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|  | **COMUNICADO DE PRENSA NÚM. 109/21 8 DE FEBRERO DE 2021 PÁGINA 1/2**  |

 |
| **RESULTADOS DEL REGISTRO ADMINISTRATIVO DE LA INDUSTRIA AUTOMOTRIZ DE VEHÍCULOS LIGEROS CORRESPONDIENTE A ENERO DE 2021**  |
| * En el mercado nacional se vendieron 81 203 vehículos ligeros durante enero.
* La producción total de vehículos ligeros en enero de 2021 fue de 278 711 unidades.
* El total de exportaciones realizadas durante enero fue de 223 533 unidades.
 |
| El INEGI da a conocer el Registro Administrativo de la Industria Automotriz de Vehículos Ligeros (RAIAVL), información que proviene de 22 empresas afiliadas a la Asociación Mexicana de la Industria Automotriz, A.C. (AMIA), Giant Motors Latinoamérica y Autos Orientales Picacho. En enero se vendieron al público en el mercado interno 81 203 unidades, lo que representa una variación de (-) 22.6% respecto al mismo mes de 2020.La producción total de vehículos ligeros en México, para enero es de 278 711 unidades, se muestra que los camiones ligeros representan el 71.7% del total, mientras que el resto corresponde a la fabricación de automóviles. |
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| **Producción de vehículos ligeros** |
| **Enero** **2021**  |
| (Unidades) |
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| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

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|  | **COMUNICADO DE PRENSA NÚM. 109/21 8 DE FEBRERO DE 2021 PÁGINA 2/2**  |

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| En enero se exportaron 223 533 vehículos ligeros y para el mismo mes de 2020 se reportó un total de 238 749 unidades exportadas, presentando una variación de (-) 6.4 por ciento.  |
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| **Exportación de vehículos ligeros** |
| **Enero 2021**  |
| (Unidades) |
| Gráfico, Gráfico de barras  Descripción generada automáticamente |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

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| La divulgación de información referente a la producción y comercialización de automóviles y camiones ligeros nuevos apoya a los usuarios de los ámbitos público, privado y académico, de manera particular, en la elaboración de políticas en este sector de la economía nacional. El Registro Administrativo de la Industria Automotriz de Vehículos Ligeros puede ser consultado en: <https://www.inegi.org.mx/datosprimarios/iavl/> |
| **Se anexa nota técnica** Para consultas de medios y periodistas contactar a: comunicacionsocial@inegi.org.mx o llamar al teléfono (55) 52-78-10-00, exts. 1134, 1260 y 1241. Dirección de Atención a Medios / Dirección General Adjunta de Comunicación  |
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| **COMUNICACIÓN SOCIAL** |
| **https://www.inegi.org.mx/sasi/generacionArchivos/img/logo_INEGI.png** |

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| 8 de febrero de 2021      |
| Reporte Mensual |
| Registro administrativo de la industria automotriz de vehículos ligeros |

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| El INEGI da a conocer los registros administrativos de la Industria Automotriz de vehículos ligeros que se desarrolla en el país, provenientes de 22 empresas afiliadas a la Asociación Mexicana de la Industria Automotriz, A.C. (AMIA), Giant Motors Latinoamérica y Autos Orientales Picacho, como son las ventas al público en el mercado interno, producción y exportaciones para el mes de enero del presente año.  |

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| **VENTAS AL PÚBLICO 1/ EN EL MERCADO INTERNO DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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| --- | --- |
| Enero 2020 | 104,852 |
| Enero 2021 | 81,203 |
| Variación % | (-) | 22.55 |
| Diferencia | (-) | 23,649 |
| 1/ Incluye la venta al público de vehículos fabricados en México más los vehículos importados. |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

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| **VENTAS AL PÚBLICO 1/ EN EL MERCADO INTERNO DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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|  |  |
| --- | --- |
| Marca | Enero |
| 2020 | 2021 | Var. % |
| **Total** | **104,852** | **81,203** | **(-)** | **22.55** |
| **Afiliadas** | **104,205** | **80,656** | **(-)** | **22.60** |
| Acura | 110 | 64 | (-) | 41.8 |
| Audi | 904 | 627 | (-) | 30.6 |
| Bentley | 0 | 1 |  | n.c. |
| BMW Group a/ | 1,680 | 1,235 | (-) | 26.5 |
| FCA México b/ | 4,689 | 3,879 | (-) | 17.3 |
| Ford Motor | 4,172 | 2,962 | (-) | 29.0 |
| General Motors | 16,358 | 11,745 | (-) | 28.2 |
| Honda | 6,645 | 3,451 | (-) | 48.1 |
| Hyundai | 4,000 | 2,630 | (-) | 34.3 |
| Infiniti | 110 | 46 | (-) | 58.2 |
| Isuzu | 68 | 96 |  | 41.2 |
| Jaguar | 12 | 2 | (-) | 83.3 |
| KIA | 7,754 | 6,701 | (-) | 13.6 |
| Land Rover | 128 | 118 | (-) | 7.8 |
| Lincoln | 130 | 72 | (-) | 44.6 |
| Mazda | 4,784 | 3,769 | (-) | 21.2 |
| Mercedes Benz | 1,387 | 1,128 | (-) | 18.7 |
| Mitsubishi c/ | 1,328 | 785 | (-) | 40.9 |
| Nissan | 20,980 | 17,716 | (-) | 15.6 |
| Peugeot | 972 | 1,036 |  | 6.6 |
| Porsche | 119 | 120 |  | 0.8 |
| Renault | 2,700 | 2,205 | (-) | 18.3 |
| SEAT | 2,105 | 1,564 | (-) | 25.7 |
| Smart | 0 | 0 |  | n.c. |
| Subaru | 140 | 157 |  | 12.1 |
| Suzuki | 2,479 | 2,442 | (-) | 1.5 |
| Toyota | 8,126 | 7,836 | (-) | 3.6 |
| Volkswagen | 12,155 | 8,054 | (-) | 33.7 |
| Volvo | 170 | 215 |  | 26.5 |
| **No afiliadas** | **647** | **547** | **(-)** | **15.46** |
| BAIC | 209 | 162 | (-) | 22.5 |
| JAC | 438 | 385 | (-) | 12.1 |
| 1/ Incluye la venta al público de vehículos fabricados en México más los vehículos importados. |
| a/ BMW Group incluye los datos de las marcas BMW y Mini. |
| b/ FCA México incluye los datos de las marcas Alfa Romeo, Chrysler y Fiat. |
| c/ Incluye las ventas realizadas por FCA México. |
| n.c. No calculable. |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

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| **PRODUCCIÓN TOTAL DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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| Enero 2020 | 328,085 |
| Enero 2021 | 278,711 |
| Variación % | (-) | 15.05 |
| Diferencia | (-) | 49,374 |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

 |
| **PRODUCCIÓN TOTAL DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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|  |  |
| --- | --- |
| Marca | Enero |
| 2020 | 2021 | Var. % |
| **Total** | **328,085** | **278,711** | **(-)** | **15.05** |
| **Afiliadas** | **327,544** | **278,259** | **(-)** | **15.05** |
| Audi | 10,150 | 5,834 | (-) | 42.5 |
| BMW Group | 4,527 | 5,777 |  | 27.6 |
| FCA México a/ | 39,751 | 28,431 | (-) | 28.5 |
| Ford Motor | 24,324 | 8,296 | (-) | 65.9 |
| General Motors | 76,176 | 64,886 | (-) | 14.8 |
| Honda | 13,308 | 13,956 |  | 4.9 |
| KIA | 24,300 | 21,300 | (-) | 12.3 |
| Mazda | 19,156 | 13,197 | (-) | 31.1 |
| Mercedes Benz | 6,651 | 6,578 | (-) | 1.1 |
| Nissan | 57,407 | 57,617 |  | 0.4 |
| Toyota | 14,902 | 19,030 |  | 27.7 |
| Volkswagen | 36,892 | 33,357 | (-) | 9.6 |
| **No afiliadas** | **541** | **452** | **(-)** | **16.45** |
| JAC | 541 | 452 | (-) | 16.5 |
| a/ FCA México incluye los datos de las marcas Chrysler y Fiat. |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

 |
| **EXPORTACIÓN DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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| --- | --- |
| Enero 2020 | 238,749 |
| Enero 2021 | 223,533 |
| Variación % | (-) | 6.37 |
| Diferencia | (-) | 15,216 |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

 |
| **EXPORTACIÓN DE VEHÍCULOS LIGEROS**  |
| (Unidades)  |
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|  |  |
| --- | --- |
| Marca | Enero |
| 2020 | 2021 | Var. % |
| **Total** | **238,749** | **223,533** | **(-)** | **6.37** |
| Audi | 7,502 | 6,286 | (-) | 16.2 |
| BMW Group | 2,155 | 3,677 |  | 70.6 |
| FCA México a/ | 35,359 | 33,039 | (-) | 6.6 |
| Ford Motor | 18,665 | 8,835 | (-) | 52.7 |
| General Motors | 54,337 | 49,611 | (-) | 8.7 |
| Honda | 10,300 | 12,254 |  | 19.0 |
| KIA | 15,780 | 15,880 |  | 0.6 |
| Mazda | 10,407 | 9,112 | (-) | 12.4 |
| Mercedes Benz | 10,565 | 6,467 | (-) | 38.8 |
| Nissan | 28,367 | 33,200 |  | 17.0 |
| Toyota | 14,061 | 19,030 |  | 35.3 |
| Volkswagen | 31,251 | 26,142 | (-) | 16.3 |
| a/ FCA México incluye los datos de las marcas Chrysler y Fiat. |
| Fuente: INEGI. Registro administrativo de la industria automotriz de vehículos ligeros. |

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Información más amplia sobre los resultados publicados en este reporte puede obtenerse en la página del Instituto en Internet: <https://www.inegi.org.mx/datosprimarios/iavl/> |

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