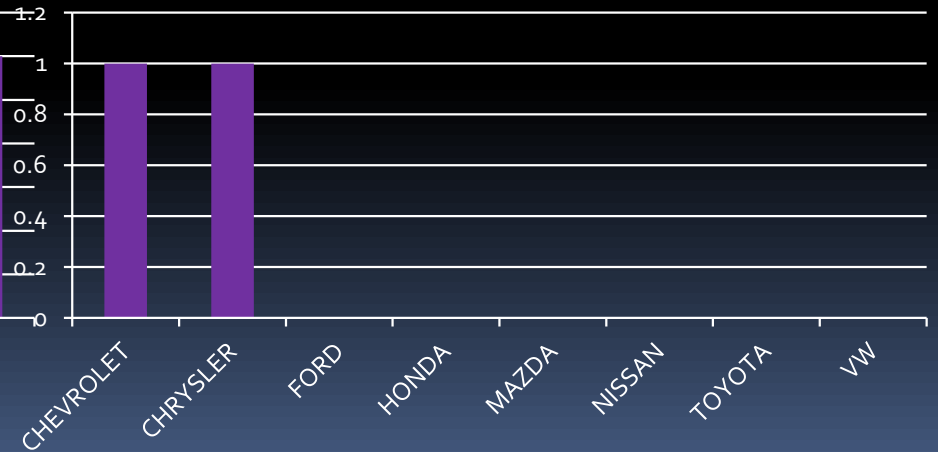
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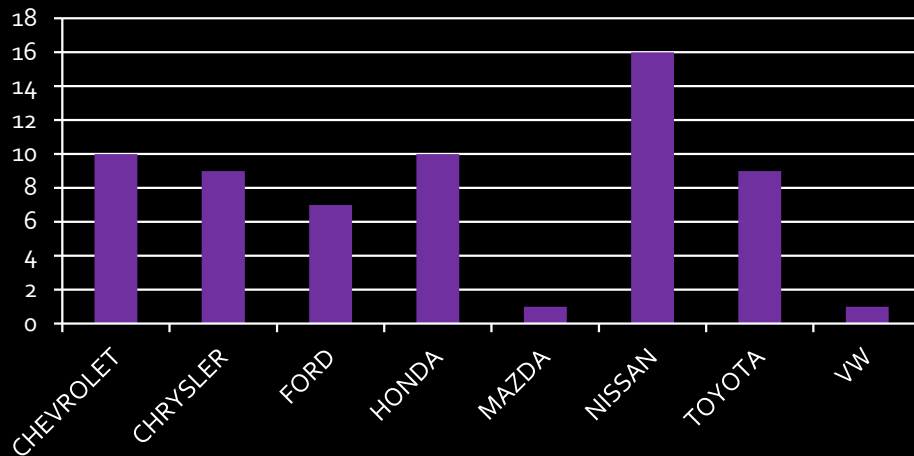
DE LUJO



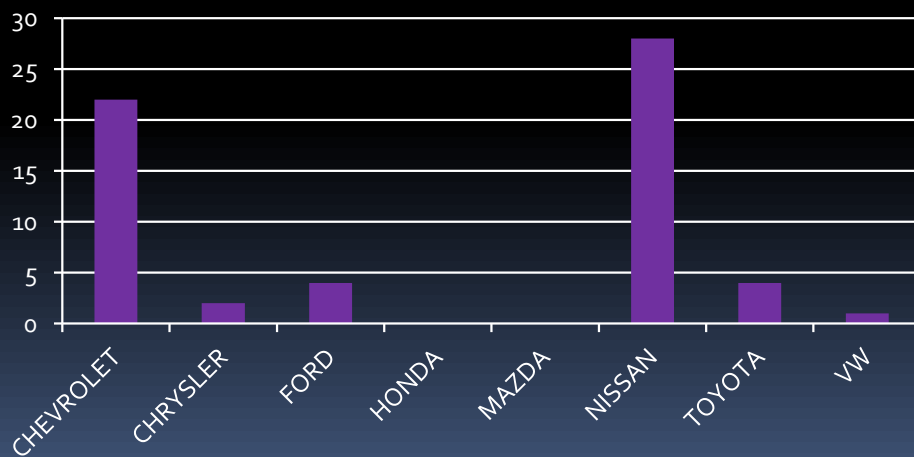
DEPORTIVOS



USOS MÚLTIPLES

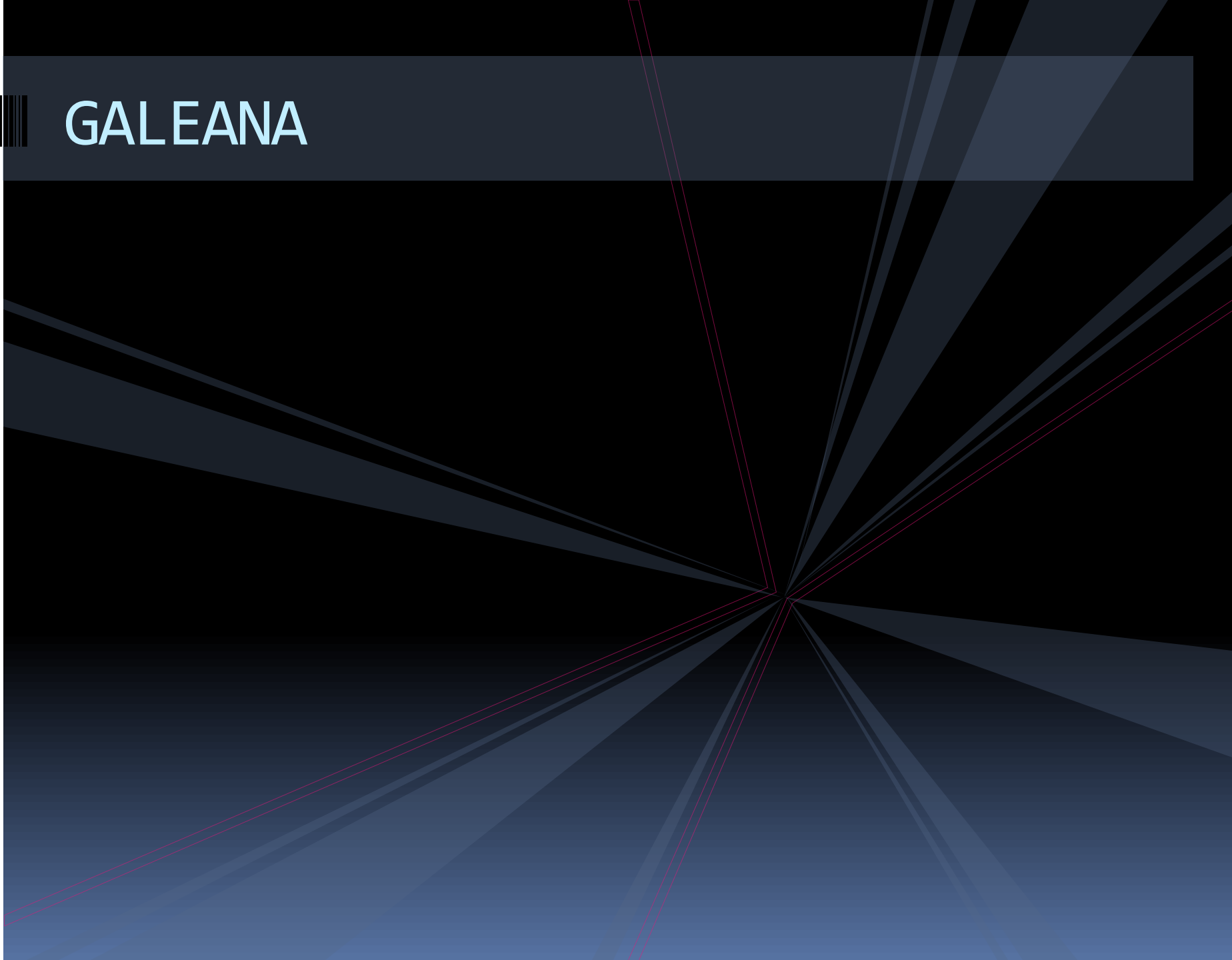


CAM. COMERCIAL





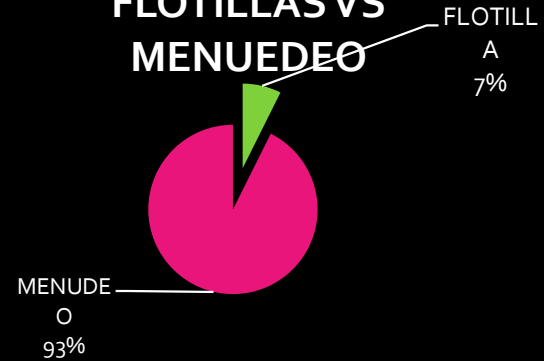
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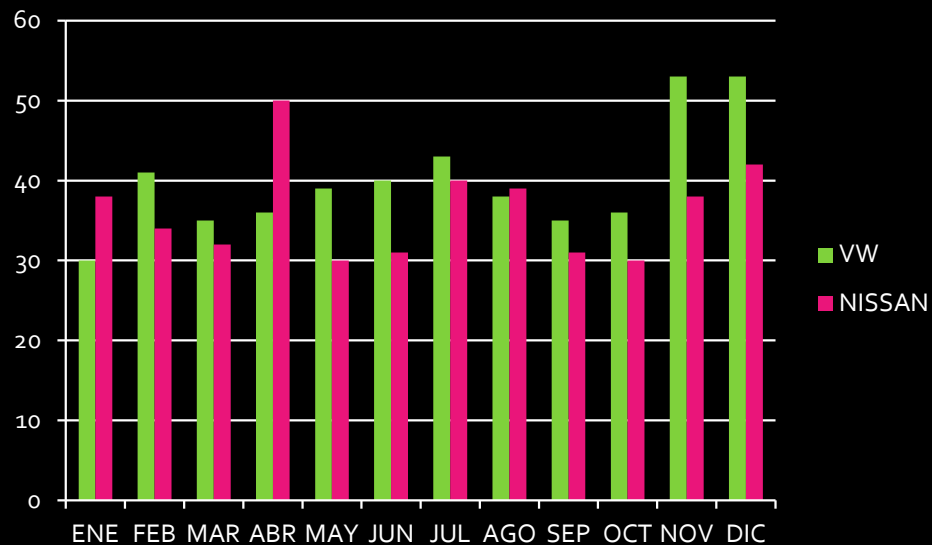
VENTAS TOTALES



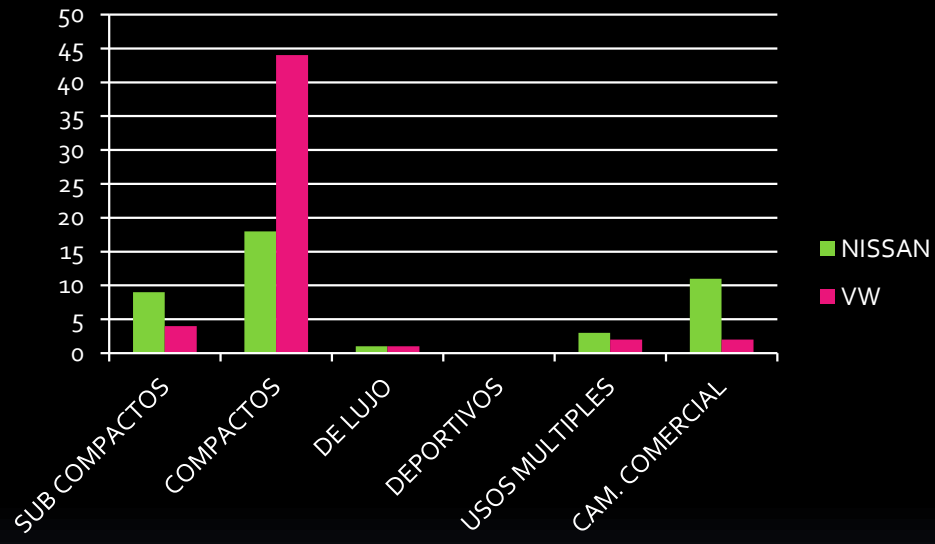
FLOTILLAS VS MENUDEO



MARCAS	FLOTILLA	MENUDEO	VENTAS POR UNIDADES TOTALES	SUB COMPACTOS	COMPACTOS	DE LUJO	DEPORTIVOS	USOS MULTIPLES	CAM. COMERCIAL
VW	0	53	53	4	44	1	0	2	2
NISSAN	7	35	42	9	18	1	0	3	11
TOTAL	7	88	95	13	62	2	0	5	13



MARCAS	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	TOTAL	%
VW	30	41	35	36	39	40	43	38	35	36	53	53	479	52.41
NISSAN	38	34	32	50	30	31	40	39	31	30	38	42	435	47.59
TOTAL	68	75	67	86	69	71	83	77	66	66	91	95	914	100



SUBCOMPACTO					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
NISSAN	TSURU	1	6	7	75
NISSAN	MARCH	0	2	2	43
VW	GOL	0	1	1	38
VW	GOL SEDAN	0	1	1	14
VW	CROSSFOX	0	2	2	8
TOTAL		1	12	13	178

COMPACTOS					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	JETTA	0	8	8	157
VW	CLASICO	0	19	19	141
NISSAN	VERSA	0	6	6	75
NISSAN	SENTRA	0	6	6	52
NISSAN	TIDA SEDAN	1	5	6	35
VW	VENTO	0	13	13	28
VW	POLO	0	4	4	22
VW	BEETLE	0	0	0	15
VW	GOLF	0	0	0	12
NISSAN	NOTE	0	0	0	3
VW	SPORTWAGUEN	0	0	0	2
NISSAN	TIDA HB	0	0	0	0
TOTAL		1	61	62	542

LUJO					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
VW	PASSAT	0	1	1	11
NISSAN	ALTIMA	0	1	1	6
VW	CC	0	0	0	2
NISSAN	MAXIMA	0	0	0	0
TOTAL		0	2	2	19

USOS MULTIPLES					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
TIPO A					
NISSAN	URVAN CARGA	1	1	2	36
NISSAN	URBAN PASAJEROS	0	0	0	3
VW	TRANSPORTER PASAJEROS	0	0	0	2
VW	TRANSPORTER CARGA	0	0	0	0
TIPO C					
VW	TIGUAN	0	2	2	11
NISSAN	X-TRAIL	0	0	0	5
NISSAN	ROUGE	0	0	0	5
NISSAN	JUKE	0	1	1	3
NISSAN	PATHFINDER	0	0	0	0
NISSAN	ARMADA	0	0	0	0
TIPO D					
NISSAN	MURANO	0	0	0	0
VW	TOUAREG	0	0	0	0
TOTAL		1	4	5	65

DEPORTIVO					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
NISSAN	370 Z	0	0	0	0
VW	GOLF Gti	0	0	0	0
TOTAL		0	0	0	0

CAMIONES LIGEROS					
MARCA	MODELO	FLOTILLA	MENUDEO	TOTAL	ACUMULADO
CLASE 1					
NISSAN	CHASIS	1	2	3	27
NISSAN	ESTACAS	0	2	2	25
NISSAN	PICK UP Doble Cabina	3	1	4	16
NISSAN	FRONTIER V4	0	1	1	14
VW	SAVEIRO	0	2	2	12
NISSAN	PICK UP Largo	0	0	0	9
NISSAN	FRONTIER V6	0	1	1	3
CLASE 2					
VW	AMAROK	0	0	0	3
NISSAN	TITAN	0	0	0	0
CLASE 3					
VW	CRAFTER	0	0	0	1
NISSAN	CABSTAR	0	0	0	0
NISSAN	NV2500	0	0	0	0
TOTAL		4	9	13	110