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## 1991 Domestic Automobile Sales & Exports

*by Steven Ranieri*

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According to a report released Feb. 11 by the Mexican Automotive Industry Association (Asociacion Mexicana de la Industria Automotriz-AMIA), 1991 was a record year for domestic auto sales. Last year 642,981 new vehicles were sold in Mexico, up 16.8% over 1990. Automobiles accounted for 61% of the total; trucks, 37.4%; semitrailer trucks, 1.3%; and, buses, 0.4%. Sales volume and market share of the top seven manufacturers in 1991 follow: Volkswagen, 160,611, 25%; Nissan, 114,475 units, 17.8%; Chrysler, 113,433, 17.6%; Ford, 113,279, 17.6%; General Motors, 113,025, 17.6%; Dina Camiones, 12,111, 1.9%; and, Mercedes-Benz, 9,648, 1.5%. Gasoline-powered vehicles accounted for 95.4% of all sales, and diesel-fueled, 4.6%. Vehicle exports in 1991 totaled 358,681, a 29.6% increase over 1990 (276,869 units). Ford accounted for 33.4% of exports; General Motors, 24.3%; Chrysler, 20.3%; Volkswagen, 15.1%; and, Nissan, 6.9%. The AMIA forecasts continued growth this year at a rate of 9% to 12%. (Sources: Excelsior, Agence France-Presse, 02/12/92)

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