

Resumo Mensal Dezembro de 2016



Segmentos	2016 Dez (A)	2016 Nov (B)	2016 Acumulado (C)	2015 Dez (D)	2015 Acumulado (E)	Variação (A)/(B) (A)/(D) (C)/(E)
A) Autos	169.990	148.686	1.688.149	193.186	2.122.624	14,33 ^ -12,01 -20,47 ∨
B) Com. Leves	29.023	24.873	298.213	27.404	354.199	16,68 ^ 5,91 ^ -15,81 ∀
A + B	199.013	173.559	1.986.362	220.590	2.476.823	14,67 ^ -9,78 ∀ -19,80 ∀
C) Caminhões	4.446	3.778	50.292	5.578	71.767	17,68▲ -20,29▼ -29,92▼
' D) Ônibus	927	803	13.646	1.556	20.342	15,44 ^ -40,42 ∀ -32,92 ∀
C + D	5.373	4.581	63.938	7.134	92.109	17,29 ^ -24 ,68 ∀ -30,58 ∀
Subtotal	204.386	178.140	2.050.300	227.724	2.568.932	14,73 ^ -10,25 ∀ -20,19 ∀
E) Motos	83.661	73.342	997.980	131.260	1.273.252	14,07 ^ -36,26 ∀ -21,62 ∀
F) Impl. Rod.	1.846	1.456	23.680	2.476	30.016	26,79 ^ -25,44 ∀ -21,11 ∀
Outros	9.014	8.526	102.639	9.479	110.565	5,72 ^ -4,91 ∀ -7,17 ∀
Total	298.907	261.464	3.174.599	370.939	3.982.765	14,32 ^ -19,42 ∀ -20,29 ∀

Participação no acumulado

Segmento	2016		2015
A) Autos	53,2	~	53,3
B) Com. Leves	9,4	^	8,9
A + B	62,6	^	62,2
C) Caminhões	1,6	~	1,8
'🗐' D) Ônibus	0,4	~	0,5
C + D	2,0	~	2,3
Subtotal	64,6	^	64,5
E) Motos	31,4	~	32,0
F) Impl. Rod.	0,7	~	0,8
Outros	3,2	^	2,8



Emplacamento Automóveis e Comerciais Leves Dez/2016



Segmentos	2016 Dez (A)	2016 Nov (B)	2016 Acumulado (C)	2015 Dez (D)	2015 Acumulado (E)
A) Autos	169.990	148.686	1.688.149	193.186	2.122.624
B) Com. Leves	29.023	24.873	298.213	27.404	354.199
A + B	199.013	173.559	1.986.362	220.590	2.476.823

	Variação	
(A)/(B)	(A)/(D)	(C)/(E)
14,33	-12,01 Y	-20,47 Y
16,68	5,91	-15,81 Y
14,67	-9,78 ×	-19,80 ×

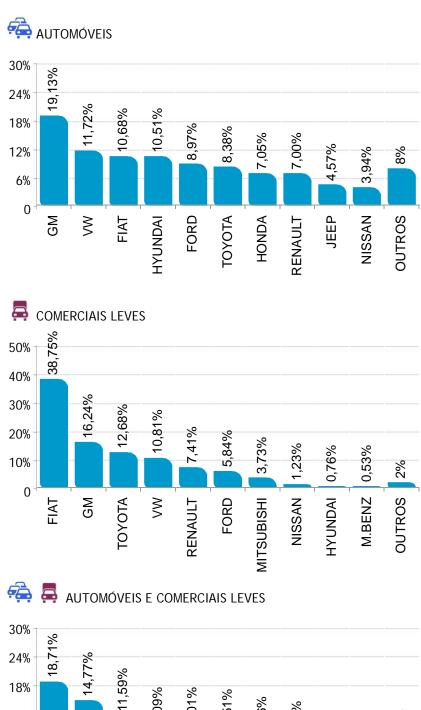
Participação no acumulado

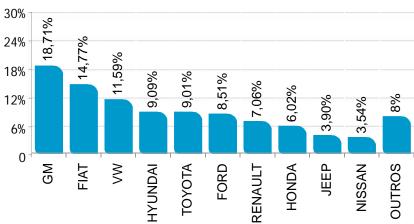
Segmento	2016		2015
A) Autos	53,2	~	53,3
B) Com. Leves	9,4	^	8,9
A + B	62,6	^	62,2



Participação de mercado Dezembro/2016



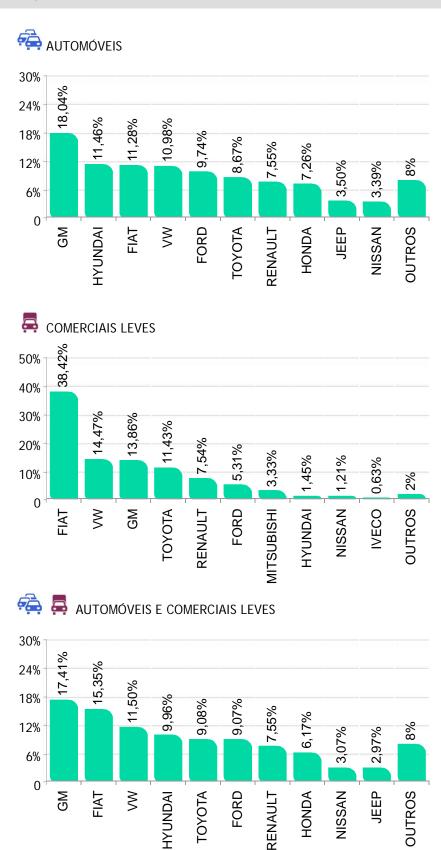






Participação de mercado - Acumulado Dezembro/2016







20

0

19,19

Jan

17,89

Fev

19,51

Mar

Norte

18,14

Abr

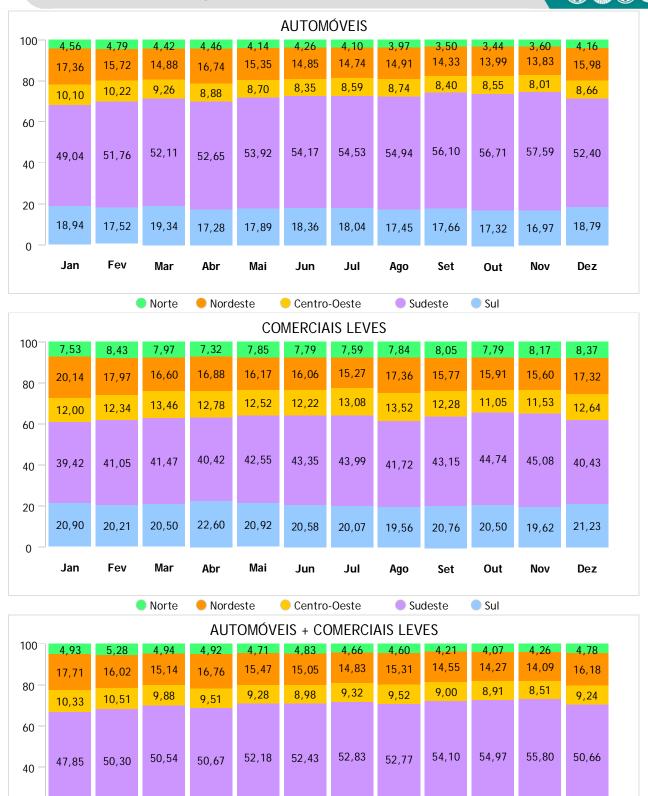
Nordeste

Emplacamento / Regiões até Dezembro/2016



19,15

Dez



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Centro-Oeste

18,71

Jun

18,37

Jul

18,14

Set

17,79

Ago

Sudeste

17,78

Out

Sul

17,35

Nov

18,35

Mai



Ranking dos emplacamentos em Dezembro/2016





₽ AU7	AUTOMÓVEIS				
	Modelo	Dez/16			
1°	GM/ONIX	18.432			
2°	HYUNDAI/HB20	12.234			
3°	FORD/KA	7.421			
4°	VW/GOL	7.330			
5°	GM/PRISMA	6.811			
6°	RENAULT/SANDERO	6.353			
7°	FIAT/PALIO	6.272			
8°	TOYOTA/COROLLA	6.015			
9°	HYUNDAI/HB20S	4.666			
10°	FIAT/MOBI	4.555			
11°	HONDA/HR-V	4.325			
12°	JEEP/RENEGADE	3.998			
13°	VW/VOYAGE	3.971			
14°	VW/FOX/CROSS FOX	3.893			
15°	JEEP/COMPASS	3.708			
16°	TOYOTA/ETIOS HB	3.655			
17°	VW/UP	3.390			
18°	HONDA/FIT	3.240			
19°	HONDA/CIVIC	2.921			
20°	TOYOTA/ETIOS SEDAN	2.742			
21°	FIAT/UNO	2.698			
22°	NISSAN/KICKS	2.657			
23°	RENAULT/LOGAN	2.647			
24°	RENAULT/DUSTER	2.442			
25°	FIAT/SIENA	2.398			
26°	FORD/KA SEDAN	2.312			
27°	FORD/ECOSPORT	2.268			
28°	GM/SPIN	2.267			
29°	NISSAN/VERSA	2.222			
30°	GM/COBALT	1.868			
31°	FORD/FIESTA	1.712			
32°	TOYOTA/HILUX SW4	1.666			
33°	GM/CRUZE SEDAN	1.563			
34°	NISSAN/MARCH	1.530			
35°	HONDA/CITY	1.340			
36°	PEUGEOT/208	1.322			
37°	CITROEN/C3	1.219			
38°	PEUGEOT/2008	1.086			
39°	FIAT/WEEKEND	965			
40°	CITROEN/AIRCROSS	906			
41°	GM/TRACKER	800			
42°	FIAT/DOBLO	731			
43°	AUDI/Q3	646			
43 44°	VW/JETTA	589			
45°	FORD/FUSION	582			
46°	KIA/SPORTAGE	504			
47°	HYUNDAI/IX35	493			
47°	M.BENZ/CLASSE C	483			
49°	FORD/FOCUS SEDAN				
		477			
50°	VW/GOLF	441			

COMERCIAIS LEVES

	Modelo	Dez/16
1°	FIAT/TORO	5.288
2°	FIAT/STRADA	4.975
3°	TOYOTA/HILUX	3.672
4°	GM/S10	2.707
5°	VW/SAVEIRO	2.262
6°	GM/MONTANA	2.005
7°	FORD/RANGER	1.694
8°	RENAULT/OROCH	1.308
9°	MITSUBISHI/L200	1.084
10°	VW/AMAROK	871
11°	FIAT/FIORINO	750
12°	RENAULT/MASTER	553
13°	NISSAN/FRONTIER	358
14°	RENAULT/KANGOO	289
15°	HYUNDAI/HR	221
16°	FIAT/DUCATO	187
17°	IVECO/DAILY 3514	134
18°	KIA/K2500	125
19°	M.BENZ/SPRINTER 311	101
20°	CITROEN/JUMPER	83
21°	PEUGEOT/PARTNER	75
22°	LIFAN/FOISON	49
23°	FIAT/DOBLO	46
24°	RAM/2500	30
25°	M.BENZ/SPRINTER	26
26°	PEUGEOT/BOXER	25
27°	M.BENZ/VITO	19
28°	SHINERAY/P TRUCKS	14
29°	EFFA/K01	9
30°	JAC/T8	9
31°	FOTON/AUMARK 1039	8
32°	TOYOTA/BANDEIRANTE	7
33°	IVECO/DAILY	6
34°	M.BENZ/SPRINTER 415	5
35°	SHINERAY/TRUCK	4
36°	VW/KOMBI	3
37°	EFFA/V22	3
38°	M.BENZ/SPRINTER 313	2
39°	M.BENZ/SPRINTER 515	2
40°	DODGE/RAM	1
41°	FIAT/UNO	1
42°	FORD/F250	1
43°	TOYOTA/RIBEIRAUTO	1
44°	HAFEI/RUIYI	1
45°	HAFEI/TOWNER	1
46°	MAHINDRA/HWKCD4	1
47°	JINBEI/TOPIC	1
48°	EFFA/K02	1



Ranking dos emplacamentos acumulados até Dezembro/2016





AU7	AUTOMÓVEIS				
	Modelo	Dez/16			
1°	GM/ONIX	153.371			
2°	HYUNDAI/HB20	121.616			
3°	FORD/KA	76.615			
4°	GM/PRISMA	66.337			
5°	TOYOTA/COROLLA	64.740			
6°	FIAT/PALIO	63.996			
7°	RENAULT/SANDERO	63.228			
8°	VW/GOL	57.390			
9°	HONDA/HR-V	55.758			
10°	JEEP/RENEGADE	51.563			
11°	HYUNDAI/HB20S	46.023			
12°	VW/FOX/CROSS FOX	43.727			
13°	VW/UP	38.354			
14°	TOYOTA/ETIOS HB	37.974			
15°	FIAT/UNO	34.626			
16°	FIAT/SIENA	33.478			
17°	TOYOTA/ETIOS SEDAN	29.791			
18°	FIAT/MOBI	28.731			
19°	HONDA/FIT	28.439			
20°	FORD/ECOSPORT	28.105			
21°	VW/VOYAGE	26.074			
22°	RENAULT/DUSTER	25.373			
23°	FORD/KA SEDAN	24.647			
24°	RENAULT/LOGAN	23.707			
25°	GM/SPIN	22.982			
26°	GM/COBALT	22.466			
27°	NISSAN/VERSA	21.897			
28°	HONDA/CIVIC	20.857			
29°	NISSAN/MARCH	18.376			
30°	FORD/FIESTA	16.986			
31°	HONDA/CITY	15.422			
32°	TOYOTA/HILUX SW4	12.168			
33°	GM/CRUZE SEDAN	12.064			
34°	CITROEN/C3	11.824			
35°	GM/CLASSIC	11.530			
36°	HYUNDAI/TUCSON	11.203			
37°	RENAULT/CLIO	10.869			
38°	PEUGEOT/208	10.768			
39°	NISSAN/KICKS	10.709			
40°	PEUGEOT/2008	10.692			
41°	HYUNDAI/IX35	10.226			
42°	VW/JETTA	8.654			
43°	GM/TRACKER	8.558			
44°	FIAT/PUNTO	7.709			
45°	FIAT/WEEKEND	7.302			
46°	CITROEN/AIRCROSS	7.287			
47°	FORD/FOCUS	6.766			
48°	JEEP/COMPASS	6.599			
49°	FIAT/DOBLO	6.355			
50°	NISSAN/SENTRA	6.288			

A COMERCIAIS LEVES

	Modelo	Dez/16
1°	FIAT/STRADA	59.449
2°	FIAT/TORO	41.283
3°	TOYOTA/HILUX	34.031
4°	VW/SAVEIRO	33.951
5°	GM/S10	26.558
6°	FORD/RANGER	15.812
7°	GM/MONTANA	14.768
8°	RENAULT/OROCH	14.245
9°	MITSUBISHI/L200	9.943
10°	FIAT/FIORINO	9.760
11°	VW/AMAROK	9.172
12°	RENAULT/MASTER	6.399
13°	HYUNDAI/HR	4.310
14°	NISSAN/FRONTIER	3.605
15°	FIAT/DUCATO	2.903
16°	RENAULT/KANGOO	1.842
17°	IVECO/DAILY 3514	1.826
18°	KIA/K2500	1.372
19°	FIAT/DOBLO	1.158
20°	M.BENZ/SPRINTER 311	880
21°	CITROEN/JUMPER	813
22°	PEUGEOT/BOXER	653
23°	LIFAN/FOISON	554
24°	RAM/2500	457
25°	M.BENZ/SPRINTER	440
26°	FOTON/AUMARK 1039	407
27°	M.BENZ/VITO	376
28°	PEUGEOT/PARTNER	351
29°	JAC/T8	105
30°	SHINERAY/P TRUCKS	93
31°	M.BENZ/SPRINTER 313	83
32°	RELY/RELY PICK-UP	77
33°	M.BENZ/SPRINTER 415	56
34°	IVECO/DAILY	48
35°	EFFA/K01	48
36°	JINBEI/TOPIC	38
37°	TOYOTA/BANDEIRANTE	33
38°	JINBEI/M35	25
39°	EFFA/K02	23
40°	FIAT/UNO	19
41°	VW/KOMBI	19
42°	SHINERAY/TRUCK	16
43°	HAFEI/RUIYI	16
44°	AGRALE/AGRALE MARRUA	15
45°	M.BENZ/SPRINTER 515	13
46°	TOYOTA/RIBEIRAUTO	13
47°	HAFEI/START PICK UP	13
48°	MAHINDRA/HWKCD4	9
49°	HAFEI/MINIVAN	8
50°	EFFA/START PICK UP	8
		J



Ranking por marca Dezembro/2016





	TIC TOMO VEID		
	Fabricante	Quant.	Part.
1°	GM	32.524	19,13%
2°	VW	19.922	11,72%
3°	FIAT	18.155	10,68%
4°	HYUNDAI	17.867	10,51%
5°	FORD	15.245	8,97%
6°	TOYOTA	14.242	8,38%
7°	HONDA	11.986	7,05%
8°	RENAULT	11.898	7,00%
9°	JEEP	7.766	4,57%
10°	NISSAN	6.697	3,94%
11°	PEUGEOT	2.605	1,53%
12°	CITROEN	2.558	1,50%
13°	BMW	1.264	0,74%
14°	MITSUBISHI	1.220	0,72%
15°	M.BENZ	1.185	0,70%
16°	AUDI	1.109	0,65%
17°	KIA	843	0,50%
18°	LAND ROVER	562	0,33%
19°	JAC	494	0,29%
20°	SUZUKI	333	0,20%
21°	VOLVO	331	0,19%



	Fabricante	Quant.	Part.
1°	FIAT	11.247	38,75%
2°	GM	4.712	16,24%
3°	TOYOTA	3.680	12,68%
4°	VW	3.136	10,81%
5°	RENAULT	2.151	7,41%
6°	FORD	1.695	5,84%
7°	MITSUBISHI	1.084	3,73%
8°	NISSAN	358	1,23%
9°	HYUNDAI	221	0,76%
10°	M.BENZ	155	0,53%
11°	IVECO	142	0,49%
12°	KIA	125	0,43%
13°	PEUGEOT	100	0,34%
14°	CITROEN	83	0,29%
15°	LIFAN	49	0,17%
16°	RAM	30	0,10%
17°	SHINERAY	18	0,06%
18°	EFFA	14	0,05%
19°	JAC	9	0,03%
20°	FOTON	8	0,03%
21°	HAFEI	2	0,01%

AUTOMÓVEIS + COMERCIAIS LEVES

	Fabricante	Quant.	Part.
1°	GM	37.236	18,71%
2°	FIAT	29.402	14,77%
3°	VW	23.058	11,59%
4°	HYUNDAI	18.088	9,09%
5°	TOYOTA	17.922	9,01%
6°	FORD	16.940	8,51%
7°	RENAULT	14.049	7,06%
8°	HONDA	11.986	6,02%
9°	JEEP	7.766	3,90%
10°	NISSAN	7.055	3,54%
11°	PEUGEOT	2.705	1,36%
12°	CITROEN	2.641	1,33%
13°	MITSUBISHI	2.304	1,16%
14°	M.BENZ	1.340	0,67%
15°	BMW	1.264	0,64%
16°	AUDI	1.109	0,56%
17°	KIA	968	0,49%
18°	LAND ROVER	562	0,28%
19°	JAC	503	0,25%
20°	SUZUKI	333	0,17%
21°	VOLVO	331	0,17%



Ranking por marca acumulado até Dezembro/2016





	TIC TOMO TELE		
	Fabricante	Quant.	Part.
1°	GM	304.541	18,04%
2°	HYUNDAI	193.540	11,46%
3°	FIAT	190.398	11,28%
4°	VW	185.314	10,98%
5°	FORD	164.402	9,74%
6°	TOYOTA	146.337	8,67%
7°	RENAULT	127.536	7,55%
8°	HONDA	122.541	7,26%
9°	JEEP	59.042	3,50%
10°	NISSAN	57.300	3,39%
11°	PEUGEOT	24.820	1,47%
12°	CITROEN	23.718	1,40%
13°	MITSUBISHI	14.932	0,88%
14°	BMW	11.857	0,70%
15°	AUDI	11.599	0,69%
16°	M.BENZ	11.301	0,67%
17°	KIA	9.407	0,56%
18°	LAND ROVER	6.688	0,40%
19°	VOLVO	3.456	0,20%
20°	SUZUKI	3.448	0,20%
21°	LIFAN	2.858	0,17%



	Fabricante	Quant.	Part.
1°	FIAT	114.581	38,42%
2°	VW	43.142	14,47%
3°	GM	41.331	13,86%
4°	TOYOTA	34.079	11,43%
5°	RENAULT	22.496	7,54%
6°	FORD	15.823	5,31%
7°	MITSUBISHI	9.944	3,33%
8°	HYUNDAI	4.310	1,45%
9°	NISSAN	3.605	1,21%
10°	IVECO	1.881	0,63%
11°	M.BENZ	1.854	0,62%
12°	KIA	1.372	0,46%
13°	PEUGEOT	1.004	0,34%
14°	CITROEN	813	0,27%
15°	LIFAN	554	0,19%
16°	RAM	457	0,15%
17°	FOTON	407	0,14%
18°	SHINERAY	116	0,04%
19°	JAC	108	0,04%
20°	EFFA	87	0,03%
21°	RELY	77	0,03%



	Fabricante	Quant.	Part.
1°	GM	345.872	17,41%
2°	FIAT	304.979	15,35%
3°	VW	228.456	11,50%
4°	HYUNDAI	197.850	9,96%
5°	TOYOTA	180.416	9,08%
6°	FORD	180.225	9,07%
7°	RENAULT	150.032	7,55%
8°	HONDA	122.541	6,17%
9°	NISSAN	60.905	3,07%
10°	JEEP	59.042	2,97%
11°	PEUGEOT	25.824	1,30%
12°	MITSUBISHI	24.876	1,25%
13°	CITROEN	24.531	1,23%
14°	M.BENZ	13.155	0,66%
15°	BMW	11.857	0,60%
16°	AUDI	11.599	0,58%
17°	KIA	10.779	0,54%
18°	LAND ROVER	6.688	0,34%
19°	VOLVO	3.456	0,17%
20°	SUZUKI	3.448	0,17%
21°	LIFAN	3.412	0,17%



Participação por motorização Dezembro/2016



Segmentos	2016 Dez	2016 Nov	2016 Acumulado	2015 Dez	2015 Acumulado	Variação
Segmentos	(A)	(B)	(C)	(D)	(E)	(A)/(B) $(A)/(D)$ $(C)/(E)$
穘 A) Autos	169.999	148.701	1.688.174	193.186	2.122.624	14,32
Até 1.0	55.894	55.651	571.478	65.758	733.311	0,44▲ -15,00▼ -22,07▼
De 1.0 Até 2.0	110.342	90.127	1.081.584	123.857	1.343.922	22,43 ^ -10,91 ∀ -19,52 ∀
Acima de 2.0	3.763	2.923	35.112	3.571	45.391	28,74 ^ 5,38 ^ -22,65 ∀
B) Com. Leves	29.025	24.873	298.215	27.404	354.199	16,69 ^ 5,92 ^ -15 ,81 ∀
Até 1.0	414	472	5.598	615	8.544	-12,29 ▼ -32,68 ▼ -34,48 ▼
De 1.0 Até 2.0	17.659	15.030	186.494	15.371	216.535	17,49 ^ 14,89 ^ -13,87 ∀
Acima de 2.0	10.952	9.371	106.123	11.418	129.120	16,87
A + B	199.024	173.574	1.986.389	220.590	2.476.823	14,66
Até 1.0	56.308	56.123	577.076	66.373	741.855	0,33▲ -15,16▼ -22,21▼
De 1.0 Até 2.0	128.001	105.157	1.268.078	139.228	1.560.457	21,72 ^ -8,06 ∀ -18,74 ∀
Acima de 2.0	14.715	12.294	141.235	14.989	174.511	19,69▲ -1,83❤ -19,07❤

Participação no acumulado

Segmento	2016		2015
겪 A) Autos			
Até 1.0	33,85	~	34,55
De 1.0 Até 2.0	64,07	^	63,31
Acima de 2.0	2,08	~	2,14
B) Com. Leves			
Até 1.0	1,88	~	2,41
De 1.0 Até 2.0	62,54	^	61,13
Acima de 2.0	35,59	~	43,30
A + B			
Até 1.0	29,05	~	29,95
De 1.0 Até 2.0	63,84	^	63,00
Acima de 2.0	7,11	A	7,05







Veículos de Entrada

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FORD/KA	7.636	7.421	~	76.614	21,98%
2°	FIAT/PALIO	5.250	6.272	A	63.996	18,36%
3°	VW/GOL	5.181	7.330	A	57.390	16,46%
4°	VW/UP	3.660	3.390	~	38.354	11,00%
5°	TOYOTA/ETIOS HB	3.136	3.655	A	37.974	10,89%
6°	FIAT/UNO	3.868	2.698	~	34.626	9,93%
7°	FIAT/MOBI	3.718	4.555	A	28.731	8,24%
8°	RENAULT/CLIO	116	43	~	10.869	3,12%
9°	GM/CELTA	1	1	=	70	0,02%
	Total	32.567	35.366	^	348.629	100%

Hatch Pequenos

Hatch F eque	1103					
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	GM/ONIX	15.698	18.432	A	153.371	34,48%
2°	HYUNDAI/HB20	12.136	12.234	A	121.616	27,34%
3°	RENAULT/SANDERO	7.029	6.353	~	63.228	14,21%
4°	VW/FOX/CROSS FOX	1.529	3.893	A	43.727	9,83%
5°	NISSAN/MARCH	1.416	1.530	A	18.376	4,13%
6°	FORD/FIESTA	1.686	1.712	A	16.986	3,82%
7°	CITROEN/C3	913	1.219	A	11.824	2,66%
8°	PEUGEOT/208	975	1.322	A	10.768	2,42%
9°	MINI/COOPER	95	108	A	1.084	0,24%
10°	FIAT/500	23	19	A	1.056	0,24%
11°	CHERY/CELER	51	58	~	854	0,19%
	Total	41.659	47.130	*	444.870	100%

Hatch Médios

i latori ivicalo	0					
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FIAT/PUNTO	349	362	^	7.709	23,46%
2°	FORD/FOCUS	450	395	~	6.766	20,59%
3°	VW/GOLF	579	441	~	5.966	18,16%
4°	GM/CRUZE HB	154	228	^	3.587	10,92%
5°	PEUGEOT/308	108	138	^	2.272	6,91%
6°	FIAT/BRAVO	215	92	~	1.969	5,99%
	Total	2.030	1.791	~	32.859	100%





Sedans Pequenos

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	GM/PRISMA	5.927	6.811	A	66.337	23,36%
2°	HYUNDAI/HB20S	4.399	4.666	A	46.023	16,21%
3°	FIAT/SIENA	2.675	2.398	~	33.478	11,79%
4°	TOYOTA/ETIOS SEDAN	2.204	2.742	A	29.791	10,49%
5°	VW/VOYAGE	2.015	3.971	A	26.074	9,18%
6°	FORD/KA SEDAN	2.511	2.312	~	24.647	8,68%
7°	RENAULT/LOGAN	2.262	2.647	A	23.707	8,35%
8°	NISSAN/VERSA	2.162	2.222	A	21.897	7,71%
9°	GM/CLASSIC	68	46	~	11.530	4,06%
10°	CHERY/CELER SEDAN	21	18	~	508	0,18%
	Total	24.245	27.833	^	284.000	100%

Sedans Compactos

Sedans Cor	npacios					
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	GM/COBALT	1.969	1.868	~	22.466	55,07%
2°	HONDA/CITY	1.104	1.340	A	15.422	37,80%
3°	FORD/NEW FIESTA	41	40	~	1.637	4,01%
4°	LIFAN/LF 530	80	98	A	817	2,00%
5°	JAC/J3 TURIN	9	74	A	444	1,09%
6°	VW/POLO SEDAN	0	0	=	3	0,01%
	Total	3.203	3.420	^	40.795	100%





Sedans médios

ualis illeu	103					
	Modelo	2016	2016		2016	Part.
	Modelo	Nov	Dez		Acumulado	rait.
1°	TOYOTA/COROLLA	4.970	6.015	A	64.738	44,20%
2°	HONDA/CIVIC	2.533	2.921	A	20.857	14,24%
3°	GM/CRUZE SEDAN	1.415	1.563	A	12.064	8,24%
4°	VW/JETTA	837	589	~	8.654	5,91%
5°	NISSAN/SENTRA	374	286	~	6.288	4,29%
6°	FORD/FOCUS SEDAN	381	477	A	5.522	3,77%
7°	RENAULT/FLUENCE	447	403	~	4.329	2,96%
8°	CITROEN/C4L	251	409	A	3.989	2,72%
9°	AUDI/A3 SEDAN	123	184	A	3.683	2,51%
10°	FORD/FUSION	379	437	A	3.635	2,48%
11°	M.BENZ/CLASSE C	330	341	A	2.962	2,02%
12°	MITSUBISHI/LANCER	296	267	~	2.757	1,88%
13°	KIA/CERATO	68	83	A	1.609	1,10%
14°	FIAT/LINEA	32	14	~	1.448	0,99%
15°	HYUNDAI/ELANTRA	57	116	A	936	0,64%
16°	PEUGEOT/408	41	55	A	927	0,63%
17°	AUDI/A5	1	4	A	487	0,33%
18°	TOYOTA/PRIUS	88	122	A	486	0,33%
19°	BMW/220I	42	54	A	293	0,20%
20°	GEELY/EC-7	9	15	A	160	0,11%
21°	SUBARU/WRX	16	23	A	146	0,10%
	Total	12.731	14.432	^	146.478	100%

Sedans Grandes

Sedans Gran	ides					
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	BMW/320	216	290	A	3.367	34,13%
2°	M.BENZ/CLASSE C	133	142	A	1.523	15,44%
3°	AUDI/A4	90	132	A	907	9,19%
4°	M.BENZ/CLA200	40	54	A	638	6,47%
5°	JAGUAR/XE	42	32	~	469	4,75%
6°	BMW/328	46	55	A	427	4,33%
7°	VOLVO/S60	34	18	~	253	2,56%
8°	M.BENZ/CLASSE E	34	33	~	252	2,55%
9°	HYUNDAI/AZERA	6	9	A	251	2,54%
10°	VW/PASSAT	15	38	A	218	2,21%
11°	FORD/FUSION	31	145	A	194	1,97%
12°	AUDI/A6	8	10	A	184	1,87%
	Total	784	1.059	^	9.865	100%





Sw Médios

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FIAT/WEEKEND	425	965	A	7.302	74,35%
2°	VW/SPACE FOX	117	87	~	1.956	19,92%
3°	VW/SPACECROSS	28	20	~	545	5,55%
4°	FIAT/PALIO WEEKEND	0	0	=	8	0,08%
	Total	572	1.072	^	9.821	100%

Sw Grandes

OW Charlacs						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	VW/GOLF VARIANT	69	57	~	981	80,54%
2°	VOLVO/V60	14	10	~	127	10,43%
3°	AUDI/A4 AVANT	11	18	^	86	7,06%
4°	AUDI/A6 ALLROAD	0	2	^	18	1,48%
5°	VW/QUANTUM	1	1	=	3	0,25%
6°	GM/CARAVAN	0	0	=	1	0,08%
7°	TOYOTA/FIELDER	0	0	=	1	0,08%
8°	VW/JETTA VARIANT	0	0	=	1	0,08%
	Total	95	88	Y	1.218	100%

Monocab

Monocab						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	HONDA/FIT	2.590	3.240	A	28.439	68,59%
2°	FIAT/DOBLO	390	731	A	6.355	15,33%
3°	FIAT/IDEA	91	35	~	3.054	7,37%
4°	KIA/PICANTO	132	123	~	1.878	4,53%
5°	SUZUKI/SCROSS	109	85	~	991	2,39%
6°	M.BENZ/A 200	34	52	A	483	1,16%
7°	M.BENZ/CLASSE B	5	11	A	156	0,38%
8°	CITROEN/C3 PICASSO	0	0	=	84	0,20%
9°	NISSAN/LIVINA	0	0	=	12	0,03%
10°	RENAULT/KANGOO	0	2	A	6	0,01%
11°	EFFA/M100	0	0	=	3	0,01%
	Total	3.351	4.279	^	41.461	100%





Grandcab

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	GM/SPIN	2.273	2.267	~	22.982	98,16%
2°	CITROEN/C4 PICASSO	4	19	^	218	0,93%
3°	KIA/CARNIVAL	13	12	~	101	0,43%
4°	JAC/J6	1	6	A	58	0,25%
	Total	2.295	2.304	^	23.413	100%

Sports

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	GM/CAMARO	61	60	~	478	26,37%
2°	AUDI/TT	41	46	A	401	22,12%
3°	PORSCHE/911	0	14	A	115	6,34%
4°	PORSCHE/BOXSTER	17	16	~	112	6,18%
5°	BMW/Z4	3	7	A	67	3,70%
6°	M.BENZ/SLC 300	14	19	^	67	3,70%
7°	M.BENZ/SLK	0	2	A	64	3,53%
8°	MITSUBISHI/LANCER	1	0	~	45	2,48%
9°	PORSCHE/CAYMAN	3	7	A	41	2,26%
	Total	175	220	^	1.813	100%





Suv's

Suv S						
	Modelo	2016	2016		2016	Part.
		Nov	Dez		Acumulado	
1°	HONDA/HR-V	3.714	4.325	^	55.758	18,43%
2°	JEEP/RENEGADE	3.384	3.998	A	51.563	17,05%
3°	FORD/ECOSPORT	2.218	2.268	A	28.105	9,29%
4°	RENAULT/DUSTER	2.702	2.442	~	25.373	8,39%
5°	TOYOTA/HILUX SW4	1.254	1.666	A	12.168	4,02%
6°	HYUNDAI/TUCSON	90	161	A	11.203	3,70%
7°	NISSAN/KICKS	1.667	2.657		10.709	3,54%
8°	PEUGEOT/2008	842	1.086	A	10.692	3,53%
9°	HYUNDAI/IX35	564	493	~	10.226	3,38%
10°	GM/TRACKER	293	800		8.558	2,83%
11°	CITROEN/AIRCROSS	685	906	A	7.287	2,41%
12°	JEEP/COMPASS	2.539	3.708	A	6.599	2,18%
13°	MITSUBISHI/Outlander	343	378	A	4.805	1,59%
14°	MITSUBISHI/ASX	337	345	A	4.717	1,56%
15°	KIA/SPORTAGE	490	504	A	4.505	1,49%
16°	AUDI/Q3	339	646	A	4.369	1,44%
17°	LAND ROVER/DISCOVERY	268	338	A	3.933	1,30%
18°	BMW/X1	314	353	^	3.443	1,14%
19°	M.BENZ/CLASSE GLA	300	378	A	3.309	1,09%
20°	MITSUBISHI/PAJERO	153	230	A	2.605	0,86%
21°	VOLVO/XC60	185	229	A	2.144	0,71%
22°	LIFAN/X60	141	177	A	2.037	0,67%
23°	LAND ROVER/EVOQUE	173	157	~	1.956	0,65%
24°	GM/TRAILBLAZER	293	412	A	1.942	0,64%
25°	HONDA/CRV	144	156	A	1.939	0,64%
26°	SUZUKI/JIMNY	127	138	A	1.503	0,50%
27°	TROLLER/T4	122	153	A	1.453	0,48%
28°	HYUNDAI/SANTAFE	127	124	V	1.279	0,42%
29°	GM/CAPTIVA	50	35	V	1.110	0,37%
30°	TOYOTA/RAV4	28	35	A	1.081	0,36%
31°	VW/TIGUAN	22	80	A	1.002	0,33%
32°	JAC/T5	96	176	A	923	0,31%
33°	KIA/SORENTO	75	73	Y	797	0,26%
34°	LAND ROVER/RANGE ROVER	58	65	A	788	0,26%
35°	JEEP/CHEROKEE	41	53	A	741	0,24%
36°	BMW/X4	65	99	A	736	0,24%
37°	SUBARU/FORESTER	53	50	Y	703	0,23%
38°	SUZUKI/GVITARA	2	1	Y	699	0,23%
39°	BMW/X5	67	186	A	696	0,23%
40°	DODGE/JOURNEY	0	12	A	674	0,22%
	Total	24.943	30.955	^	302.486	100%





Sub Segmento	2016 Dez	2016 Nov		2016 Acumulado	2015 Acumulado	
AU - HATCH PEQUENO	27,73%	28,02%	~	26,36%	23,56%	A
AU - ENTRADA	20,81%	21,91%	~	20,66%	23,40%	~
AU - SUVs	18,22%	16,78%	A	17,92%	14,83%	A
AU - SEDAN PEQUENO	16,38%	16,31%	A	16,83%	17,21%	~
AU - SEDAN MEDIO	8,49%	8,56%	~	8,68%	8,95%	~
AU - MONOCAB	2,52%	2,25%	A	2,46%	3,18%	~
AU - SEDAN COMPACTO	2,01%	2,15%	~	2,42%	2,86%	~
AU - GRANDCAB	1,36%	1,54%	~	1,39%	1,32%	A
AU - HATCH MEDIO	1,05%	1,37%	~	1,95%	2,90%	~
AU - SW MEDIO	0,63%	0,38%	A	0,58%	0,84%	~
AU - SEDAN GRANDE	0,62%	0,53%	A	0,58%	0,79%	~
AU - SPORT	0,13%	0,12%	A	0,11%	0,10%	A
AU - SW GRANDE	0,05%	0,06%	~	0,07%	0,06%	A
Total	100%	100%		100%	100%	







Pick-up's Pequenas

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FIAT/STRADA	4.987	4.975	~	59.443	54,95%
2°	VW/SAVEIRO	1.358	2.262	A	33.950	31,39%
3°	GM/MONTANA	1.652	2.005	A	14.768	13,65%
4°	VICR/SAVEIRO	0	0	=	3	0,00%
5°	HAFEI/MINI	0	0	=	2	0,00%
6°	FIAT/UNO	0	0	=	1	0,00%
	Total	7.997	9.242	Ä	108.168	100%

Pick-up's Grandes

rick-up's Gra	aliues					
	Modelo	2016	2016		2016	Part.
	Wodelo	Nov	Dez		Acumulado	ı aı t.
1°	FIAT/TORO	4.073	5.288	A	41.283	26,50%
2°	TOYOTA/HILUX	2.857	3.672	A	34.031	21,84%
3°	GM/S10	2.960	2.707	~	26.558	17,05%
4°	FORD/RANGER	1.262	1.694	A	15.812	10,15%
5°	RENAULT/OROCH	1.275	1.308	A	14.245	9,14%
6°	MITSUBISHI/L200	975	1.084	A	9.943	6,38%
7°	VW/AMAROK	606	871	A	9.172	5,89%
8°	NISSAN/FRONTIER	218	358	A	3.605	2,31%
9°	LIFAN/FOISON	34	49	A	554	0,36%
10°	RAM/2500	39	30	~	457	0,29%
11°	RELY/RELY PICK-UP	2	0	~	77	0,05%
	Total	14.307	17.068	^	155.808	100%

Furgões

i uigues						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	RENAULT/MASTER	489	551	^	6.383	30,35%
2°	HYUNDAI/HR	262	221	~	4.310	20,50%
3°	FIAT/DUCATO	140	187	A	2.902	13,80%
4°	IVECO/DAILY 3514	148	134	~	1.826	8,68%
5°	KIA/K2500	157	125	~	1.372	6,52%
6°	M.BENZ/SPRINTER 311	101	101	=	880	4,18%
7°	CITROEN/JUMPER	42	83	A	813	3,87%
	Total	1.529	1.545	^	21.029	100%





Furgões Pequenos

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FIAT/FIORINO	843	750	~	9.760	74,23%
2°	RENAULT/KANGOO	118	289	A	1.842	14,01%
3°	FIAT/DOBLO	29	46	A	1.155	8,78%
4°	PEUGEOT/PARTNER	45	75	A	350	2,66%
	Total	1.038	1.162	^	13.149	100%

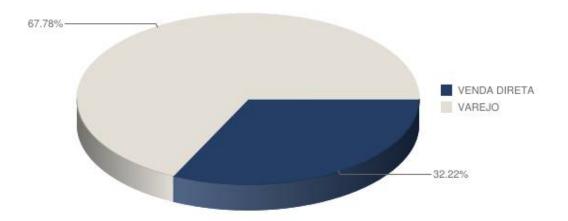
Sub Segmento	2016 Dez	2016 Nov		2016 Acumulado	2015 Acumulado	
CL - PICK-UP GRANDE	58,82%	57,52%	A	52,26%	34,02%	A
CL - PICK-UP PEQUENA	31,85%	32,15%	~	36,28%	50,55%	~
CL - FURGAO	5,33%	6,15%	~	7,05%	9,51%	~
CL - FURGAO PEQUENO	4,00%	4,17%	~	4,41%	5,92%	~
Total	100%	100%		100%	100%	



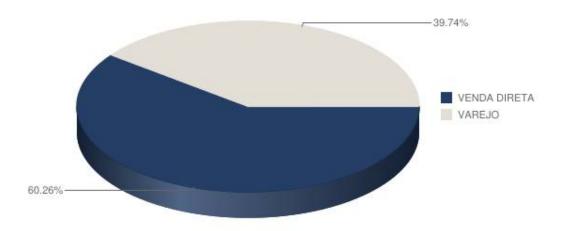
Participação de venda direta e venda varejo Dezembro/2016



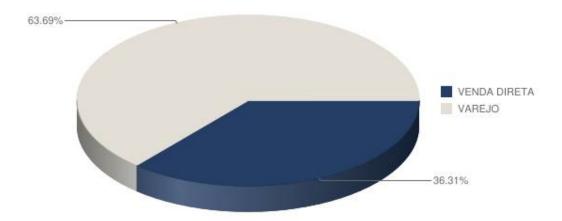




♣ Comercial Leve





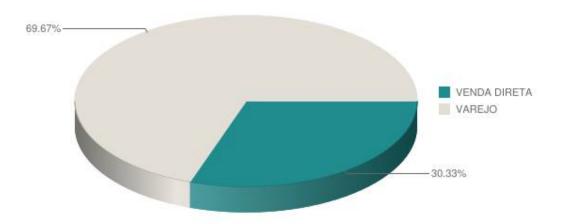




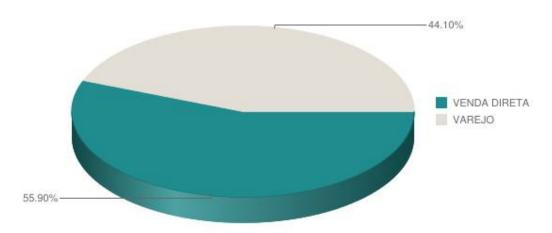
Participação de venda direta e varejo acumulado até Dez/2016



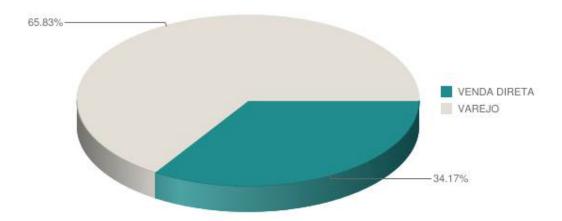


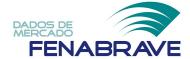


Comercial Leve



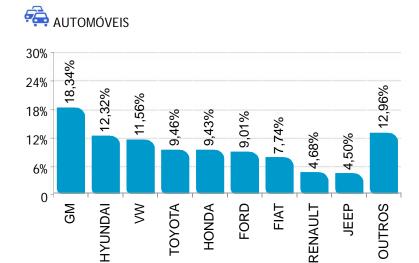


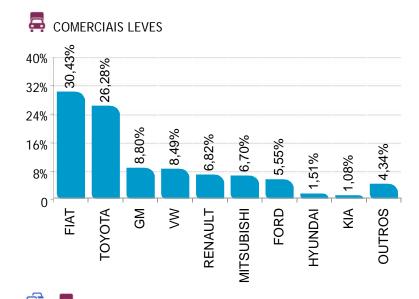


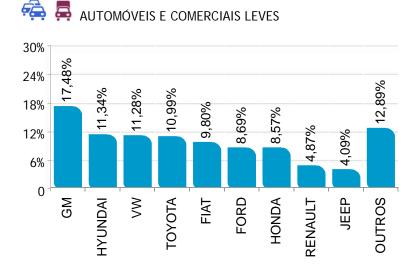


Ranking por marca de emplacamento varejo Dezembro/2016







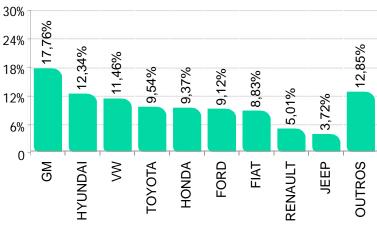


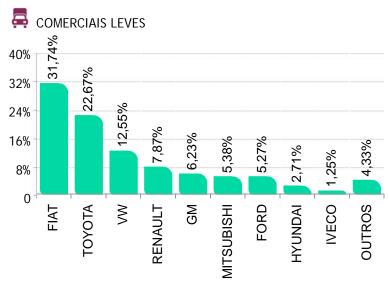


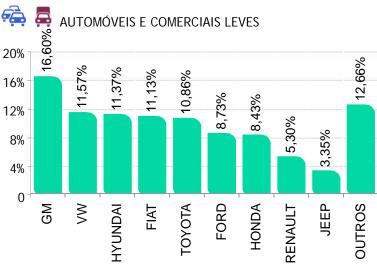
Ranking por marca de emplac. varejo acumulado até Dez/2016







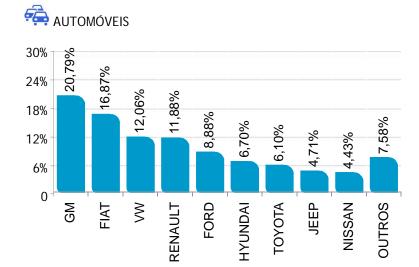


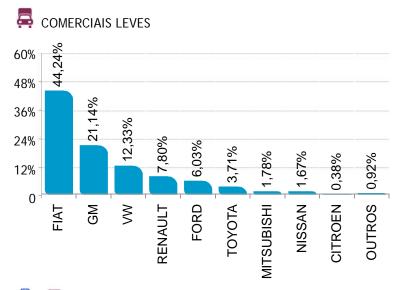


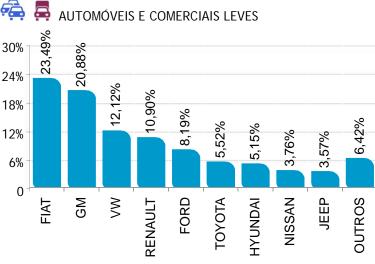


Ranking por marca de emplac. venda direta Dezembro/2016





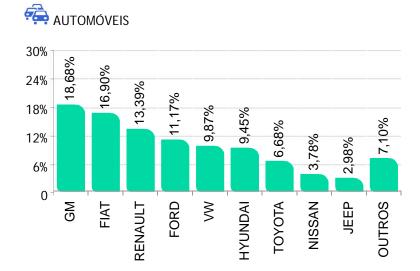


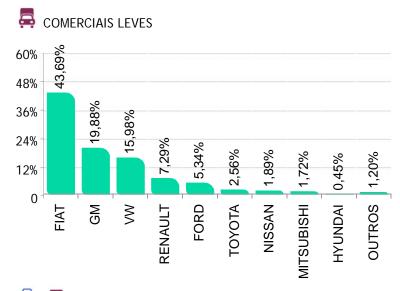


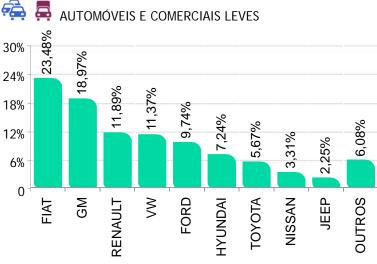


Ranking por marca de emplac. venda direta acumulado até Dez/2016











Modelos mais emplacados venda direta Dezembro/2016





⇔ AUTOMÓVEIS					
	Modelo	Dez/16			
1°	GM/ONIX	6.224			
2°	FIAT/PALIO	3.517			
3°	VW/GOL	2.898			
4°	RENAULT/SANDERO	2.746			
5°	HYUNDAI/HB20	2.517			
6°	VW/VOYAGE	2.275			
7°	FORD/KA	2.241			
8°	GM/PRISMA	1.996			
9°	JEEP/RENEGADE	1.816			
10°	FIAT/UNO	1.801			
11°	RENAULT/LOGAN	1.800			
12°	TOYOTA/COROLLA	1.641			
13°	RENAULT/DUSTER	1.564			
14°	GM/SPIN	1.360			
15°	FORD/ECOSPORT	1.156			
16°	FIAT/SIENA	1.137			
17°	FIAT/MOBI	1.105			
18°	GM/COBALT	1.055			
19°	FORD/KA SEDAN	992			
20°	NISSAN/KICKS	891			
21°	FIAT/WEEKEND	880			
22°	HYUNDAI/HB20S	866			
23°	NISSAN/VERSA	806			
24°	JEEP/COMPASS	729			
25°	NISSAN/MARCH	688			
26°	VW/FOX/CROSS FOX	656			
27°	TOYOTA/ETIOS SEDAN	626			
28°	FIAT/DOBLO	622			
29°	TOYOTA/HILUX SW4	526			
30°	HONDA/FIT	498			
31°	TOYOTA/ETIOS HB	496			
32°	PEUGEOT/208	488			
33°	VW/UP	460			
34°	GM/TRAILBLAZER	405			
35°	RENAULT/FLUENCE	388			
36°	CITROEN/C3	369			
37°	PEUGEOT/2008	363			
38°	AUDI/Q3	359			
39°	HONDA/CITY	286			
40°	CITROEN/C4L	254			
41°	CITROEN/AIRCROSS	243			
42°	HONDA/HR-V	237			
43°	GM/CRUZE SEDAN	155			
44°	FORD/FOCUS SEDAN	153			
45°	FORD/FUSION	147			
46°	VW/JETTA	133			
47°	FORD/FIESTA	128			
48°	HONDA/CIVIC	105			
49°	GM/TRACKER	103			
50°	PEUGEOT/308	97			

A COMERCIAIS LEVES

1° FIAT/STRADA 4.175 2° FIAT/TORO 2.872 3° GM/MONTANA 1.902 4° GM/S10 1.795 5° VW/SAVEIRO 1.619 6° FORD/RANGER 1.055 7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° <td< th=""><th></th><th>Modelo</th><th>Dez/16</th></td<>		Modelo	Dez/16
3° GM/MONTANA 1.902 4° GM/S10 1.795 5° VW/SAVEIRO 1.619 6° FORD/RANGER 1.055 7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27°	1°	FIAT/STRADA	4.175
4° GM/S10 1.795 5° VW/SAVEIRO 1.619 6° FORD/RANGER 1.055 7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28°	2°	FIAT/TORO	2.872
5° VW/SAVEIRO 1.619 6° FORD/RANGER 1.055 7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	3°	GM/MONTANA	1.902
6° FORD/RANGER 1.055 7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 4 25° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	4°	GM/S10	1.795
7° TOYOTA/HILUX 645 8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 4 25° M.BENZ/SPRINTER 4 25° M.BENZ/SPRINTER 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	5°	VW/SAVEIRO	1.619
8° RENAULT/OROCH 596 9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/SPRINTER 4 25° M.BENZ/SPRINTER 4 25° M.BENZ/SPRINTER 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	6°	FORD/RANGER	1.055
9° FIAT/FIORINO 551 10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	7°	TOYOTA/HILUX	645
10° VW/AMAROK 536 11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	8°	RENAULT/OROCH	596
11° RENAULT/MASTER 487 12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	9°	FIAT/FIORINO	551
12° MITSUBISHI/L200 311 13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	10°	VW/AMAROK	536
13° NISSAN/FRONTIER 292 14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	11°	RENAULT/MASTER	487
14° RENAULT/KANGOO 281 15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	12°	MITSUBISHI/L200	311
15° FIAT/DUCATO 126 16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	13°	NISSAN/FRONTIER	292
16° CITROEN/JUMPER 67 17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	14°	RENAULT/KANGOO	281
17° HYUNDAI/HR 47 18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	15°	FIAT/DUCATO	126
18° PEUGEOT/PARTNER 42 19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	16°	CITROEN/JUMPER	67
19° PEUGEOT/BOXER 20 20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	17°	HYUNDAI/HR	47
20° M.BENZ/SPRINTER 311 19 21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	18°	PEUGEOT/PARTNER	42
21° IVECO/DAILY 3514 17 22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	19°	PEUGEOT/BOXER	20
22° FIAT/DOBLO 13 23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	20°	M.BENZ/SPRINTER 311	19
23° M.BENZ/VITO 7 24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	21°	IVECO/DAILY 3514	17
24° TOYOTA/BANDEIRANTE 4 25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	22°	FIAT/DOBLO	13
25° M.BENZ/SPRINTER 415 3 26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	23°	M.BENZ/VITO	7
26° M.BENZ/SPRINTER 2 27° VW/KOMBI 2 28° FIAT/UNO 1	24°	TOYOTA/BANDEIRANTE	4
27° VW/KOMBI 2 28° FIAT/UNO 1	25°	M.BENZ/SPRINTER 415	3
28° FIAT/UNO 1	26°	M.BENZ/SPRINTER	2
	27°	VW/KOMBI	2
29° IVECO/DAILY 1	28°	FIAT/UNO	1
	29°	IVECO/DAILY	1



Modelos mais emplacados venda varejo Dezembro/2016





AUTOMÓVEIS					
	Modelo	Dez/16			
1°	GM/ONIX	12.208			
2°	HYUNDAI/HB20	9.717			
3°	FORD/KA	5.180			
4°	GM/PRISMA	4.815			
5°	VW/GOL	4.432			
6°	TOYOTA/COROLLA	4.374			
7°	HONDA/HR-V	4.088			
8°	HYUNDAI/HB20S	3.800			
9°	RENAULT/SANDERO	3.607			
10°	FIAT/MOBI	3.450			
11°	VW/FOX/CROSS FOX	3.237			
12°	TOYOTA/ETIOS HB	3.159			
13°	JEEP/COMPASS	2.979			
14°	VW/UP	2.930			
15°	HONDA/CIVIC	2.816			
16°	FIAT/PALIO	2.755			
17°	HONDA/FIT	2.742			
18°	JEEP/RENEGADE	2.182			
19°	TOYOTA/ETIOS SEDAN	2.116			
20°	NISSAN/KICKS	1.766			
21°	VW/VOYAGE	1.696			
22°	FORD/FIESTA	1.584			
23°	NISSAN/VERSA	1.416			
24°	GM/CRUZE SEDAN	1.408			
25°	FORD/KA SEDAN	1.320			
26°	FIAT/SIENA	1.261			
27°	TOYOTA/HILUX SW4	1.140			
28°	FORD/ECOSPORT	1.112			
29°	HONDA/CITY	1.054			
30°	GM/SPIN	907			
31°	FIAT/UNO	897			
32°	RENAULT/DUSTER	878			
33°	CITROEN/C3	850			
34°	RENAULT/LOGAN	847			
35°	NISSAN/MARCH	842			
36°	PEUGEOT/208	834			
37°	GM/COBALT	813			
38°	PEUGEOT/2008	723			
39°	GM/TRACKER	697			
40°	CITROEN/AIRCROSS	663			
41°	KIA/SPORTAGE	503			
42°	M.BENZ/CLASSE C	480			
43°	VW/JETTA	456			
44°	FORD/FUSION	435			
45°	HYUNDAI/IX35	426			
46°	M.BENZ/CLASSE GLA	375			
47°	VW/GOLF	363			
48°	FORD/FOCUS	354			
49°	MITSUBISHI/Outlander	346			
50°	LAND ROVER/DISCOVERY	334			

➡ COMERCIAIS LEVES

	Modelo	Dez/16
1°	TOYOTA/HILUX	3.027
2°	FIAT/TORO	2.416
3°	GM/S10	912
4°	FIAT/STRADA	800
5°	MITSUBISHI/L200	773
6°	RENAULT/OROCH	712
7°	VW/SAVEIRO	643
8°	FORD/RANGER	639
9°	VW/AMAROK	335
10°	FIAT/FIORINO	199
11°	HYUNDAI/HR	174
12°	KIA/K2500	125
13°	IVECO/DAILY 3514	117
14°	GM/MONTANA	103
15°	M.BENZ/SPRINTER 311	82
16°	NISSAN/FRONTIER	66
17°	RENAULT/MASTER	66
18°	FIAT/DUCATO	61
19°	LIFAN/FOISON	49
20°	FIAT/DOBLO	33
21°	PEUGEOT/PARTNER	33
22°	RAM/2500	30
23°	M.BENZ/SPRINTER	24
24°	CITROEN/JUMPER	16
25°	SHINERAY/P TRUCKS	14
26°	M.BENZ/VITO	12
27°	EFFA/K01	9
28°	JAC/T8	9
29°	RENAULT/KANGOO	8
30°	FOTON/AUMARK 1039	8
31°	IVECO/DAILY	5
32°	PEUGEOT/BOXER	5
33°	SHINERAY/TRUCK	4
34°	TOYOTA/BANDEIRANTE	3
35°	EFFA/V22	3
36°	M.BENZ/SPRINTER 313	2
37°	M.BENZ/SPRINTER 415	2
38°	DODGE/RAM	1
39°	FORD/F250	1
40°	M.BENZ/SPRINTER 515	1
41°	TOYOTA/RIBEIRAUTO	1
42°	VW/KOMBI	1
43°	HAFEI/RUIYI	1
44°	HAFEI/TOWNER	1
45°	MAHINDRA/HWKCD4	1
46°	JINBEI/TOPIC	1
47°	EFFA/K02	1



Modelos mais emplac. venda direta acumulado até Dez/2016





A U'	➡AUTOMÓVEIS					
	Modelo	Dez/16				
1°	GM/ONIX	44.779				
2°	RENAULT/SANDERO	32.474				
3°	HYUNDAI/HB20	30.068				
4°	FIAT/PALIO	29.898				
5°	FORD/KA	26.083				
6°	FIAT/UNO	20.475				
7°	VW/GOL	19.088				
8°	TOYOTA/COROLLA	18.564				
9°	GM/PRISMA	17.991				
10°	RENAULT/DUSTER	15.886				
11°	RENAULT/LOGAN	15.511				
12°	FIAT/SIENA	14.841				
13°	VW/VOYAGE	14.280				
14°	FORD/ECOSPORT	14.019				
15°	JEEP/RENEGADE	13.945				
16°	GM/SPIN	13.778				
17°	GM/COBALT	13.278				
18°	FORD/KA SEDAN	11.016				
19°	HYUNDAI/HB20S	10.311				
20°	NISSAN/VERSA	7.846				
21°	NISSAN/MARCH	6.678				
22°	TOYOTA/ETIOS SEDAN	6.519				
23°	VW/FOX/CROSS FOX	6.457				
24°	TOYOTA/ETIOS HB	6.332				
25°	FIAT/WEEKEND	5.749				
26°	HONDA/FIT	5.401				
27°	VW/UP	5.300				
28°	FIAT/MOBI	5.048				
29°	FIAT/DOBLO	4.866				
30°	HONDA/CITY	3.739				
31°	RENAULT/FLUENCE	3.354				
32°	PEUGEOT/2008	3.109				
33°	HYUNDAI/TUCSON	2.807				
34°	CITROEN/C3	2.613				
35°	NISSAN/SENTRA	2.607				
36°	HONDA/HR-V	2.462				
37°	PEUGEOT/208	2.448				
38°	VW/JETTA	2.444				
39°	TOYOTA/HILUX SW4	2.241				
40°	FORD/FIESTA	2.207				
41°	NISSAN/KICKS	2.202				
42°	HYUNDAI/IX35	1.983				
43°	GM/CRUZE SEDAN	1.972				
44°	CITROEN/C4L	1.868				
45°	FORD/FOCUS SEDAN	1.745				
46°	GM/TRAILBLAZER	1.722				
47°	CITROEN/AIRCROSS	1.543				
48°	HYUNDAI/I30	1.446				
49°	FIAT/BRAVO	1.400				
50°	FIAT/PUNTO	1.352				

A COMERCIAIS LEVES

	Modelo	Dez/16
1°	FIAT/STRADA	45.277
2°	VW/SAVEIRO	21.364
	GM/S10	19.325
4°	FIAT/TORO	18.031
5°	GM/MONTANA	13.811
6°	FORD/RANGER	8.895
7°	FIAT/FIORINO	6.617
8°	RENAULT/MASTER	5.856
9°	VW/AMAROK	5.263
10°	RENAULT/OROCH	4.930
11°	TOYOTA/HILUX	4.250
12°	NISSAN/FRONTIER	3.144
13°	MITSUBISHI/L200	2.863
14°	FIAT/DUCATO	2.045
15°	RENAULT/KANGOO	1.356
16°	FIAT/DOBLO	852
17°	HYUNDAI/HR	752
18°	CITROEN/JUMPER	626
19°	PEUGEOT/BOXER	499
20°	IVECO/DAILY 3514	212
21°	PEUGEOT/PARTNER	209
22°	M.BENZ/SPRINTER 311	185
23°	M.BENZ/VITO	113
24°	M.BENZ/SPRINTER	65
25°	IVECO/DAILY	26
26°	JINBEI/TOPIC	26
27°	AGRALE/AGRALE MARRUA	15
28°	FIAT/UNO	14
29°	M.BENZ/SPRINTER 415	14
30°	TOYOTA/BANDEIRANTE	14
31°	JINBEI/M35	9
32°	MAHINDRA/HWKCD4	7
33°	M.BENZ/SPRINTER 313	6
34°	VW/KOMBI	6
35°	RELY/RELY PICK-UP	6
36°	M.BENZ/SPRINTER 515	5
37°	VICR/SAVEIRO	3
38°	RENAULT/RENAULT	2
39°	FORD/F250	1
40°	FORD/ITAPOA	1
41°	GM/D20	1
42°	M.BENZ/RIBEIRAUTO	1
43°	TOYOTA/RIBEIRAUTO	1
44°	VICR/AMAROK	1
45°	HAFEI/TOWNER	1
46°	JAC/T8	1



Modelos mais emplac. venda varejo acumulado até Dez/2016

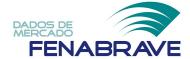




₩AUTOMÓVEIS					
	Modelo	Dez/16			
1°	GM/ONIX	108.592			
2°	HYUNDAI/HB20	91.548			
3°	HONDA/HR-V	53.296			
4°	FORD/KA	50.532			
5°	GM/PRISMA	48.346			
6°	TOYOTA/COROLLA	46.176			
7°	VW/GOL	38.302			
8°	JEEP/RENEGADE	37.618			
9°	VW/FOX/CROSS FOX	37.270			
10°	HYUNDAI/HB20S	35.712			
11°	FIAT/PALIO	34.098			
12°	VW/UP	33.054			
13°	TOYOTA/ETIOS HB	31.642			
14°	RENAULT/SANDERO	30.754			
15°	FIAT/MOBI	23.683			
16°	TOYOTA/ETIOS SEDAN	23.272			
17°	HONDA/FIT	23.038			
18°	HONDA/CIVIC	20.110			
19°	FIAT/SIENA	18.637			
20°	FORD/FIESTA	14.779			
21°	FIAT/UNO	14.151			
22°	FORD/ECOSPORT	14.086			
23°	NISSAN/VERSA	14.051			
24°	FORD/KA SEDAN	13.631			
25°	VW/VOYAGE	11.794			
26°	NISSAN/MARCH	11.698			
27°	HONDA/CITY	11.683			
28°	GM/CLASSIC	10.592			
29°	GM/CRUZE SEDAN	10.092			
30°	TOYOTA/HILUX SW4	9.927			
31°	RENAULT/CLIO	9.542			
32°	RENAULT/DUSTER	9.487			
33°	CITROEN/C3	9.211			
34°	GM/SPIN	9.204			
35°	GM/COBALT	9.188			
36°	NISSAN/KICKS	8.507			
37°	HYUNDAI/TUCSON	8.396			
38°	PEUGEOT/208	8.320			
39°	HYUNDAI/IX35	8.243			
40°	RENAULT/LOGAN	8.196			
41°	GM/TRACKER	7.964			
42°	PEUGEOT/2008	7.583			
43°	FIAT/PUNTO	6.357			
44°	VW/JETTA	6.210			
45°	FORD/FOCUS	5.760			
46°	CITROEN/AIRCROSS	5.744			
47°	JEEP/COMPASS	5.354			
48°	VW/GOLF	4.738			
49°	MITSUBISHI/Outlander	4.550			
50°	KIA/SPORTAGE	4.483			

A COMERCIAIS LEVES

	Modelo	Dez/16
1°	TOYOTA/HILUX	29.781
2°	FIAT/TORO	23.252
3°	FIAT/STRADA	14.172
4°	VW/SAVEIRO	12.587
5°	RENAULT/OROCH	9.315
6°	GM/S10	7.233
7°	MITSUBISHI/L200	7.080
8°	FORD/RANGER	6.917
9°	VW/AMAROK	3.909
10°	HYUNDAI/HR	3.558
11°	FIAT/FIORINO	3.143
12°	IVECO/DAILY 3514	1.614
13°	KIA/K2500	1.372
14°	GM/MONTANA	957
15°	FIAT/DUCATO	858
16°	M.BENZ/SPRINTER 311	695
17°	LIFAN/FOISON	554
18°	RENAULT/MASTER	543
19°	RENAULT/KANGOO	486
20°	NISSAN/FRONTIER	461
21°	RAM/2500	457
22°	FOTON/AUMARK 1039	407
23°	M.BENZ/SPRINTER	375
24°	FIAT/DOBLO	306
25°	M.BENZ/VITO	263
26°	CITROEN/JUMPER	187
27°	PEUGEOT/BOXER	154
28°	PEUGEOT/PARTNER	142
29°	JAC/T8	104
30°	SHINERAY/P TRUCKS	93
31°	M.BENZ/SPRINTER 313	77
32°	RELY/RELY PICK-UP	71
33°	EFFA/K01	48
34°	M.BENZ/SPRINTER 415	42
35°	EFFA/K02	23
36°	IVECO/DAILY	22
37°	TOYOTA/BANDEIRANTE	19
38°	SHINERAY/TRUCK	16
39°	HAFEI/RUIYI	16
40°	JINBEI/M35	16
41°	VW/KOMBI	13
42°	HAFEI/START PICK UP	13
43°	TOYOTA/RIBEIRAUTO	12
44°	JINBEI/TOPIC	12
45°	M.BENZ/SPRINTER 515	8
46°	HAFEI/MINIVAN	8
47°	EFFA/START PICK UP	8
48°	FIAT/TECFORM	7
49°	SHINERAY/DTRUCK	6
50°	CHANA/SC	6
		J



Emplacamento Caminhões e Ônibus Dezembro/2016



Segmentos	2016 Dez (A)	2016 Nov (B)	2016 Acumulado (C)	2015 Dez (D)	2015 Acumulado (E)
C) Caminhões	4.446	3.778	50.292	5.578	71.767
🖵 D) Ônibus	927	803	13.646	1.556	20.342
C + D	5.373	4.581	63.938	7.134	92.109

(A)/(B)	Variação (A)/(D)	(C)/(E)
17,68	-20,29 V	-29,92 V
15,44	-40,42 ×	-32,92 ×
17,29	-24,68 Y	-30,58

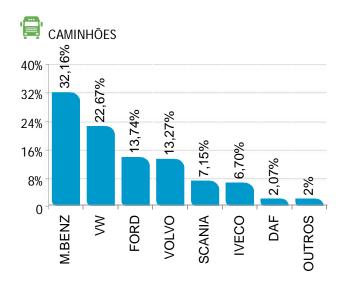
Participação no acumulado

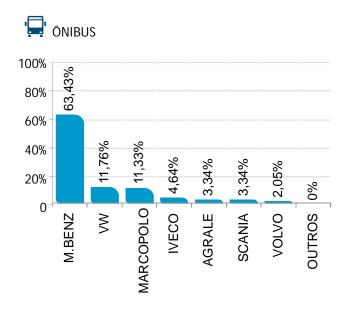
Segmento	2016		2015
C) Caminhões	1,58	~	1,80
🖵 D) Ônibus	0,43	~	0,51
C + D	2,01	~	2,31



Participação de mercado Dezembro/2016



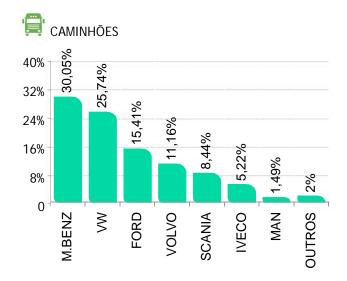


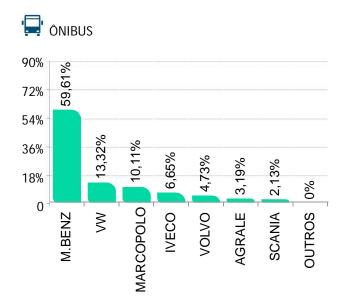




Participação de mercado - Acumulado Dezembro/2016













Ranking por marca Dezembro/2016





	0111/111 (11010		
	Fabricante	Quant.	Part.
1°	M.BENZ	1.430	32,16%
2°	VW	1.008	22,67%
3°	FORD	611	13,74%
4°	VOLVO	590	13,27%
5°	SCANIA	318	7,15%
6°	IVECO	298	6,70%
7°	DAF	92	2,07%
8°	MAN	47	1,06%
9°	SINOTRUK	29	0,65%
10°	AGRALE	9	0,20%
11°	INTERNATIONAL	9	0,20%
12°	RENAULT	2	0,04%
13°	HYUNDAI	1	0,02%
14°	JBC	1	0,02%
15°	JMC	1	0,02%



	Fabricante	Quant.	Part.
1°	M.BENZ	588	63,43%
2°	VW	109	11,76%
3°	MARCOPOLO	105	11,33%
4°	IVECO	43	4,64%
5°	AGRALE	31	3,34%
6°	SCANIA	31	3,34%
7°	VOLVO	19	2,05%
8°	JINBEI	1	0,11%

Acumulado



	CAMINHOES		
	Fabricante	Quant.	Part.
1°	M.BENZ	15.113	30,05%
2°	VW	12.946	25,74%
3°	FORD	7.750	15,41%
4°	VOLVO	5.612	11,16%
5°	SCANIA	4.244	8,44%
6°	IVECO	2.626	5,22%
7°	MAN	751	1,49%
8°	DAF	673	1,34%
9°	AGRALE	184	0,37%
10°	SINOTRUK	180	0,36%
11°	INTERNATIONAL	74	0,15%
12°	HYUNDAI	52	0,10%
13°	JMC	35	0,07%
14°	FOTON	29	0,06%
15°	JBC	12	0,02%
16°	RENAULT	4	0,01%
17°	SHANDONG	2	0,00%
18°	BYD	1	0,00%
19°	ENGESA	1	0,00%
20°	JAC	1	0,00%
21°	KENWORTH	1	0,00%



	Fabricante	Quant.	Part.
1°	M.BENZ	8.134	59,61%
2°	VW	1.817	13,32%
3°	MARCOPOLO	1.379	10,11%
4°	IVECO	907	6,65%
5°	VOLVO	645	4,73%
6°	AGRALE	435	3,19%
7°	SCANIA	290	2,13%
8°	INTERNATIONAL	12	0,09%
9°	JINBEI	7	0,05%
10°	BYD	5	0,04%







Semi-Leve

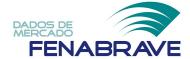
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FORD/F350	80	66	~	1.037	32,64%
2°	M.BENZ/SPRINTER 415	38	68	A	824	25,94%
3°	VW/5.150	33	27	~	391	12,31%
4°	M.BENZ/SPRINTER 515	65	62	~	358	11,27%
5°	IVECO/DAILY 45S17	19	75	A	264	8,31%
6°	IVECO/DAILY 55C17	15	10	~	259	8,15%
7°	IVECO/DAILY 4912	0	0	=	12	0,38%
8°	JMC/N601	0	0	=	12	0,38%
9°	IVECO/DAILY 40S14	3	4	A	11	0,35%
10°	IVECO/DAILY 70C17	0	0	=	2	0,06%
11°	M.BENZ/SPRINTER	1	0	~	2	0,06%
12°	M.BENZ/SPRINTER 310	1	0	~	2	0,06%
13°	IVECO/DAILY 4514	0	0	=	1	0,03%
14°	M.BENZ/SPRINTER 312	0	0	=	1	0,03%
15°	VW/5.140	0	0	=	1	0,03%
	Total	255	312	^	3.177	100%

Leve

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	VW/8.160	223	195	~	3.236	25,24%
2°	M.BENZ/ACCELO 1016	158	266	A	2.116	16,51%
3°	M.BENZ/ACCELO 815	194	179	~	1.961	15,30%
4°	VW/10.160	147	146	~	1.665	12,99%
5°	FORD/CARGO 816	127	141	^	1.558	12,15%
6°	FORD/F4000	75	81	^	1.355	10,57%
7°	IVECO/DAILY 70C17	17	29	^	286	2,23%
8°	VW/9.160	38	7	~	263	2,05%
9°	M.BENZ/ACCELO 915	0	24	A	107	0,83%
10°	AGRALE/A8700	2	3	A	67	0,52%
	Total	991	1.082	*	12.820	100%

Médio

Micaio						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	FORD/CARGO 1119	81	88	A	1.013	25,63%
2°	VW/13.190	26	40	A	778	19,68%
3°	M.BENZ/ATRON 1319	30	10	~	467	11,81%
4°	M.BENZ/ACCELO 1316	37	56	A	412	10,42%
5°	IVECO/VERTIS	9	34	A	402	10,17%
6°	FORD/CARGO 1419	23	28	A	159	4,02%
7°	M.BENZ/ATEGO 1419	19	21	A	151	3,82%
8°	FORD/CARGO 1319	4	1	~	108	2,73%
9°	FORD/CARGO 1519	2	2	=	107	2,71%
10°	VW/15.180	9	3	~	92	2,33%





Semi-Pesado

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	VW/24.280	186	205		2.469	16,98%
2°	M.BENZ/ATEGO 2426	59	97	A	951	6,54%
3°	M.BENZ/ATRON 2324	105	90	~	938	6,45%
4°	FORD/CARGO 2429	72	68	~	902	6,20%
5°	VOLVO/VM 270	46	40	~	865	5,95%
6°	M.BENZ/ATEGO 1719	108	94	~	809	5,56%
7°	M.BENZ/ATEGO 2430	44	56	A	759	5,22%
8°	VW/15.190	60	67	A	639	4,39%
9°	VW/17.190	49	34	V	585	4,02%
10°	FORD/CARGO 2629	19	16	~	493	3,39%
	Total	1.092	1.371	^	14.541	100%

Pesado

i csado						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	SCANIA/R440	163	135	Y	1.905	12,07%
2°	VOLVO/FH 460	131	198	A	1.618	10,25%
3°	VOLVO/FH 540	95	124	A	1.479	9,37%
4°	M.BENZ/AXOR 3344	44	48	A	716	4,54%
5°	SCANIA/P310	47	51	A	624	3,95%
6°	DAF/XF105	35	71	^	558	3,54%
7°	SCANIA/G 440	37	10	~	481	3,05%
8°	VOLVO/VM 330	32	30	~	467	2,96%
9°	MAN/TGX 29.440	3	5	A	463	2,93%
10°	SCANIA/P 360	32	65	A	459	2,91%
	Total	1.179	1.367	A	15.778	100%

Sub Segmento	2016	2016		2016	2015	
Sub Segmento	Dez	Nov		Acumulado	Acumulado	
CA - SEMI-PESADO	30,85%	28,90%	A	28,93%	31,49%	Y
CA - PESADO	30,76%	31,21%	~	31,39%	27,78%	A
CA - LEVE	24,35%	26,23%	~	25,50%	26,20%	~
CA - MÉDIO	7,02%	6,91%	A	7,86%	9,23%	Y
CA - SEMI-LEVE	7,02%	6,75%	A	6,32%	5,30%	A
Total	100%	100%		100%	100%	



Emplacamento Motocicletas Dezembro/2016



Segmentos	2016 Dez	2016 Nov	2016 Acumulado	2015 Dez	2015 Acumulado
Segmentos	(A)	(B)	(C)	(D)	(E)
Motos	83.661	73.342	997.980	131.260	1.273.252

	Variação	
(A)/(B)	(A)/(D)	(C)/(E)
14,07	-36,26 V	-21,62 Y

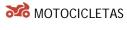
Participação no acumulado

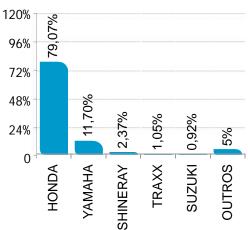
Segmento	2016		2015
Motos	1,6	~	1,80



Participação de mercado Dezembro/2016

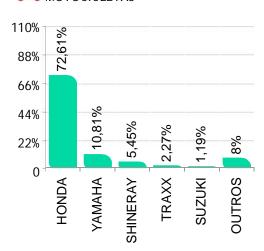






Acumulado





Dez



Fev

Jan

Mar

Norte

Emplacamento / Regiões Dezembro/2016 **MOTOCICLETAS** 100 11,08 12,10 11,80 11,22 12,55 12,16 12,23 12,85 13,08 13,37 13,75 14,68 80 41,53 37,56 37,10 37,49 40,37 38,15 37,39 38,72 43,63 41,64 40,70 40,11 60 8,84 9,72 9,42 10,20 7,62 9,36 10,48 8,93 7,82 8,27 9,40 8,82 40 32,87 32,93 31,78 31,74 30,38 30,16 31,61 30,51 31,42 28,34 28,98 29,42 20 8,64 8,09 8,81 8,60 8,02 8,09 7,36 7,00 7,22 7,11 7,71 9,08 0

Jul

Ago

Sudeste

Set

Out

Sul

Nov

Mai

Jun

Centro-Oeste

Abr

Nordeste



Ranking por marca Dezembro/2016





	Fabricante	Quant.	Part.
1°	HONDA	66.152	79,07%
2°	YAMAHA	9.791	11,70%
3°	SHINERAY	1.983	2,37%
4°	TRAXX	882	1,05%
5°	SUZUKI	773	0,92%
6°	DAFRA	650	0,78%
7°	BMW	565	0,68%
8°	KAWASAKI	475	0,57%
9°	H.DAVIDSON	459	0,55%
10°	TRIUMPH	402	0,48%
11°	WUYANG	364	0,44%
12°	BRAVAX	166	0,20%
13°	JONNY	116	0,14%
14°	DUCATI	100	0,12%
15°	BULL	86	0,10%
16°	KTM	76	0,09%
17°	KASINSKI	75	0,09%
18°	SUNDOWN	45	0,05%
19°	AVELLOZ	43	0,05%
20°	MOTOCAR	41	0,05%
21°	HUARI	33	0,04%

Acumulado

MOTOS

040IVIU	105		
	Fabricante	Quant.	Part.
1°	HONDA	724.593	72,61%
2°	YAMAHA	107.925	10,81%
3°	SHINERAY	54.421	5,45%
4°	TRAXX	22.627	2,27%
5°	WUYANG	17.497	1,75%
6°	SUZUKI	11.890	1,19%
7°	DAFRA	11.605	1,16%
8°	BMW	6.482	0,65%
9°	KAWASAKI	5.907	0,59%
10°	H.DAVIDSON	4.734	0,47%
11°	TRIUMPH	3.898	0,39%
12°	BULL	3.750	0,38%
13°	BRAVAX	3.644	0,37%
14°	JONNY	3.084	0,31%
15°	KASINSKI	2.820	0,28%
16°	DUCATI	1.199	0,12%
17°	KTM	958	0,10%
18°	NAZAXX	817	0,08%
19°	AVELLOZ	718	0,07%
20°	SUNDOWN	718	0,07%
21°	MOTOCAR	678	0,07%







City

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	HONDA/CG 160	18.589	21.790	A	224.212	56,74%
2°	HONDA/CG 125	2.674	3.089	A	36.528	9,24%
3°	HONDA/CG150	447	794	A	33.195	8,40%
4°	HONDA/CB 250F TWISTER	1.989	2.304	A	24.598	6,23%
5°	YAMAHA/YBR 150	1.711	2.250	A	21.885	5,54%
6°	YAMAHA/YS150 FAZER	770	935	A	14.739	3,73%
7°	YAMAHA/YBR 125	900	966	A	13.451	3,40%
8°	YAMAHA/FAZER 250	817	951	A	10.891	2,76%
9°	SUZUKI/GSR 125	80	92	A	2.493	0,63%
10°	HONDA/CB 300R	37	53	A	1.759	0,45%
	Total	28.751	34.078	*	395.127	100%

Custom

Custom						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	H.DAVIDSON/XL 883	85	60	~	855	11,92%
2°	KAWASAKI/VULCAN S	52	75	A	769	10,73%
3°	H.DAVIDSON/XL 1200	63	59	~	693	9,67%
4°	H.DAVIDSON/FLSTFB	75	66	~	561	7,82%
5°	H.DAVIDSON/FXSB	64	80	A	551	7,68%
6°	TRAXX/JH250	37	47	^	482	6,72%
7°	SHINERAY/XY 250	16	19	A	425	5,93%
8°	TRIUMPH/STREET TWIN 900	32	19	~	264	3,68%
9°	DUCATI/SCRAMBLER	22	24	A	261	3,64%
10°	INDIAN/SCOUT	26	13	~	257	3,58%
	Total	618	636	*	7.170	100%

Trail/Fun

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	HONDA/NXR160	9.676	10.897	A	127.205	66,89%
2°	HONDA/XRE 300	1.351	1.780	A	20.583	10,82%
3°	YAMAHA/XTZ 250	800	910	A	10.324	5,43%
4°	YAMAHA/XTZ150	789	963	A	9.321	4,90%
5°	HONDA/XRE 190	1.528	1.731	A	9.265	4,87%
6°	HONDA/NXR125	122	114	~	4.202	2,21%
7°	YAMAHA/XTZ 125	49	51	A	2.235	1,18%
8°	HONDA/NXR150	88	163	A	1.662	0,87%
9°	HONDA/CB 500	109	110	A	1.596	0,84%
10°	SHINERAY/XY 125	47	46	~	1.190	0,63%
	Total	14.731	16.916	^	190.158	100%





Maxtrail

Maximum						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	BMW/R1200	228	204	~	2.623	20,68%
2°	TRIUMPH/TIGER	141	210	A	1.984	15,64%
3°	BMW/F800 GS	78	134	A	1.790	14,11%
4°	YAMAHA/XT 660	82	85	A	1.485	11,71%
5°	SUZUKI/VSTROM650	102	78	~	846	6,67%
6°	TRIUMPH/TIGER XRX	64	63	~	707	5,57%
7°	SUZUKI/VSTROM1000	62	30	~	605	4,77%
8°	BMW/S1000XR	39	37	~	541	4,26%
9°	KAWASAKI/VERSYS	16	24	A	448	3,53%
10°	BMW/G650	2	4	A	367	2,89%
	Total	926	1.118	^	12.686	100%

Naked/Roadster

Nakeu/Roaus	lei					
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	YAMAHA/MT03	576	674	A	4.519	24,93%
2°	HONDA/CB 500	219	207	~	1.659	9,15%
3°	YAMAHA/MT07	107	124	A	1.626	8,97%
4°	HONDA/CB 1000R	10	5	~	1.509	8,33%
5°	HONDA/CB 650	87	66	~	1.410	7,78%
6°	KAWASAKI/Z300	91	118	A	1.239	6,84%
7°	YAMAHA/MT09	92	90	~	1.027	5,67%
8°	YAMAHA/XJ6	59	115	A	1.016	5,61%
9°	KAWASAKI/Z800	33	36	A	618	3,41%
10°	KTM/200 DUKE	33	47	A	597	3,29%
	Total	1.480	1.655	^	18.124	100%

Scooter/Cub

Scoole/Cub						
	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	HONDA/BIZ	9.196	10.418	A	118.798	35,44%
2°	HONDA/POP 110I	6.682	9.080	A	80.397	23,98%
3°	SHINERAY/XY 50	2.380	1.649	~	47.780	14,25%
4°	HONDA/PCX 150	2.406	2.544	A	22.539	6,72%
5°	TRAXX/JL50	1.107	716	~	20.597	6,14%
6°	HONDA/POP 100	353	670	A	7.153	2,13%
7°	YAMAHA/T115 CRYPTON	132	144	A	5.677	1,69%
8°	YAMAHA/NMAX	790	725	~	5.608	1,67%
9°	DAFRA/ZIG 50	249	197	~	4.934	1,47%
10°	BRAVAX/BX50CC	224	163	~	3.595	1,07%
	Total	24.840	27.655	^	335.220	100%





Sport

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	YAMAHA/YZF R3	143	135	~	2.075	23,36%
2°	KAWASAKI/NINJA 300	80	118	^	1.171	13,19%
3°	HONDA/CBR 500R	45	59	A	883	9,94%
4°	SUZUKI/GSX S1000	80	64	~	881	9,92%
5°	BMW/S1000	46	42	~	818	9,21%
6°	HONDA/CBR 650F	59	57	~	652	7,34%
7°	SUZUKI/GSXR1000	20	14	~	370	4,17%
8°	KAWASAKI/NINJA ZX10	23	32	^	322	3,63%
9°	SUZUKI/GSXR750	25	41	A	236	2,66%
10°	KAWASAKI/NINJA 650	5	7	A	161	1,81%
	Total	610	643	^	8.881	100%

Touring

	Modelo	2016 Nov	2016 Dez		2016 Acumulado	Part.
1°	H.DAVIDSON/FLHTK	40	55	A	495	39,82%
2°	H.DAVIDSON/FLSTC	11	26	^	248	19,95%
3°	H.DAVIDSON/FLHX	7	11	^	177	14,24%
4°	H.DAVIDSON/FLHRC	15	9	~	153	12,31%
5°	INDIAN/CHIEF VINTAGE	6	2	~	63	5,07%
6°	HONDA/GOLDWING GL 1800	1	1	=	27	2,17%
7°	INDIAN/CHIEF ROADMASTER	1	2	^	25	2,01%
8°	BMW/K 1600	1	3	A	20	1,61%
	Total	84	112	^	1.243	100%

Sub Segmento	2016 Dez	2016 Nov		2016 Acumulado	2015 Acumulado	
CITY	41,16%	39,95%	A	40,80%	43,38%	~
SCOOTER/CUB	33,39%	34,46%	~	34,60%	30,57%	A
TRAIL/FUN	20,42%	20,43%	~	19,63%	21,74%	~
NAKED/ROADSTER	2,00%	2,05%	~	1,87%	1,47%	A
MAXTRAIL	1,35%	1,28%	A	1,31%	1,13%	A
SPORT	0,78%	0,85%	~	0,92%	0,81%	A
CUSTOM	0,77%	0,86%	~	0,74%	0,76%	~
TOURING	0,14%	0,12%	A	0,13%	0,13%	=
Total	100%	100%		100%	100%	



Emplacamento Impl. Rodod Dezembro/2016



Segmentos	2016 Dez (A)	2016 Nov (B)	2016 Acumulado (C)	2015 Dez (D)	2015 Acumulado (E)
F) Impl. Rodod.	1.846	1.456	23.680	2.476	30.016
Outros	9.014	8.526	102.639	9.479	110.565

(A)/(B)	Variação (A)/(D)	(C)/(E)
26,79	-25,44 Y	-21,11 ×
5,72	-4,91 ∀	-7,17 ∀

Participação no acumulado

Segmento	2016		2015
F) Impl. Rodod.	0,75	~	0,75
Outros	3,23	^	



Emplacamento / Regiões Dezembro/2016



