



AVEMA

ASOCIACION DE IMPORTADORES
DE VEHICULOS Y MAQUINARIA

Informe de mercado automotriz costarricense Septiembre 2025

Estadísticas:

- ✓ Mercado general por marca 2025.
- ✓ Mercado general por marca mensual 2025.
- ✓ Categorías – Segmentos 2024-2025.
 - ✓ Tipo de Combustible 2025.

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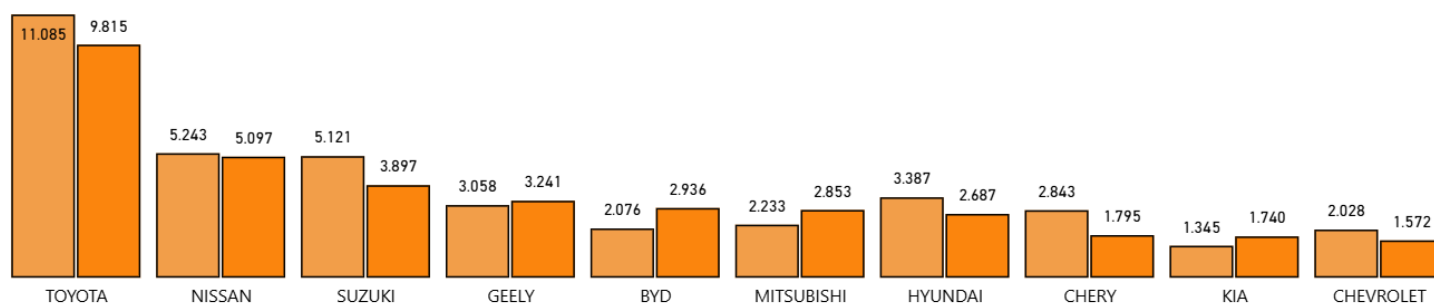
Mercado General por marca septiembre 2025

Mercado General por marca y volúmenes de ventas acumulados					
MARCA	Periodo enero-agosto 2024 / enero-agosto 2025				Diferencia
	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	
TOYOTA	11 085	26%	9 815	19%	-11.46%
NISSAN	5 043	8%	5 657	10%	-2.78%
SUZUKI	5 121	9%	3 897	7%	-23.90%
GEELEY	3 058	5%	3 241	6%	5.98%
BYD	2 076	4%	2 936	6%	41.43%
MITSUBISHI	2 233	4%	2 853	5%	27.77%
HYUNDAI	3 387	6%	2 687	5%	-20.67%
CHERY	2 843	5%	1 795	3%	-36.86%
BAW	1 345	2%	1 740	3%	29.37%
CHEVROLET	2 028	4%	1 572	3%	-22.49%
ISUZU	1 814	3%	1 565	3%	-13.73%
CHANGAN	1 262	2%	1 420	3%	12.52%
JAC	1 487	3%	1 002	2%	-33.07%
B.M.W.	894	2%	824	2%	-7.83%
DONGFENG	696	1%	697	1%	0.14%
HAZDA	648	1%	665	1%	7.25%
FOTON	458	1%	544	1%	18.78%
HINO	448	1%	502	1%	12.05%
VOLKSWAGEN	604	1%	446	1%	-26.16%
SPENG	176	0%	442	1%	151.14%
HONDA	540	1%	440	1%	-18.52%
M.G.	475	1%	437	1%	-8.00%
KAYI	546	1%	435	1%	-20.33%
FORD	701	1%	424	1%	-39.51%
OMODA	403	1%	421	1%	4.47%
GREATWALL	298	1%	408	1%	36.91%
VOVO	1417	1%	369	1%	-11.51%
MERCEDES BENZ	394	1%	362	1%	-8.12%
MAXUS	317	1%	347	1%	9.46%
AUDI	566	1%	346	1%	-38.87%
LEXUS	291	1%	275	1%	-5.50%
JMC	199	0%	274	1%	37.69%
BAIC	219	0%	268	1%	24.07%
KING LONG	164	0%	253	0%	54.27%
NETA	181	0%	250	0%	38.12%
ZEEKR	146	0%	244	0%	67.12%
HAVAL	201	0%	241	0%	19.90%
FORLAND	183	0%	225	0%	16.66%
RAM	195	0%	198	0%	1.54%
LAND ROVER	223	0%	186	0%	-16.59%
DFSK	270	0%	169	0%	-37.41%
RENAULT	364	1%	163	0%	-55.22%
AION	33	0%	124	0%	275.76%
JEEP	147	0%	119	0%	-19.05%
MINI	75	0%	107	0%	42.67%
SHENHUI	58	0%	105	0%	100.00%
JAECOO	58	0%	103	0%	77.59%
ARCFOX			102	0%	100.00%
CITROEN	134	0%	97	0%	-27.61%
GAC	41	0%	94	0%	129.27%
VOV	133	0%	86	0%	-35.34%
PEUGEOT	214	0%	85	0%	-60.28%
JETOUR	146	0%	83	0%	-43.15%
LYNK & CO	41	0%	82	0%	100.00%
SSANG YONG	162	0%	75	0%	-53.70%
FAW	57	0%	74	0%	29.82%
HIGER	2	0%	69	0%	3350.00%
FREIGHTLINER	51	0%	68	0%	33.33%
KARRY	2	0%	64	0%	3100.00%
LYNK & CO			58	0%	100.00%
SUBARU	109	0%	58	0%	-46.79%
PORSCHE	48	0%	57	0%	18.75%
SWM	119	0%	55	0%	-53.78%
WEICO	30	0%	52	0%	73.33%
SANY	34	0%	51	0%	50.00%
MAHINDRA	51	0%	41	0%	-19.61%
SCANIA	26	0%	39	0%	50.00%
WULING	53	0%	31	0%	-41.51%
DAYUN	7	0%	29	0%	314.29%
SHACMAN	26	0%	29	0%	11.54%
GOLDEN DRAGON	7	0%	28	0%	300.00%
YUTONG	13	0%	26	0%	100.00%
FIAT	9	0%	22	0%	144.44%
HYPER	53	0%	21	0%	-60.38%
INTERNATIONAL	34	0%	21	0%	-38.24%
LYNK&CO			21	0%	100.00%
ANKAI	14	0%	19	0%	35.71%
MACX	43	0%	19	0%	-55.81%
CADILLAC	33	0%	14	0%	-57.58%
JM	8	0%	12	0%	50.00%
YUDO	4	0%	12	0%	200.00%
SAGMOTO			11	0%	100.00%
BLK			9	0%	100.00%
MASERATI	7	0%	9	0%	28.57%
MULAN			9	0%	100.00%
UD	7	0%	9	0%	28.57%
JOYLONG			8	0%	100.00%
KENWORTH	6	0%	8	0%	33.33%
TESLA	22	0%	8	0%	-63.64%
RYO			7	0%	100.00%
HUANGHA			6	0%	100.00%
RUNHORS			6	0%	100.00%
SKYWORT			6	0%	100.00%
XUOMI			6	0%	100.00%
ZXAUTO			6	0%	100.00%
KALMAR			5	0%	100.00%
ZEONLON	2	0%	5	0%	150.00%
FERRARI	2	0%	4	0%	100.00%
GAZ	2	0%	4	0%	100.00%
GMC	1	0%	4	0%	300.00%
HEU			4	0%	100.00%
SHINERA	13	0%	4	0%	-69.23%
SOUFAST			4	0%	100.00%
BAOJUN	2	0%	3	0%	50.00%
B.T.T.H			3	0%	100.00%
LEOPARD			3	0%	100.00%
NIO			3	0%	100.00%
BYVAN	5	0%	3	0%	-40.00%
XCMG	1	0%	3	0%	200.00%
YAXING			3	0%	100.00%
AVATR	7	0%	2	0%	-71.43%
COMARTH			2	0%	100.00%
FANGCHE			2	0%	100.00%
HYCAN	102	0%	2	0%	-98.04%
MEOS			2	0%	100.00%
REYU	2	0%	2	0%	0.00%
LEAPMOT			2	0%	100.00%
LETRON			2	0%	100.00%
LIKVO			2	0%	100.00%
POWERPLUS			2	0%	100.00%
RADAR			2	0%	100.00%
SKYWELL	3	0%	2	0%	-33.33%
ATO	1	0%	1	0%	0.00%
ASTON MARTIN			1	0%	100.00%
BAW	9	0%	1	0%	-88.89%
BEIJING	1	0%	1	0%	0.00%
BENTLEY			1	0%	100.00%
BMX			1	0%	100.00%
CAMC			1	0%	100.00%
CAPACITY			1	0%	100.00%
DAEWOO	2	0%	1	0%	-50.00%
DODGE			1	0%	100.00%
FARBER			1	0%	100.00%
QIWI			1	0%	100.00%
HENGXIN			1	0%	100.00%
HOWO	1	0%	1	0%	0.00%
IF MOTTO	2	0%	1	0%	-50.00%
IF BIAN			1	0%	100.00%
LOTUS			1	0%	100.00%
MG			1	0%	100.00%
POLESTA			1	0%	100.00%
ROSBETT			1	0%	100.00%
RUICHI			1	0%	100.00%
SANXING			1	0%	100.00%
UD TRUCK			1	0%	100.00%
WESTERN STAR			1	0%	100.00%
YUAN			1	0%	100.00%
AQAR	6	0%			-100.00%
CENENTRO	2	0%			-100.00%
G.M.C.	1	0%			-100.00%
GENERAL	1	0%			-100.00%
JAGUAR	1	0%			-100.00%
JINPENG	22	0%			-100.00%
JOPER	1	0%			-100.00%
LAMBORGHINI	1	0%			-100.00%
LEAPMOTOR	3	0%			-100.00%
ORA	1	0%			-100.00%
SINO TRUCK	60	0%			-100.00%
SQMG	1	0%			-100.00%
TEHERO	4	0%			-100.00%
THOMAS	1	0%			-100.00%
TLD	1	0%			-100.00%
WELTHEISTER	10	0%			-100.00%
YUHANZH	1	0%			-100.00%
ZX AUTO	8	0%			-100.00%
Total	56 558	100%	52 969	100%	-6.35%

MARCA	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
⊕ TOYOTA	11.085	19,60%	9.815	18,53%	-11,46% ▼
⊕ NISSAN	5.243	9,27%	5.097	9,62%	-2,78% ▼
⊕ SUZUKI	5.121	9,05%	3.897	7,36%	-23,90% ▼
⊕ GEELY	3.058	5,41%	3.241	6,12%	5,98% ▲
⊕ BYD	2.076	3,67%	2.936	5,54%	41,43% ▲
⊕ MITSUBISHI	2.233	3,95%	2.853	5,39%	27,77% ▲
⊕ HYUNDAI	3.387	5,99%	2.687	5,07%	-20,67% ▼
⊕ CHERY	2.843	5,03%	1.795	3,39%	-36,86% ▼
⊕ KIA	1.345	2,38%	1.740	3,28%	29,37% ▲
⊕ CHEVROLET	2.028	3,59%	1.572	2,97%	-22,49% ▼
⊕ ISUZU	1.814	3,21%	1.565	2,95%	-13,73% ▼
Total	56.558	100,00%	52.969	100,00%	-6,35%

TOP 10 Marcas

● Anterior ● Actual

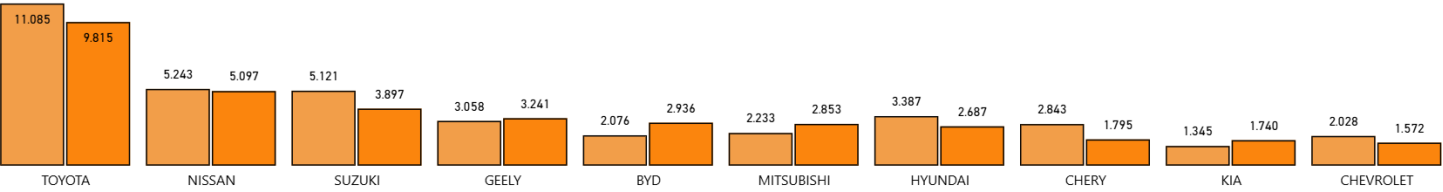




Mes	julio			agosto				septiembre					Total				
MARCA	ctual	%Diff	Anterior	%Anterior	Actual	%Actual	%Diff	Anterior	%Anterior	Actual	%Actual	%Diff	Anterior	%Anterior	Actual	%Actual	%Diff
TOYOTA	30%	-6,31% ▼	1.047	18,15%	745	15,94%	-28,84% ▼	667	11,75%	675	13,52%	1,20% ▲	11.085	19,60%	9.815	18,53%	-11,46%
NISSAN	20%	0,00% ▲	550	9,53%	521	11,14%	-5,27% ▼	699	12,31%	411	8,23%	-41,20% ▼	5.243	9,27%	5.097	9,62%	-2,78%
SUZUKI	97%	-32,30% ▼	338	5,86%	356	7,61%	5,33% ▲	373	6,57%	413	8,27%	10,72% ▲	5.121	9,05%	3.897	7,36%	-23,90%
GEELY	95%	33,11% ▲	393	6,81%	356	7,61%	-9,41% ▼	426	7,50%	331	6,63%	-22,30% ▼	3.058	5,41%	3.241	6,12%	5,98%
BYD	46%	495,37% ▲	135	2,34%	36	0,77%	-73,33% ▼	435	7,66%	393	7,87%	-9,66% ▼	2.076	3,67%	2.936	5,54%	41,43%
MITSUBISHI	28%	53,37% ▲	250	4,33%	236	5,05%	-5,60% ▼	230	4,05%	356	7,13%	54,78% ▲	2.233	3,95%	2.853	5,39%	27,77%
HYUNDAI	26%	-32,87% ▼	367	6,36%	278	5,95%	-24,25% ▼	400	7,05%	225	4,51%	-43,75% ▼	3.387	5,99%	2.687	5,07%	-20,67%
CHERY	60%	-28,33% ▼	235	4,07%	203	4,34%	-13,62% ▼	248	4,37%	206	4,13%	-16,94% ▼	2.843	5,03%	1.795	3,39%	-36,86%
KIA	91%	-22,75% ▼	138	2,39%	136	2,91%	-1,45% ▼	160	2,82%	121	2,42%	-24,38% ▼	1.345	2,38%	1.740	3,28%	29,37%
CHEVROLET	75%	-23,76% ▼	164	2,84%	157	3,36%	-4,27% ▼	101	1,78%	147	2,94%	45,54% ▲	2.028	3,59%	1.572	2,97%	-22,49%
ISUZU	97%	66,07% ▲	265	4,59%	143	3,06%	-46,04% ▼	193	3,40%	215	4,31%	11,40% ▲	1.814	3,21%	1.565	2,95%	-13,73%
Total	100%	-2,55%	5.770	100,00%	4.675	100,00%	-18,98%	5.677	100,00%	4.992	100,00%	-12,07%	56.558	100,00%	52.969	100,00%	-6,35%

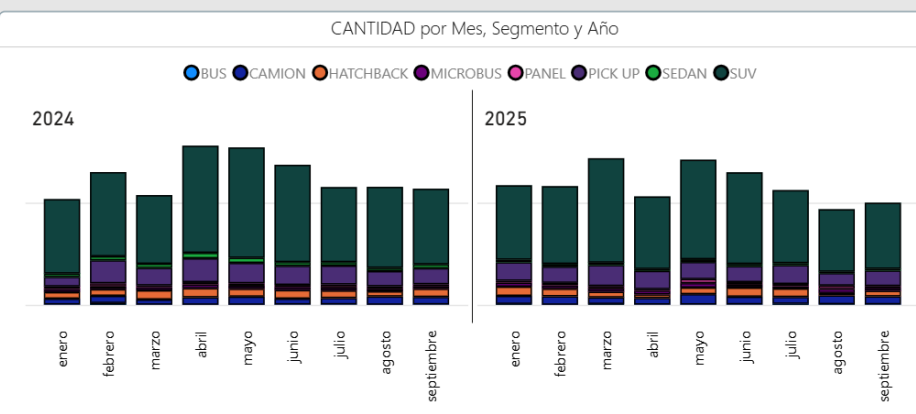
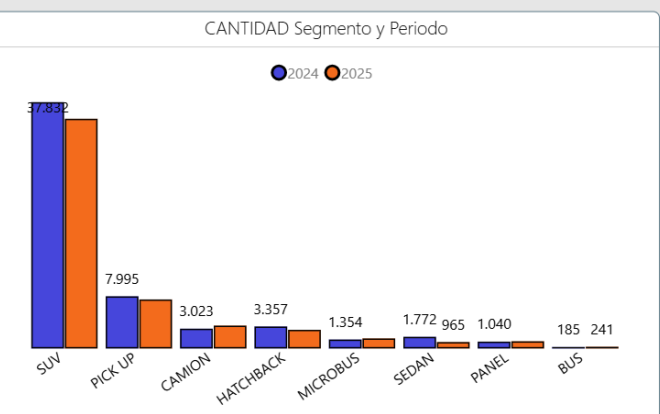
TOP 10 Marcas

Anterior Actual



Segmentación de mercado

Segmento	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
SUV	37.832	66,89%	35.287	66,62%	-6,73% ▼
PICK UP	7.995	14,14%	7.521	14,20%	-5,93% ▼
CAMION	3.023	5,34%	3.494	6,60%	15,58% ▲
HATCHBACK	3.357	5,94%	2.854	5,39%	-14,98% ▼
MICROBUS	1.354	2,39%	1.524	2,88%	12,56% ▲
PANEL	1.040	1,84%	1.083	2,04%	4,13% ▲
SEDAN	1.772	3,13%	965	1,82%	-45,54% ▼
BUS	185	0,33%	241	0,45%	30,27% ▲
Total	56.558	100,00%	52.969	100,00%	-6,35%



Tipo de combustible

Gasolina

MARCA	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
TOYOTA			5.134	18,78%	100,00% ▲
SUZUKI			3.897	14,26%	100,00% ▲
NISSAN			2.972	10,87%	100,00% ▲
HYUNDAI			2.284	8,36%	100,00% ▲
GEELY			1.611	5,89%	100,00% ▲
CHERY			1.483	5,43%	100,00% ▲
MITSUBISHI			1.381	5,05%	100,00% ▲
CHANGAN			1.196	4,38%	100,00% ▲
CHEVROLET			1.139	4,17%	100,00% ▲
KIA			922	3,37%	100,00% ▲
MAZDA			641	2,34%	100,00% ▲
Total			27.335	100,00%	100,00%

Diésel

MARCA	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
TOYOTA			4.130	27,86%	100,00% ▲
NISSAN			1.583	10,68%	100,00% ▲
ISUZU			1.564	10,55%	100,00% ▲
MITSUBISHI			1.472	9,93%	100,00% ▲
JAC			558	3,76%	100,00% ▲
HINO			502	3,39%	100,00% ▲
KIA			465	3,14%	100,00% ▲
FOTON			462	3,12%	100,00% ▲
CHEVROLET			424	2,86%	100,00% ▲
HYUNDAI			339	2,29%	100,00% ▲
GREATWALL			274	1,85%	100,00% ▲
Total			14.825	100,00%	100,00%

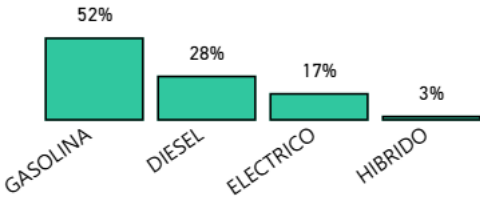
Eléctrico

MARCA	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
BYD			2.858	31,32%	100,00% ▲
GEELY			1.630	17,86%	100,00% ▲
DONGFENG			448	4,91%	100,00% ▲
XPENG			442	4,84%	100,00% ▲
KIA			332	3,64%	100,00% ▲
VOLVO			329	3,61%	100,00% ▲
B.M.W.			316	3,46%	100,00% ▲
CHERY			303	3,32%	100,00% ▲
NETA			250	2,74%	100,00% ▲
ZEEKR			244	2,67%	100,00% ▲
JAC			237	2,60%	100,00% ▲
Total			9.125	100,00%	100,00%

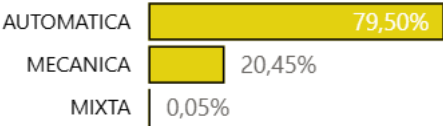
Híbrido

MARCA	Periodo Anterior	% Periodo Anterior	Periodo Actual	% Periodo Actual	Diferencia
NISSAN			542	32,19%	100,00% ▲
TOYOTA			456	27,08%	100,00% ▲
LEXUS			215	12,77%	100,00% ▲
LAND ROVER			134	7,96%	100,00% ▲
BYD			78	4,63%	100,00% ▲
FOTON			52	3,09%	100,00% ▲
BAIC			49	2,91%	100,00% ▲
MAZDA			41	2,43%	100,00% ▲
VOLVO			36	2,14%	100,00% ▲
KIA			21	1,25%	100,00% ▲
GREATWALL			18	1,07%	100,00% ▲
Total			1.684	100,00%	100,00%

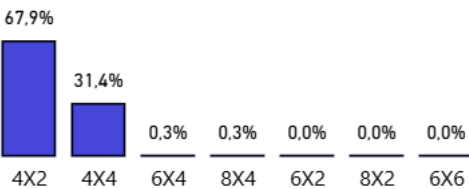
COMBUSTIBLE



TRANSMISION



TRACCION



COLORES

