

MEXICO TOTAL VEHICLE SALES, EXPORTS AND PRODUCTION

2007 - May, 2010



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DE ECONOMÍA

SE

	SALES		Exports	Total Production*
	Retail Sales	Whole Sales		
2007	1,099,866	1,076,903	1,613,313	2,022,241
2008	1,025,520	928,086	1,661,406	2,102,801
2009	754,918	723,423	1,223,333	1,507,527
Janary-May 2010	311,058 (+3.6%)	305,713 (+16.6%)	710,297 (+77.7%)	871,456 (+74.2%)

Source: Mexican Automotive Industry Association (AMIA)

* Automobiles and light trucks

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Production of Japanese Car Companies Manufacturing in Mexico



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	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
Jan-May 2010	22,503	190,173	22,779	235,455
Jan-May 09/10 % change	12.9%	59.1%	51.9%	52.5%

From January to May 2010, Japanese car companies were responsible for 27% of Mexico's total automobile production.

Source: AMIA

* Automobiles and light trucks

Exports of Japanese Car Companies Established in Mexico



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	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
Jan-May 2010	15,867	131,517	22,779	170,163
Jan-May 09/10 % change	-3.0%	85.1%	51.9%	66.1%

From January to May 2010, Japanese car companies manufacturing in Mexico accounted for 24% of the country's automobile exports.

Source: AMIA

* Automobiles and light trucks

Exports of Japanese Car Companies Established in Mexico by Destined Market in May 2010



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	Honda		Nissan		Toyota
	Automobiles	Pick-ups	Automobiles	Pick-ups	Pick-ups
Americas	-	15,867	114,517	4,854	22,779
North	-	6,894	95,908	30	22,779
Central & Carib	-	-	2,827	242	-
South	-	8,973	15,782	4,582	-
Asia	-	-	7,433	6	-
Europe	-	-	975	-	-
Not Specified	-	-	7,107(?)	-	-
Total	15,867		131,517		22,779

Retail Sales of Japanese Car Companies in Mexico

From January to May 2010, Japanese automobile brands maintained their share of 40% in the Mexican car market.



	Acura	Honda	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
Jan-May 2010	707	14,027	439	9,185	5,124	72,829	249	3,230	17,194	122,984
Jan-May 09/10 % change	-21.1%	-4.7%	64.4%	17.5%	-10.7%	27.1%	-23.4%	34.4%	-17.1%	11.6%

Source: AMIA

* Automobiles and light trucks

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

Import Quota for Japanese Car Manufacturers (General Tariff will be eliminated in April 2011)

(Unit: vehicles)



SE

Company	M-J EPA Quota *				
	FY2006	FY2007	FY2008	FY2009	FY2010
Established in Mexico	45,270	45,270	43,694	40,498	28,807
Nissan	23,029	22,821	22,137	14,910	9,438
Honda	8,652	8,655	8,298	5,741	455
Toyota	6,487	6,543	6,289	13,507	12,279
Mitsubishi Motors **	7,102	7,251	6,970	6,340	6,635
Not Established in Mexico	11,315	11,218	11,171	10,353	7,364
Mazda	5,502	5,505	5,229	4,846	n.a.
Suzuki	4,092	4,092	3,887	3,602	n.a.
Subaru	500	400	380	352	n.a.
Isuzu	1,221	1,221	1,159	1,074	n.a.
Hino Motors	0	356	338	313	n.a.
Mitsubishi Fuso Truck and Bus **	0	0	178	166	n.a.
Total	56,585	56,844	54,865	50,851	36,171

* EPA quotas are given for units equivalent to 5% of the total sales in the previous year

** Mitsubishi Motors and Mitsubishi Fuso use quotas allocated to Chrysler and Daimler, respectively

Source: Mexico's Secretary of Economy