



Mexico's Automotive Production and Exports Posting New Records in 2011

In 2011, Mexico produced a record number of passenger vehicles and light trucks with over 2.5 million units. Mexico is now the world's 8th largest manufacturer of passenger vehicles.

In terms of exports, Mexico sent more than 2.1 million vehicles to markets in North America, Europe, South America and Japan. Of that amount, almost 322 thousand cars were exported to Brazil and other South American markets, posting an increase of 56 percent growth for the year. Sales to the United States surpassed 1.3 million units and exports to Europe were 221 thousand vehicles.

Japanese automakers with vehicle fabrication plants in Mexico accounted for 27 percent of Mexico's total automobile production or 702 thousand units produced last year. In terms of the market size in Mexico for new cars, close to 910 thousand vehicles were sold there last year where the Nissan brand enjoyed the number one spot in sales with 224 thousand units, or an increase of 19 percent over the previous year.

MEXICO'S TOTAL VEHICLE EXPORTS AND PRODUCTION



SECRETARÍA
DE ECONOMÍA

SE

Year	Exports	Total Production*
2007	1,613,313	2,022,241
2008	1,661,406	2,102,801
2009	1,223,333	1,507,527
2010	1,859,185	2,260,776
% Change (09-10)	52%	50%
2011	2,143,879	2,557,550
% Change*	15.3 %	13.1 %

Mexico ranks 9th worldwide in automobile production

Mexico's Secretary of Economy

Representative Office in Japan

Embassy of Mexico

www.mexicotradeandinvestment.com

comunicatokio@economia.gob.mx

* Yearly change

Source:

Mexican Automotive Industry Association (AMIA)

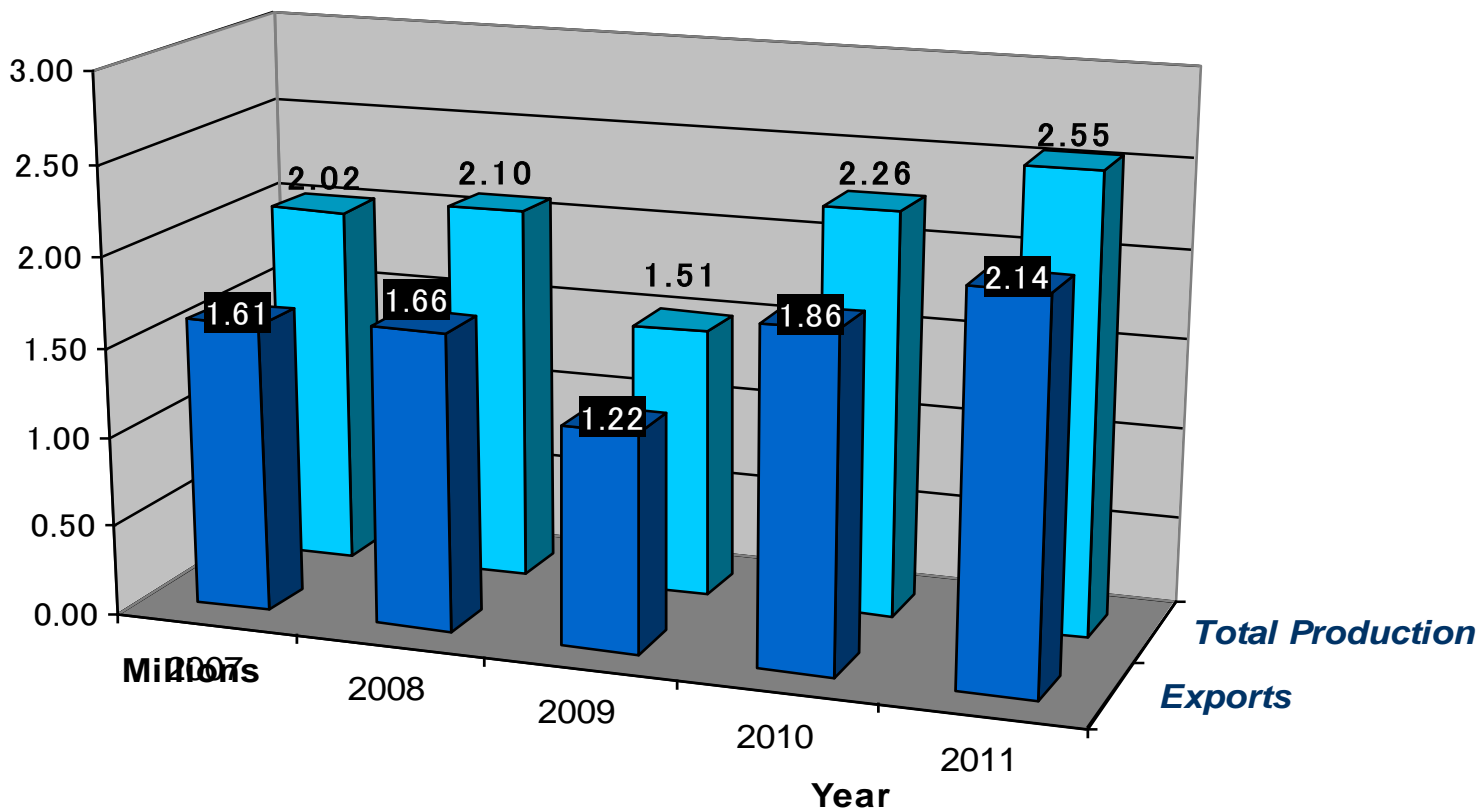
• Automobiles and light trucks

MEXICO'S TOTAL VEHICLE EXPORTS AND PRODUCTION



SE

Vehicle production and exports



Last year, 83.8% of Mexico's automotive production was exported to more than 50 countries, including Japan

Production of Japanese Car Companies Manufacturing in Mexico



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Year	Honda	Nissan	Toyota	Total*
2007	26,374	498,288	32,249	556,911
2008	51,253	449,447	49,879	550,579
2009	47,728	355,414	42,696	445,838
2010	55,001	506,494	54,278	615,773
09/10 % change	15.2%	42.5%	27.1%	38.1%
2011	45,390	607,087	49,596	702,073
% change*	-17.5 %	19.9 %	8.6 %	14 %

In 2011, Japanese car plants in Mexico accounted for 27.4% of Mexico's total automobile production.

* Yearly change

Source: **Mexican Automotive Industry Association (AMIA)**

• Automobiles and light trucks

Exports of Japanese Car Companies Established in Mexico



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Year	Honda	Nissan	Toyota	Total*
2007	15,755	314,269	32,249	362,273
2008	34,037	281,039	49,879	364,955
2009	36,829	225,726	42,696	305,251
2010	41,121	344,246	54,278	439,645
09/10 % change	11.7%	52.5%	27.1%	44%
2011	36,429	411,660	49,549	497,638
% change*	- 11.4 %	19.6 %	-8.7 %	13.2 %

*In 2011, Japanese car companies manufacturing in Mexico accounted for **23.2 %** of the country's automobile exports.*

* Yearly change

Source: Mexican Automotive Industry Association (AMIA)

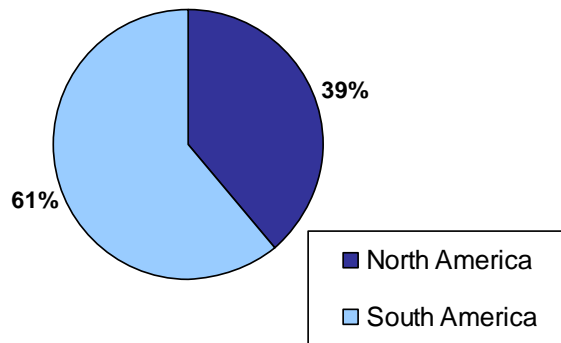
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Exports of Japanese car companies established in Mexico by region

December 2011

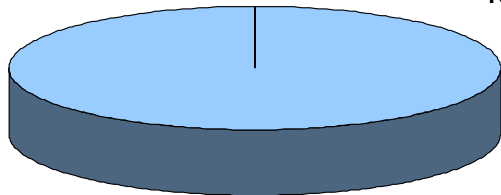


Honda

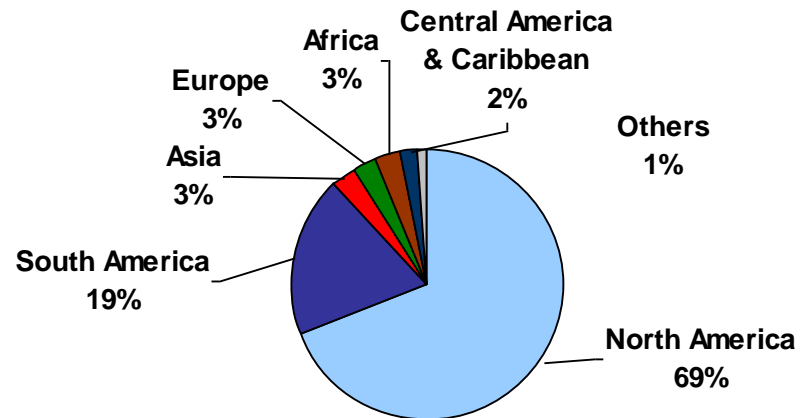


Toyota

North America
100%



Nissan



Total Exports December 2011

Honda	36,429
Toyota	49,549
Nissan	411,660

Units

MEXICO TOTAL VEHICLE SALES

2007 – December 2011

Year	SALES	
	Retail Sales	Whole Sales
2007	1,099,866	1,076,903
2008	1,025,520	928,086
2009	754,918	723,423
2010	820,406	834,024
% Change (09-10)	8.7%	15.3%
January-December 2011	905,886	909,026
% Change*	10.4 %	9 %

* Yearly change

Source: Mexican Automotive Industry Association (AMIA)

• Automobiles and light trucks



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New Vehicles Retail Sales

To December 2011, Japanese automobile brands increased by 39.8 % their share of Mexico's new car market.



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	Acura	Honda	Infiniti	Isuzu ***	Mazda ***	Mitsubishi	Nissan	Subaru ***	Suzuki ***	Toyota	Total**
2007	1,852	52,951		171	16,604	17,666	214,121	703	5,700	66,208	375,975
2008	2,132	54,132		787	21,997	16,804	212,022	1,076	8,004	63,306	380,260
2009	1,942	35,245		972	18,914	14,320	156,186	752	7,095	51,991	287,417
2010	1,876	37,990		1,337	25,116	12,533	189,518	500	7,932	46,769	323,571
09-10 % change	-3.4%	7.8%		37.6%	32.8%	-12.5%	21.3%	-33.5%	11.8%	-10%	11.2%
Jan-Dec 2011	1,783	34,426	231	1,629	29,860	10,496	224,509	587	9,179	48,589	361,058
% change*	-5 %	- 9.4 %		21.8 %	18.9 %	-16.2 %	18.5 %	17.4 %	15.7 %	3.8 %	11.6 %

* Yearly change

Source: Mexican Automotive Industry Association AMIA

** Automobiles and light trucks

*** New entrants as a result of the Mexico-Japan EPA quota system