

Resumo Mensal Agosto de 2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
A) Autos	180.888	151.688	1.180.300	148.967	1.106.123	19,25▲	21,43▲	6,71▲
B) Com. Leves	28.983	27.133	199.788	29.121	197.833	6,82▲	-0,47▼	0,99▲
A + B	209.871	178.821	1.380.088	178.088	1.303.956	17,36▲	17,85▲	5,84▲
C) Caminhões	4.819	4.524	30.800	4.385	34.495	6,52▲	9,90▲	-10,71▼
D) Ônibus	1.844	1.466	9.774	1.414	10.330	25,78▲	30,41▲	-5,38▼
C + D	6.663	5.990	40.574	5.799	44.825	11,24▲	14,90▲	-9,48▼
Subtotal	216.534	184.811	1.420.662	183.887	1.348.781	17,17▲	17,75▲	5,33▲
E) Motos	76.357	70.342	573.978	80.362	706.597	8,55▲	-4,98▼	-18,77▼
F) Impl. Rod.	2.437	2.154	15.725	1.980	16.837	13,14▲	23,08▲	-6,60▼
Outros	9.893	8.660	66.197	9.765	68.317	14,24▲	1,31▲	-3,10▼
<b>Total</b>	<b>305.221</b>	<b>265.967</b>	<b>2.076.562</b>	<b>275.994</b>	<b>2.140.532</b>	<b>14,76▲</b>	<b>10,59▲</b>	<b>-2,99▼</b>

Participação no acumulado

Segmento	2017		2016
A) Autos	56,8	▲	51,7
B) Com. Leves	9,6	▲	9,2
A + B	66,5	▲	60,9
C) Caminhões	1,5	▼	1,6
D) Ônibus	0,5	▼	0,5
C + D	2,0	▼	2,1
Subtotal	68,4	▲	63,0
E) Motos	27,6	▼	33,0
F) Impl. Rod.	0,8	▼	0,8
Outros	3,2	▼	3,2

## Emplacamento Automóveis e Comerciais Leves Ago/2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
 A) Autos	180.888	151.688	1.180.300	148.967	1.106.123	19,25 ▲	21,43 ▲	6,71 ▲
 B) Com. Leves	28.983	27.133	199.788	29.121	197.833	6,82 ▲	-0,47 ▼	0,99 ▲
A + B	209.871	178.821	1.380.088	178.088	1.303.956	17,36 ▲	17,85 ▲	5,84 ▲

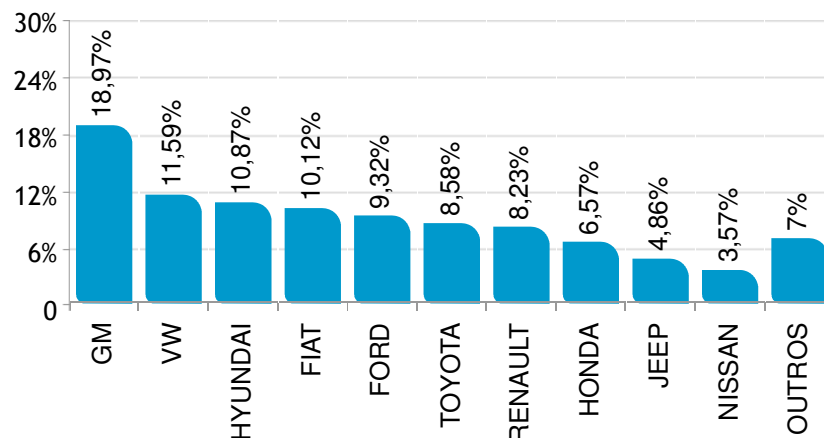
## Participação no acumulado

Segmento	2017		2016
 A) Autos	56,8	▲	51,7
 B) Com. Leves	9,6	▲	9,2
A + B	66,5	▲	60,9

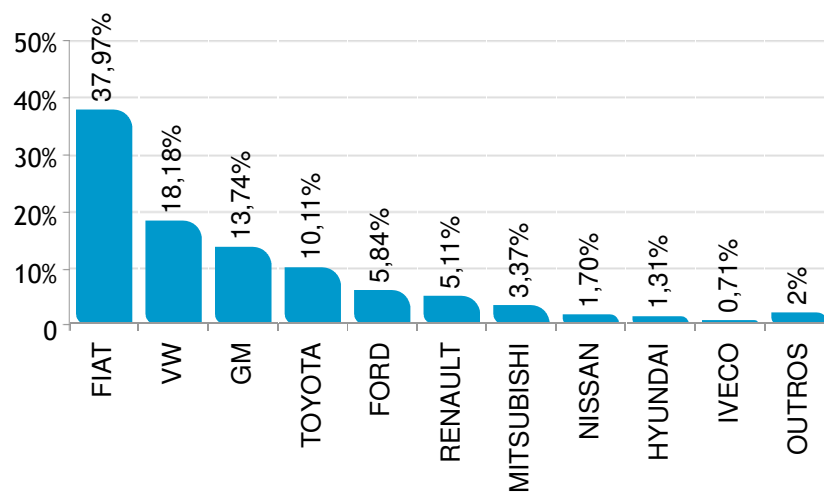
Participação de mercado Agosto/2017



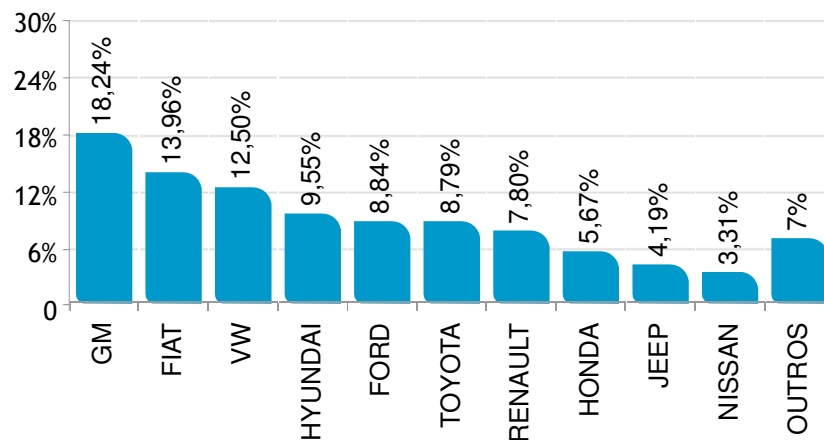
 AUTOMÓVEIS



 COMERCIAIS LEVES



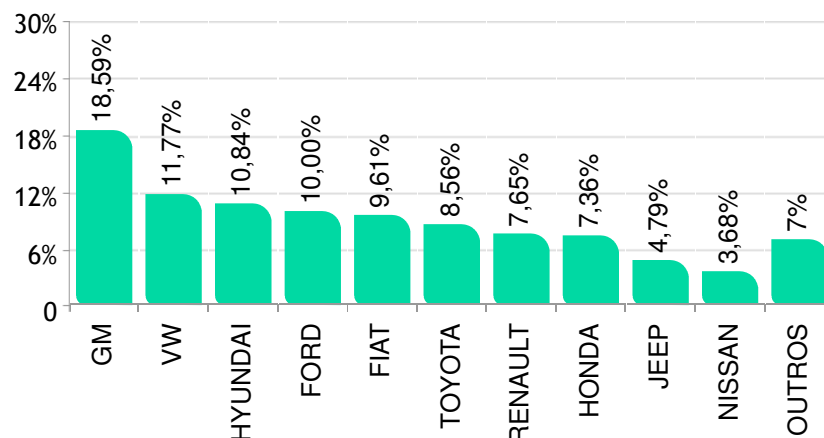
  AUTOMÓVEIS E COMERCIAIS LEVES



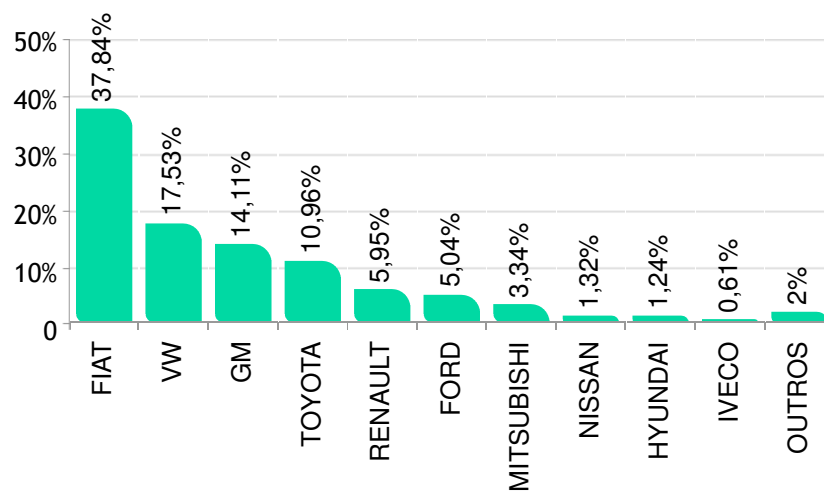
Participação de mercado - Acumulado Agosto/2017



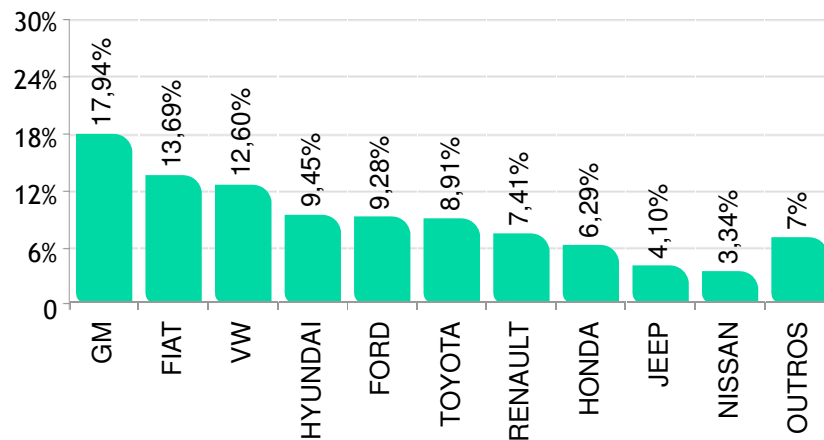
 AUTOMÓVEIS



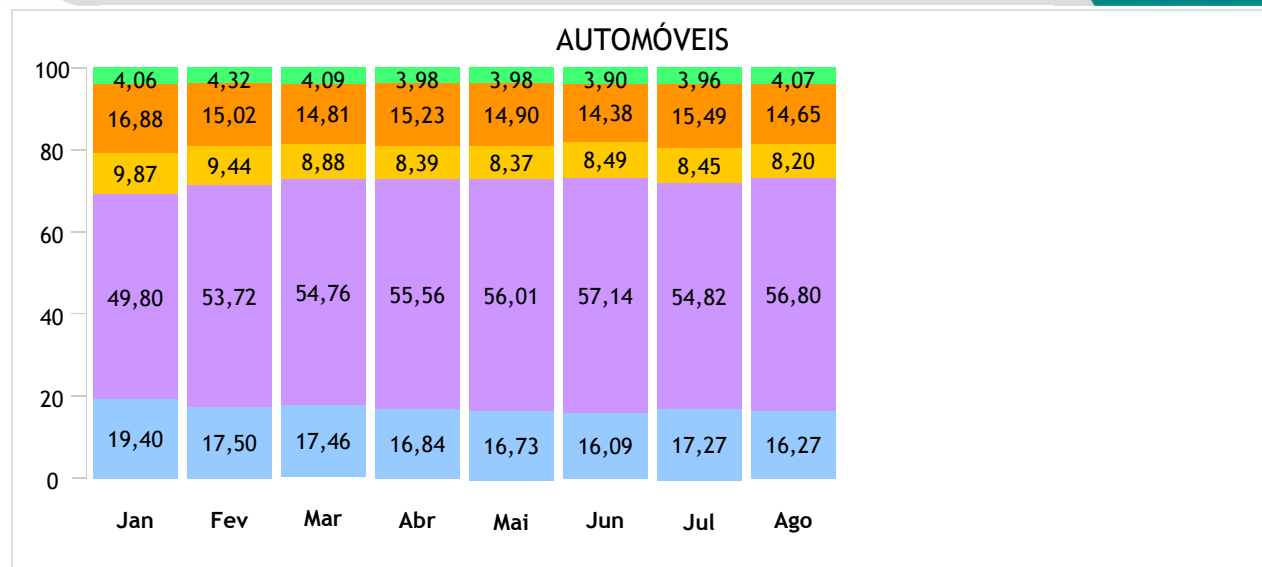
 COMERCIAIS LEVES



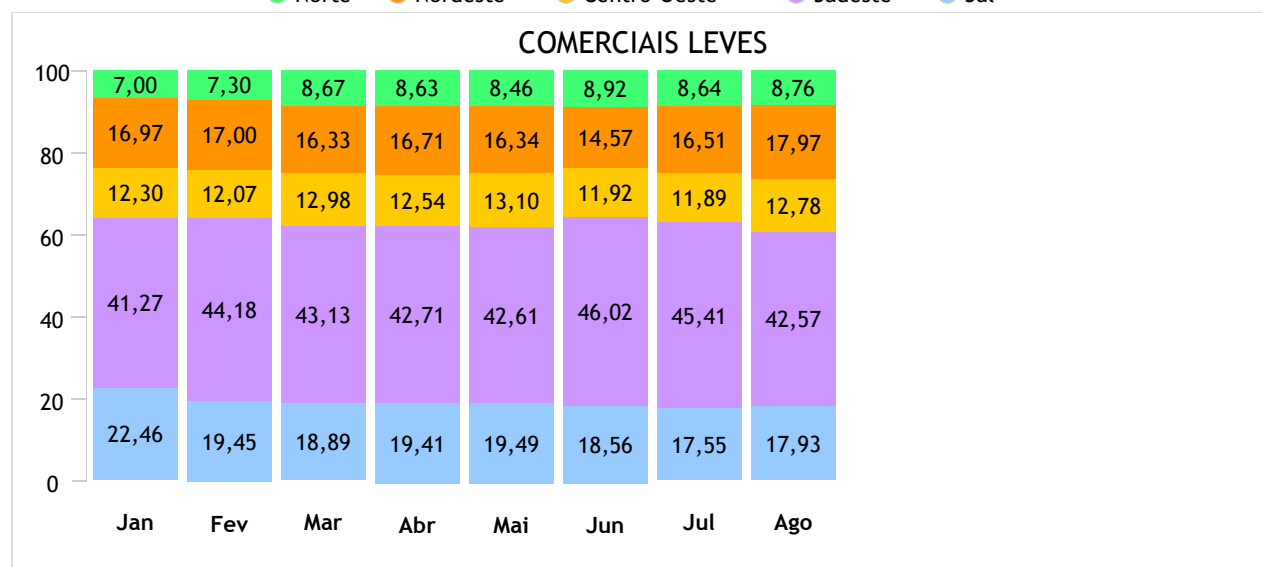
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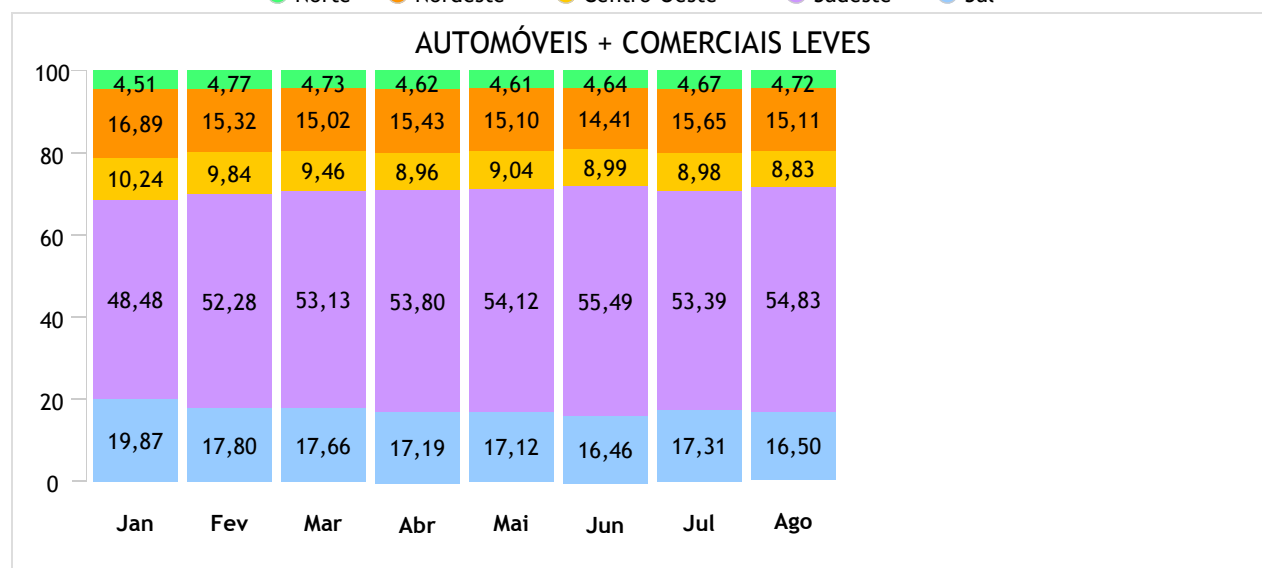
Emplacamento / Regiões até Agosto/2017



● Norte ● Nordeste ● Centro-Oeste ● Sudeste ● Sul



● Norte ● Nordeste ● Centro-Oeste ● Sudeste ● Sul



● Norte ● Nordeste ● Centro-Oeste ● Sudeste ● Sul

## Ranking dos emplacamentos em Agosto/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	18.513
2°	HYUNDAI/HB20	10.377
3°	FORD/KA	7.631
4°	GM/PRISMA	7.412
5°	VW/GOL	6.824
6°	TOYOTA/COROLLA	6.679
7°	RENAULT/SANDERO	6.064
8°	FIAT/MOBI	5.363
9°	VW/FOX/CROSS FOX	5.182
10°	JEEP/RENEGADE	4.576
11°	HONDA/HR-V	4.419
12°	HYUNDAI/CRETA	4.379
13°	JEEP/COMPASS	4.195
14°	FIAT/ARGO	4.075
15°	VW/VOYAGE	4.063
16°	TOYOTA/ETIOS HB	4.034
17°	FIAT/UNO	3.539
18°	NISSAN/KICKS	3.469
19°	RENAULT/LOGAN	3.269
20°	TOYOTA/ETIOS SEDAN	3.187
21°	VW/UP	3.123
22°	HYUNDAI/HB20S	3.020
23°	RENAULT/KWID	2.890
24°	FORD/KA SEDAN	2.852
25°	FORD/ECOSPORT	2.726
26°	FIAT/SIENA	2.389
27°	FIAT/PALIO	2.207
28°	GM/SPIN	2.089
29°	FORD/FIESTA	2.040
30°	GM/COBALT	2.005
31°	HONDA/CIVIC	1.993
32°	GM/CRUZE SEDAN	1.948
33°	NISSAN/VERSA	1.862
34°	HONDA/WR-V	1.845
35°	HONDA/FIT	1.820
36°	HONDA/CITY	1.787
37°	RENAULT/DUSTER	1.477
38°	RENAULT/CAPTUR	1.173
39°	VW/JETTA	1.153
40°	PEUGEOT/208	1.120
41°	PEUGEOT/2008	1.119
42°	GM/TRACKER	1.056
43°	HYUNDAI/IX35	1.038
44°	TOYOTA/HILUX SW4	1.011
45°	GM/CRUZE HB	847
46°	CITROEN/C3	819
47°	NISSAN/MARCH	791
48°	NISSAN/ASX	772
49°	CITROEN/AIRCROSS	732
50°	FORD/FOCUS SEDAN	670



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	FIAT/STRADA	5.108
2°	FIAT/TORO	4.793
3°	VW/SAVEIRO	4.085
4°	TOYOTA/HILUX	2.923
5°	GM/S10	2.887
6°	FORD/RANGER	1.683
7°	VW/AMAROK	1.182
8°	GM/MONTANA	1.095
9°	NISSAN/L200	976
10°	FIAT/FIORINO	937
11°	RENAULT/OROCH	857
12°	RENAULT/MASTER	560
13°	NISSAN/FRONTIER	493
14°	HYUNDAI/HR	381
15°	IVECO/DAILY 3514	194
16°	KIA/K2500	166
17°	FIAT/DUCATO	141
18°	PEUGEOT/PARTNER	101
19°	M.BENZ/SPRINTER 313	67
20°	RENAULT/KANGOO	56
21°	M.BENZ/VITO	50
22°	M.BENZ/SPRINTER	41
23°	LIFAN/FOISON	38
24°	RAM/2500	33
25°	FIAT/DOBLO	23
26°	CITROEN/JUMPER	18
27°	EFFA/K01	13
28°	IVECO/DAILY	12
29°	FORD/FUSION	10
30°	RENAULT/RENAULT	8
31°	M.BENZ/SPRINTER 415	7
32°	M.BENZ/SPRINTER 311	6
33°	TOYOTA/BANDEIRANTE	6
34°	VICR/SAVEIRO	4
35°	CHANA/SC	4
36°	M.BENZ/SPRINTER 515	3
37°	FOTON/AUMARK 3.5-12DT	3
38°	FIAT/TECFORM	2
39°	SHINERAY/P VAN	2
40°	EFFA/V21	2
41°	JAC/T8	2
42°	FORD/F250	1
43°	GM/SILVERADO	1
44°	IVECO/DAILY 5516	1
45°	PEUGEOT/BOXER	1
46°	TOYOTA/TUNDRA	1
47°	VW/KOMBI	1
48°	WILLYS/OVERLAND	1
49°	SHINERAY/P TRUCKS	1
50°	HAFEI/RUIYI	1

## Ranking dos emplacamentos acumulados até Agosto/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	116.982
2°	HYUNDAI/HB20	70.836
3°	FORD/KA	59.529
4°	RENAULT/SANDERO	51.594
5°	VW/GOL	49.269
6°	GM/PRISMA	44.914
7°	TOYOTA/COROLLA	42.116
8°	FIAT/MOBI	35.296
9°	HONDA/HR-V	31.146
10°	JEEP/COMPASS	30.349
11°	VW/FOX/CROSS FOX	29.793
12°	TOYOTA/ETIOS HB	28.222
13°	FIAT/UNO	27.090
14°	VW/VOYAGE	26.137
15°	JEEP/RENEGADE	25.541
16°	HYUNDAI/CRETA	24.870
17°	VW/UP	24.041
18°	TOYOTA/ETIOS SEDAN	20.413
19°	HYUNDAI/HB20S	20.291
20°	NISSAN/KICKS	18.707
21°	FORD/ECOSPORT	18.372
22°	HONDA/CIVIC	18.346
23°	FORD/KA SEDAN	17.541
24°	FIAT/PALIO	17.477
25°	FIAT/SIENA	17.383
26°	RENAULT/LOGAN	16.362
27°	HONDA/FIT	16.293
28°	GM/SPIN	15.358
29°	GM/COBALT	15.248
30°	GM/CRUZE SEDAN	12.633
31°	FORD/FIESTA	12.615
32°	NISSAN/VERSA	12.309
33°	RENAULT/DUSTER	11.808
34°	HONDA/CITY	10.956
35°	NISSAN/MARCH	9.666
36°	HONDA/WR-V	9.391
37°	FIAT/ARGO	9.039
38°	TOYOTA/HILUX SW4	8.343
39°	PEUGEOT/208	7.267
40°	PEUGEOT/2008	6.994
41°	GM/TRACKER	6.993
42°	HYUNDAI/IX35	6.676
43°	RENAULT/CAPTUR	6.632
44°	CITROEN/C3	6.308
45°	CITROEN/AIRCROSS	5.449
46°	GM/CRUZE HB	4.748
47°	VW/JETTA	4.741
48°	FORD/FOCUS SEDAN	3.840
49°	RENAULT/KWID	3.246
50°	NISSAN/Outlander	3.240



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	FIAT/TORO	34.507
2°	FIAT/STRADA	32.659
3°	VW/SAVEIRO	27.909
4°	TOYOTA/HILUX	21.884
5°	GM/S10	19.358
6°	FORD/RANGER	10.048
7°	GM/MONTANA	8.840
8°	VW/AMAROK	7.109
9°	RENAULT/OROCH	6.991
10°	NISSAN/L200	6.666
11°	FIAT/FIORINO	6.471
12°	RENAULT/MASTER	4.083
13°	NISSAN/FRONTIER	2.644
14°	HYUNDAI/HR	2.473
15°	FIAT/DUCATO	1.357
16°	IVECO/DAILY 3514	1.181
17°	KIA/K2500	1.003
18°	RENAULT/KANGOO	779
19°	FIAT/DOBLO	584
20°	PEUGEOT/PARTNER	573
21°	CITROEN/JUMPER	379
22°	M.BENZ/VITO	321
23°	RAM/2500	309
24°	M.BENZ/SPRINTER 311	282
25°	LIFAN/FOISON	255
26°	M.BENZ/SPRINTER	252
27°	M.BENZ/SPRINTER 313	189
28°	PEUGEOT/BOXER	81
29°	EFFA/K01	80
30°	FOTON/AUMARK 1039	51
31°	IVECO/DAILY	40
32°	RENAULT/RENAULT	38
33°	M.BENZ/SPRINTER 415	33
34°	JAC/T8	24
35°	HAFEI/RUIYI	20
36°	RELY/RELY PICK-UP	20
37°	TOYOTA/BANDEIRANTE	19
38°	HAFEI/TOWNER	17
39°	M.BENZ/SPRINTER 515	16
40°	SHINERAY/P TRUCKS	16
41°	VICR/SAVEIRO	15
42°	EFFA/K02	15
43°	EFFA/V21	15
44°	FOTON/AUMARK 3.5-12DT	15
45°	M.BENZ/RIBEIRAUTO	13
46°	BYD/T3	12
47°	FOTON/AUMARK 3.5-14DT	11
48°	FIAT/TECFORM	10
49°	FORD/FUSION	10
50°	SHINERAY/TRUCK	10

## Ranking por marca Agosto/2017



## AUTOMÓVEIS

	Fabricante	Quant.	Part.
1°	GM	34.306	18,97%
2°	VW	20.972	11,59%
3°	HYUNDAI	19.665	10,87%
4°	FIAT	18.299	10,12%
5°	FORD	16.855	9,32%
6°	TOYOTA	15.520	8,58%
7°	RENAULT	14.891	8,23%
8°	HONDA	11.893	6,57%
9°	JEEP	8.800	4,86%
10°	NISSAN	6.453	3,57%
11°	PEUGEOT	2.627	1,45%
12°	CITROEN	1.871	1,03%
13°	MITSUBISHI	1.514	0,84%
14°	M.BENZ	1.329	0,73%
15°	BMW	1.042	0,58%
16°	AUDI	935	0,52%
17°	KIA	681	0,38%
18°	LAND ROVER	561	0,31%
19°	CHERY	475	0,26%
20°	SUZUKI	475	0,26%
21°	VOLVO	352	0,19%



## COMERCIAIS LEVES

	Fabricante	Quant.	Part.
1°	FIAT	11.004	37,97%
2°	VW	5.268	18,18%
3°	GM	3.983	13,74%
4°	TOYOTA	2.930	10,11%
5°	FORD	1.694	5,84%
6°	RENAULT	1.481	5,11%
7°	MITSUBISHI	976	3,37%
8°	NISSAN	493	1,70%
9°	HYUNDAI	381	1,31%
10°	IVECO	207	0,71%
11°	M.BENZ	174	0,60%
12°	KIA	166	0,57%
13°	PEUGEOT	102	0,35%
14°	LIFAN	38	0,13%
15°	RAM	33	0,11%
16°	CITROEN	18	0,06%
17°	EFFA	16	0,06%
18°	CHANA	4	0,01%
19°	FOTON	4	0,01%
20°	VICR	4	0,01%
21°	SHINERAY	3	0,01%



## AUTOMÓVEIS + COMERCIAIS LEVES

	Fabricante	Quant.	Part.
1°	GM	38.289	18,24%
2°	FIAT	29.303	13,96%
3°	VW	26.240	12,50%
4°	HYUNDAI	20.046	9,55%
5°	FORD	18.549	8,84%
6°	TOYOTA	18.450	8,79%
7°	RENAULT	16.372	7,80%
8°	HONDA	11.893	5,67%
9°	JEEP	8.800	4,19%
10°	NISSAN	6.946	3,31%
11°	PEUGEOT	2.729	1,30%
12°	MITSUBISHI	2.490	1,19%
13°	CITROEN	1.889	0,90%
14°	M.BENZ	1.503	0,72%
15°	BMW	1.042	0,50%
16°	AUDI	935	0,45%
17°	KIA	847	0,40%
18°	LAND ROVER	561	0,27%
19°	CHERY	475	0,23%
20°	SUZUKI	475	0,23%
21°	LIFAN	383	0,18%



## Ranking por marca acumulado até Agosto/2017



## AUTOMÓVEIS

	Fabricante	Quant.	Part.
1°	GM	219.392	18,59%
2°	VW	138.882	11,77%
3°	HYUNDAI	127.998	10,84%
4°	FORD	118.029	10,00%
5°	FIAT	113.408	9,61%
6°	TOYOTA	101.073	8,56%
7°	RENAULT	90.326	7,65%
8°	HONDA	86.812	7,36%
9°	JEEP	56.521	4,79%
10°	NISSAN	43.454	3,68%
11°	PEUGEOT	16.060	1,36%
12°	CITROEN	14.624	1,24%
13°	M.BENZ	7.894	0,67%
14°	MITSUBISHI	7.673	0,65%
15°	BMW	6.352	0,54%
16°	AUDI	6.331	0,54%
17°	KIA	4.560	0,39%
18°	LAND ROVER	4.113	0,35%
19°	SUZUKI	2.898	0,25%
20°	CHERY	2.211	0,19%
21°	JAC	2.194	0,19%



## COMERCIAIS LEVES

	Fabricante	Quant.	Part.
1°	FIAT	75.590	37,84%
2°	VW	35.022	17,53%
3°	GM	28.200	14,11%
4°	TOYOTA	21.905	10,96%
5°	RENAULT	11.894	5,95%
6°	FORD	10.070	5,04%
7°	MITSUBISHI	6.666	3,34%
8°	NISSAN	2.644	1,32%
9°	HYUNDAI	2.473	1,24%
10°	IVECO	1.228	0,61%
11°	M.BENZ	1.106	0,55%
12°	KIA	1.003	0,50%
13°	PEUGEOT	654	0,33%
14°	CITROEN	379	0,19%
15°	RAM	309	0,15%
16°	LIFAN	255	0,13%
17°	EFFA	120	0,06%
18°	FOTON	79	0,04%
19°	HAFEI	60	0,03%
20°	SHINERAY	31	0,02%
21°	JAC	25	0,01%



## AUTOMÓVEIS + COMERCIAIS LEVES

	Fabricante	Quant.	Part.
1°	GM	247.592	17,94%
2°	FIAT	188.998	13,69%
3°	VW	173.904	12,60%
4°	HYUNDAI	130.471	9,45%
5°	FORD	128.099	9,28%
6°	TOYOTA	122.978	8,91%
7°	RENAULT	102.220	7,41%
8°	HONDA	86.812	6,29%
9°	JEEP	56.521	4,10%
10°	NISSAN	46.098	3,34%
11°	PEUGEOT	16.714	1,21%
12°	CITROEN	15.003	1,09%
13°	MITSUBISHI	14.339	1,04%
14°	M.BENZ	9.000	0,65%
15°	BMW	6.352	0,46%
16°	AUDI	6.331	0,46%
17°	KIA	5.563	0,40%
18°	LAND ROVER	4.113	0,30%
19°	SUZUKI	2.898	0,21%
20°	JAC	2.219	0,16%
21°	CHERY	2.211	0,16%

## Participação por motorização Agosto/2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
<b>A) Autos</b>	<b>180.888</b>	<b>151.688</b>	<b>1.180.300</b>	<b>148.967</b>	<b>1.106.123</b>	19,25▲	21,43▲	6,71▲
Até 1.0	62.661	54.695	417.805	51.853	372.493	14,56▲	20,84▲	12,16▲
De 1.0 Até 2.0	115.545	94.225	742.440	94.225	711.095	22,63▲	22,63▲	4,41▲
Acima de 2.0	2.682	2.768	20.055	2.889	22.535	-3,11▼	-7,17▼	-11,01▼
<b>B) Com. Leves</b>	<b>28.983</b>	<b>27.133</b>	<b>199.788</b>	<b>29.121</b>	<b>197.833</b>	6,82▲	-0,47▼	0,99▲
Até 1.0	568	484	3.503	511	3.924	17,36▲	11,15▲	-10,73▼
De 1.0 Até 2.0	18.067	16.614	123.359	19.163	125.380	8,75▲	-5,72▼	-1,61▼
Acima de 2.0	10.348	10.035	72.926	9.447	68.529	3,12▲	9,54▲	6,42▲
<b>A + B</b>	<b>209.871</b>	<b>178.821</b>	<b>1.380.088</b>	<b>178.088</b>	<b>1.303.956</b>	17,36▲	17,85▲	5,84▲
Até 1.0	63.229	55.179	421.308	52.364	376.417	14,59▲	20,75▲	11,93▲
De 1.0 Até 2.0	133.612	110.839	865.799	113.388	836.475	20,55▲	17,84▲	3,51▲
Acima de 2.0	13.030	12.803	92.981	12.336	91.064	1,77▲	5,63▲	2,11▲

## Participação no acumulado

Segmento	2017		2016
<b>A) Autos</b>			
Até 1.0	35,40	▲	33,68
De 1.0 Até 2.0	62,90	▼	64,29
Acima de 2.0	1,70	▼	2,04
<b>B) Com. Leves</b>			
Até 1.0	1,75	▼	1,98
De 1.0 Até 2.0	61,74	▼	63,38
Acima de 2.0	36,50	▲	34,30
<b>A + B</b>			
Até 1.0	30,53	▲	28,87
De 1.0 Até 2.0	62,74	▼	64,15
Acima de 2.0	6,74	▼	6,98



## Modelos mais emplacados acumulado até Ago/2017



## AUTOMÓVEIS

## Veículos de Entrada

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FORD/KA	7.248	7.631	▲	59.529	24,37%
2°	VW/GOL	6.236	6.824	▲	49.269	20,17%
3°	FIAT/MOBI	4.315	5.363	▲	35.296	14,45%
4°	TOYOTA/ETIOS HB	3.542	4.034	▲	28.222	11,56%
5°	FIAT/UNO	3.355	3.539	▲	27.090	11,09%
6°	VW/UP	2.699	3.123	▲	24.041	9,84%
7°	FIAT/PALIO	1.468	2.207	▲	17.477	7,16%
8°	RENAULT/KWID	317	2.890	▲	3.246	1,33%
9°	RENAULT/CLIO	1	1	=	50	0,02%
<b>Total</b>		<b>29.183</b>	<b>35.615</b>	<b>▲</b>	<b>244.236</b>	<b>100%</b>

## Hatch Pequenos

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/ONIX	15.234	18.513	▲	116.982	36,94%
2°	HYUNDAI/HB20	9.312	10.377	▲	70.836	22,37%
3°	RENAULT/SANDERO	6.663	6.064	▼	51.594	16,29%
4°	FORD/FIESTA	2.146	2.040	▲	12.615	3,98%
5°	NISSAN/MARCH	612	791	▼	9.666	3,05%
6°	FIAT/ARGO	3.233	4.075	▲	9.039	2,85%
7°	PEUGEOT/208	1.018	1.120	▲	7.267	2,29%
8°	CITROEN/C3	455	592	▲	5.575	1,76%
9°	CHERY/QQ	461	430	▲	1.800	0,57%
10°	MINI/COOPER	129	144	▼	903	0,29%
<b>Total</b>		<b>43.080</b>	<b>49.402</b>	<b>▲</b>	<b>316.668</b>	<b>100%</b>

## Hatch Médios

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/CRUZE HB	679	847	▲	4.748	33,29%
2°	VW/GOLF	296	351	▲	3.108	21,79%
3°	FORD/FOCUS	384	495	▲	2.994	20,99%
4°	FIAT/PUNTO	55	32	▼	1.767	12,39%
5°	PEUGEOT/308	56	47	▼	681	4,77%
6°	AUDI/A3	70	47	▼	226	1,58%
<b>Total</b>		<b>1.632</b>	<b>1.889</b>	<b>▲</b>	<b>14.262</b>	<b>100%</b>



## Modelos mais emplacados acumulado até Agosto/2017



## Sedans Pequenos

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/PRISMA	6.300	7.412	▲	44.914	25,58%
2°	VW/VOYAGE	3.661	4.063	▲	26.137	14,89%
3°	TOYOTA/ETIOS SEDAN	2.589	3.187	▲	20.413	11,63%
4°	HYUNDAI/HB20S	2.409	3.020	▲	20.291	11,56%
5°	FORD/KA SEDAN	2.220	2.852	▲	17.541	9,99%
6°	FIAT/SIENA	1.846	2.389	▲	17.383	9,90%
7°	RENAULT/LOGAN	2.184	3.269	▲	16.362	9,32%
8°	NISSAN/VERSA	1.334	1.862	▲	12.309	7,01%
9°	CHERY/CELER SEDAN	16	16	=	160	0,09%
10°	GM/CLASSIC	1	0	▼	53	0,03%
<b>Total</b>		<b>22.560</b>	<b>28.070</b>	<b>▲</b>	<b>175.567</b>	<b>100%</b>

## Sedans Compactos

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/COBALT	1.756	2.005	▲	15.248	56,56%
2°	HONDA/CITY	1.373	1.787	▲	10.956	40,64%
3°	LIFAN/LF 530	43	67	▲	499	1,85%
4°	JAC/J3 TURIN	3	1	▼	188	0,70%
5°	FORD/NEW FIESTA	2	4	▲	62	0,23%
6°	GM/MONZA	1	1	=	4	0,01%
<b>Total</b>		<b>3.178</b>	<b>3.865</b>	<b>▲</b>	<b>26.959</b>	<b>100%</b>



## Modelos mais emplacados acumulado até Agosto/2017



## Sedans médios

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	TOYOTA/COROLLA	6.250	6.679	▲	42.116	41,73%
2°	HONDA/CIVIC	1.659	1.993	▲	18.346	18,18%
3°	GM/CRUZE SEDAN	1.894	1.948	▲	12.633	12,52%
4°	VW/JETTA	809	1.153	▲	4.741	4,70%
5°	FORD/FOCUS SEDAN	578	670	▲	3.840	3,80%
6°	FORD/FUSION	433	405	▼	2.862	2,84%
7°	NISSAN/SENTRA	295	329	▲	2.761	2,74%
8°	CITROEN/C4L	321	250	▼	2.530	2,51%
9°	M.BENZ/CLASSE C	379	542	▲	2.260	2,24%
10°	AUDI/A3 SEDAN	165	255	▲	1.823	1,81%
11°	TOYOTA/PRIUS	202	544	▲	1.596	1,58%
12°	HYUNDAI/ELANTRA	242	183	▼	1.586	1,57%
13°	KIA/CERATO	147	196	▲	1.059	1,05%
14°	PEUGEOT/408	112	94	▼	815	0,81%
15°	RENAULT/FLUENCE	68	17	▼	611	0,61%
16°	MITSUBISHI/LANCER	11	8	▼	403	0,40%
17°	BMW/430I	31	11	▼	198	0,20%
18°	AUDI/A5	70	64	▼	143	0,14%
19°	SUBARU/WRX	20	19	▼	135	0,13%
20°	BMW/220I	20	32	▲	89	0,09%
21°	JAC/J5	9	13	▲	86	0,09%
	<b>Total</b>	<b>13.750</b>	<b>15.428</b>	<b>▲</b>	<b>100.929</b>	<b>100%</b>

## Sedans Grandes

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	BMW/320	343	341	▼	1.877	33,57%
2°	M.BENZ/CLASSE C	105	82	▼	746	13,34%
3°	AUDI/A4	64	97	▲	646	11,55%
4°	BMW/328	39	37	▼	342	6,12%
5°	M.BENZ/CLA200	43	71	▲	283	5,06%
6°	JAGUAR/XE	26	26	=	273	4,88%
7°	VW/PASSAT	48	32	▼	258	4,61%
8°	M.BENZ/CLASSE E	26	22	▼	224	4,01%
9°	VOLVO/S60	13	19	▲	104	1,86%
10°	BMW/530	16	33	▲	102	1,82%
11°	BMW/540	17	28	▲	88	1,57%
12°	HYUNDAI/AZERA	14	9	▼	88	1,57%
	<b>Total</b>	<b>855</b>	<b>872</b>	<b>▲</b>	<b>5.592</b>	<b>100%</b>

## Modelos mais emplacados acumulado até Agosto/2017



## Sw Médios

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FIAT/WEEKEND	290	292	▲	2.505	83,81%
2°	VW/SPACE FOX	75	124	▲	412	13,78%
3°	VW/SPACECROSS	5	14	▲	62	2,07%
4°	FIAT/PALIO WEEKEND	0	3	▲	6	0,20%
<b>Total</b>		<b>371</b>	<b>433</b>	<b>▲</b>	<b>2.989</b>	<b>100%</b>

## Sw Grandes

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	VW/GOLF VARIANT	50	66	▲	475	77,24%
2°	AUDI/A4 AVANT	12	11	▼	88	14,31%
3°	VOLVO/V60	5	7	▲	45	7,32%
4°	AUDI/A6 ALLROAD	0	0	=	5	0,81%
5°	BMW/560L	0	0	=	1	0,16%
6°	GM/CARAVAN	0	0	=	1	0,16%
<b>Total</b>		<b>67</b>	<b>84</b>	<b>▲</b>	<b>615</b>	<b>100%</b>

## Monocab

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	HONDA/FIT	1.772	1.820	▲	16.293	79,87%
2°	FIAT/DOBLO	342	371	▲	2.658	13,03%
3°	KIA/PICANTO	45	38	▼	692	3,39%
4°	M.BENZ/A 200	47	215	▲	478	2,34%
5°	SUZUKI/SCROSS	7	3	▼	123	0,60%
6°	M.BENZ/CLASSE B	7	3	▼	56	0,27%
7°	FIAT/IDEA	1	3	▲	55	0,27%
8°	EFFA/M100	0	0	=	41	0,20%
9°	GM/MERIVA	0	1	▲	2	0,01%
10°	RENAULT/KANGOO	0	0	=	2	0,01%
<b>Total</b>		<b>2.221</b>	<b>2.454</b>	<b>▲</b>	<b>20.400</b>	<b>100%</b>

## Modelos mais emplacados acumulado até Agosto/2017



## Grandcab

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/SPIN	2.070	2.089	▲	15.358	97,21%
2°	CITROEN/C4 PICASSO	46	67	▲	305	1,93%
3°	KIA/CARNIVAL	15	16	▲	93	0,59%
4°	JAC/J6	1	0	▼	28	0,18%
	<b>Total</b>	<b>2.132</b>	<b>2.179</b>	<b>▲</b>	<b>15.799</b>	<b>100%</b>

## Sports

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	GM/CAMARO	16	8	▼	114	13,78%
2°	PORSCHE/911	7	18	▲	102	12,33%
3°	M.BENZ/SLC 300	3	4	▲	95	11,49%
4°	ASA/CAUYPE	14	21	▲	81	9,79%
5°	AUDI/TT	8	5	▼	71	8,59%
6°	PORSCHE/BOXSTER	13	13	=	59	7,13%
7°	BMW/M2	5	4	▼	33	3,99%
8°	PORSCHE/CAYMAN	5	0	▼	31	3,75%
9°	PORSCHE/PORSCHE	3	4	▲	22	2,66%
	<b>Total</b>	<b>96</b>	<b>103</b>	<b>▲</b>	<b>827</b>	<b>100%</b>



## Modelos mais emplacados acumulado até Agosto/2017



## Suv's

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	HONDA/HR-V	3.511	4.419	▲	31.146	12,20%
2°	JEEP/COMPASS	4.151	4.195	▲	30.349	11,89%
3°	JEEP/RENEGADE	3.176	4.576	▲	25.541	10,00%
4°	HYUNDAI/CRETA	3.169	4.379	▲	24.870	9,74%
5°	NISSAN/KICKS	2.472	3.469	▲	18.707	7,33%
6°	FORD/ECOSPORT	1.464	2.726	▲	18.372	7,20%
7°	RENAULT/DUSTER	718	1.477	▲	11.808	4,63%
8°	HONDA/WR-V	1.563	1.845	▲	9.391	3,68%
9°	TOYOTA/HILUX SW4	1.062	1.011	▼	8.343	3,27%
10°	PEUGEOT/2008	893	1.119	▲	6.994	2,74%
11°	GM/TRACKER	1.113	1.056	▼	6.993	2,74%
12°	HYUNDAI/IX35	1.052	1.038	▼	6.676	2,62%
13°	RENAULT/CAPTUR	1.103	1.173	▲	6.632	2,60%
14°	CITROEN/AIRCROSS	641	732	▲	5.449	2,13%
15°	MITSUBISHI/Outlander	479	592	▲	3.240	1,27%
16°	HYUNDAI/TUCSON	522	546	▲	2.950	1,16%
17°	AUDI/Q3	355	330	▼	2.864	1,12%
18°	MITSUBISHI/ASX	594	772	▲	2.817	1,10%
19°	M.BENZ/CLASSE GLA	240	254	▲	2.488	0,97%
20°	BMW/X1	375	417	▲	2.408	0,94%
21°	LAND ROVER/DISCOVERY	390	299	▼	2.300	0,90%
22°	GM/TRAILBLAZER	338	422	▲	2.234	0,88%
23°	KIA/SPORTAGE	338	386	▲	2.207	0,86%
24°	JAC/T5	250	238	▼	1.682	0,66%
25°	VOLVO/XC60	211	242	▲	1.510	0,59%
26°	LAND ROVER/EVOQUE	160	180	▲	1.332	0,52%
27°	MITSUBISHI/PAJERO	116	142	▲	1.206	0,47%
28°	SUZUKI/JIMNY	117	241	▲	1.198	0,47%
29°	SUZUKI/VITARA	195	170	▼	1.191	0,47%
30°	LIFAN/X60	215	276	▲	1.152	0,45%
31°	TROLLER/T4	139	147	▲	978	0,38%
32°	CITROEN/C3	238	227	▼	733	0,29%
33°	HYUNDAI/SANTAFE	98	112	▲	660	0,26%
34°	HONDA/CRV	18	15	▼	613	0,24%
35°	JEEP/CHEROKEE	32	22	▼	589	0,23%
36°	JAGUAR/FPACE	68	70	▲	529	0,21%
37°	LAND ROVER/RANGE ROVER	98	81	▼	472	0,18%
38°	VW/TIGUAN	35	31	▼	448	0,18%
39°	SUBARU/FORESTER	41	47	▲	434	0,17%
40°	M.BENZ/GLC	49	36	▼	422	0,17%
	<b>Total</b>	<b>32.551</b>	<b>40.475</b>	<b>▲</b>	<b>255.293</b>	<b>100%</b>



## Modelos mais emplacados acumulado até Agosto/2017



Sub Segmento	2017 Ago	2017 Jul		2017 Acumulado	2016 Acumulado	
AU - HATCH PEQUENO	27,31%	28,40%	▼	26,83%	25,58%	▲
AU - SUVs	22,38%	21,46%	▲	21,63%	17,71%	▲
AU - ENTRADA	19,69%	19,24%	▲	20,70%	21,18%	▼
AU - SEDAN PEQUENO	15,52%	14,87%	▲	14,88%	17,18%	▼
AU - SEDAN MEDIO	8,53%	9,07%	▼	8,55%	8,36%	▲
AU - SEDAN COMPACTO	2,14%	2,10%	▲	2,28%	2,56%	▼
AU - MONOCAB	1,36%	1,46%	▼	1,73%	2,46%	▼
AU - GRANDCAB	1,20%	1,41%	▼	1,34%	1,37%	▼
AU - HATCH MEDIO	1,04%	1,08%	▼	1,21%	2,23%	▼
AU - SEDAN GRANDE	0,48%	0,56%	▼	0,47%	0,58%	▼
AU - SW MEDIO	0,24%	0,24%	=	0,25%	0,60%	▼
AU - SPORT	0,06%	0,06%	=	0,07%	0,10%	▼
AU - SW GRANDE	0,05%	0,04%	▲	0,05%	0,08%	▼
<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	

## Modelos mais emplacados acumulado até Agosto/2017



## COMERCIAIS LEVES

## Pick-up's Pequenas

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FIAT/STRADA	3.524	5.108	▲	32.656	47,03%
2°	VW/SAVEIRO	3.807	4.085	▲	27.908	40,19%
3°	GM/MONTANA	1.422	1.095	▼	8.840	12,73%
4°	VICR/SAVEIRO	5	4	▼	15	0,02%
5°	HAFEI/MINI	0	0	=	8	0,01%
6°	FORD/COURIER	0	0	=	2	0,00%
<b>Total</b>		<b>8.758</b>	<b>10.292</b>	<b>▲</b>	<b>69.432</b>	<b>100%</b>

## Pick-up's Grandes

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FIAT/TORO	5.028	4.793	▼	34.507	31,41%
2°	TOYOTA/HILUX	3.065	2.923	▼	21.884	19,92%
3°	GM/S10	2.672	2.887	▲	19.358	17,62%
4°	FORD/RANGER	1.559	1.683	▲	10.048	9,15%
5°	VW/AMAROK	1.228	1.182	▼	7.109	6,47%
6°	RENAULT/OROCH	668	857	▲	6.991	6,36%
7°	MITSUBISHI/L200	827	976	▲	6.666	6,07%
8°	NISSAN/FRONTIER	287	493	▲	2.644	2,41%
9°	RAM/2500	42	33	▼	309	0,28%
10°	LIFAN/FOISON	25	38	▲	255	0,23%
11°	HAFEI/RUIYI	0	1	▲	20	0,02%
<b>Total</b>		<b>15.404</b>	<b>15.879</b>	<b>▲</b>	<b>109.847</b>	<b>100%</b>

## Furgões

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	RENAULT/MASTER	652	560	▼	4.079	33,90%
2°	HYUNDAI/HR	327	381	▲	2.473	20,55%
3°	FIAT/DUCATO	222	141	▼	1.357	11,28%
4°	IVECO/DAILY 3514	165	194	▲	1.181	9,82%
5°	KIA/K2500	159	166	▲	1.003	8,34%
6°	CITROEN/JUMPER	12	18	▲	379	3,15%
7°	M.BENZ/VITO	68	50	▼	321	2,67%
<b>Total</b>		<b>1.779</b>	<b>1.688</b>	<b>▼</b>	<b>12.032</b>	<b>100%</b>

## Modelos mais emplacados acumulado até Agosto/2017



## Furgões Pequenos

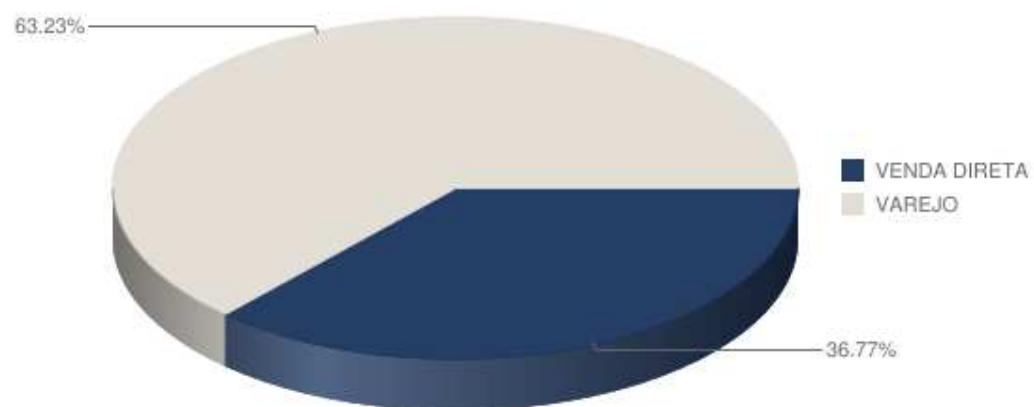
	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FIAT/FIORINO	1.003	937	▼	6.471	76,63%
2°	RENAULT/KANGOO	74	56	▼	779	9,23%
3°	FIAT/DOBLO	24	23	▼	584	6,92%
4°	PEUGEOT/PARTNER	87	101	▲	573	6,79%
	<b>Total</b>	<b>1.191</b>	<b>1.121</b>	▼	<b>8.444</b>	<b>100%</b>

Sub Segmento	2017 Ago	2017 Jul		2017 Acumulado	2016 Acumulado	
CL - PICK-UP GRANDE	54,79%	56,77%	▼	54,99%	49,44%	▲
CL - PICK-UP PEQUENA	35,51%	32,28%	▲	34,76%	38,37%	▼
CL - FURGAO	5,82%	6,56%	▼	6,02%	7,55%	▼
CL - FURGAO PEQUENO	3,87%	4,39%	▼	4,23%	4,63%	▼
<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	

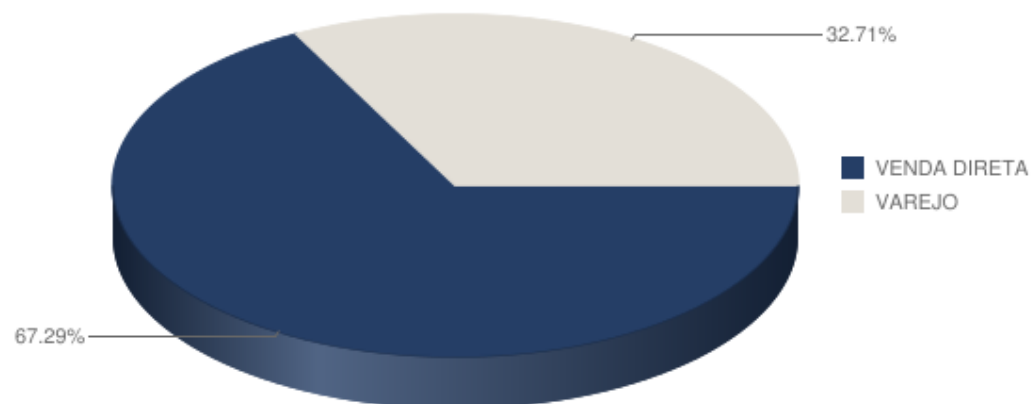
Participação de venda direta e venda varejo Agosto/2017



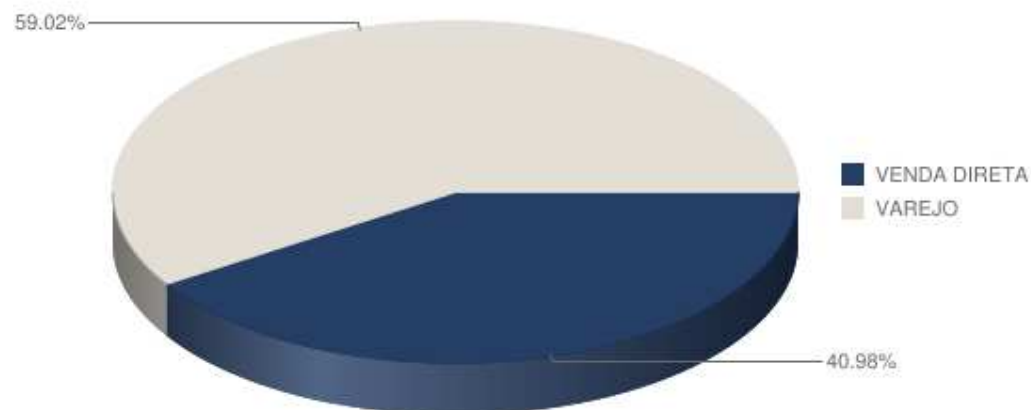
 Automóveis



 Comercial Leve



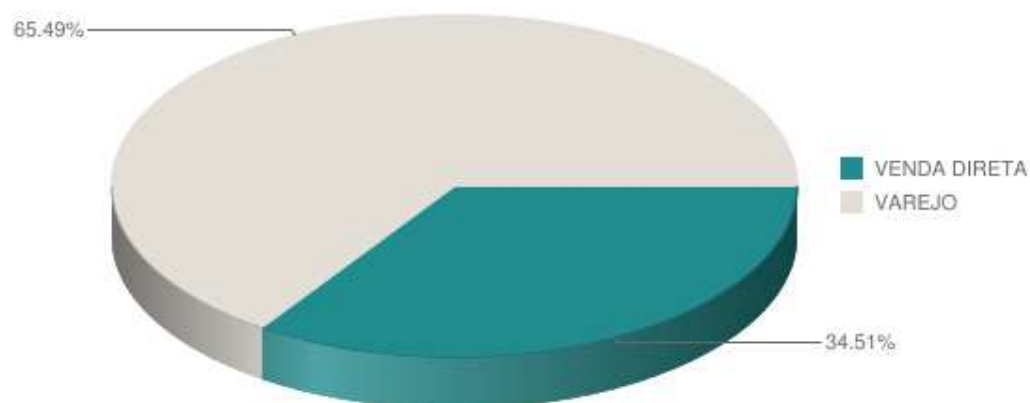
 Automóveis + Comercial Leve



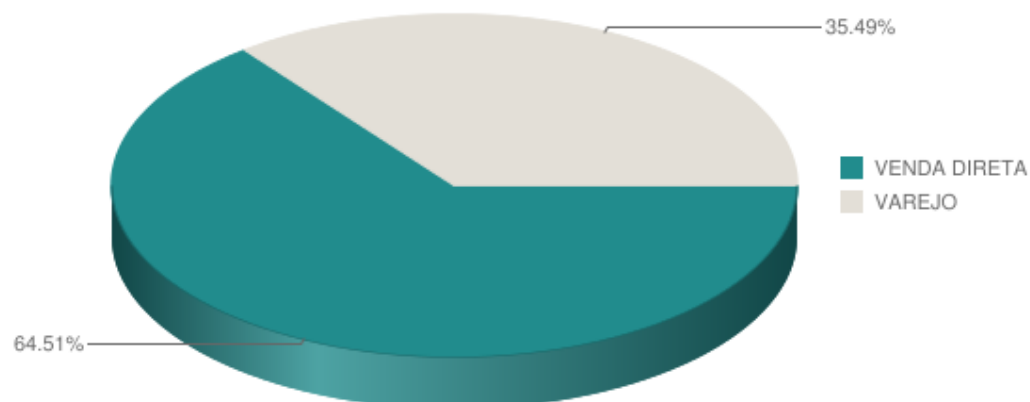
Participação de venda direta e varejo acumulado até Ago/2017



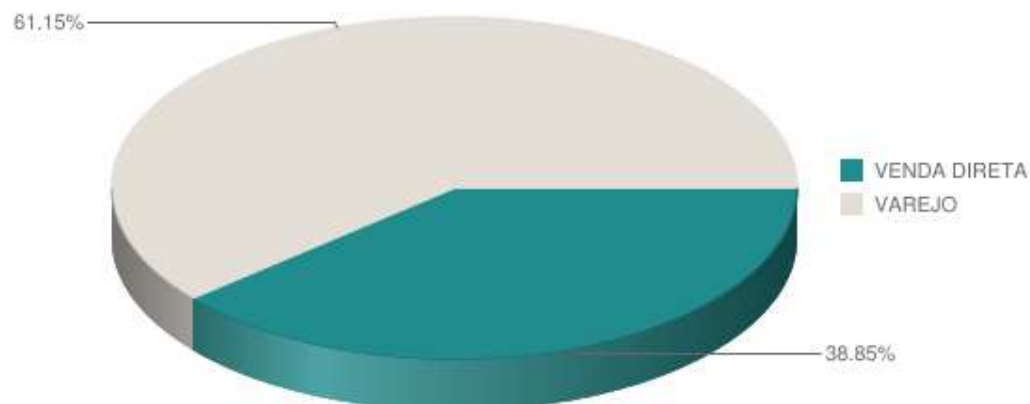
 Automóveis



 Comercial Leve



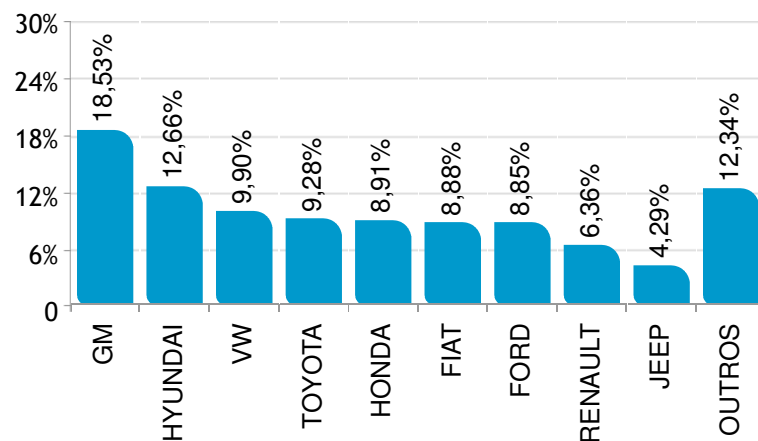
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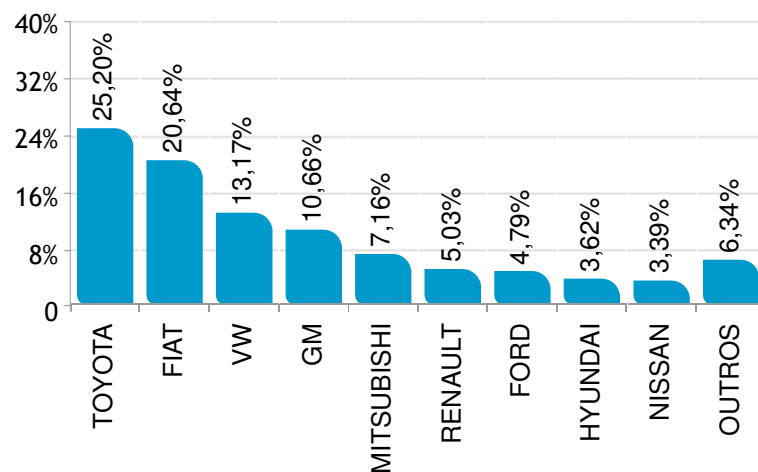
Ranking por marca de emplacamento varejo Agosto/2017



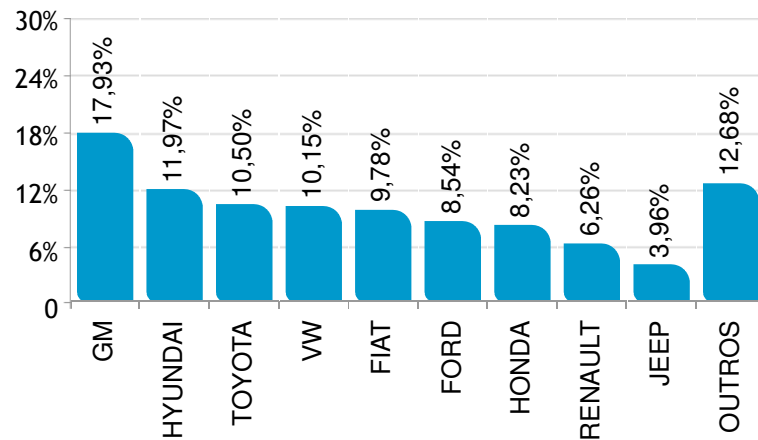
 AUTOMÓVEIS



 COMERCIAIS LEVES



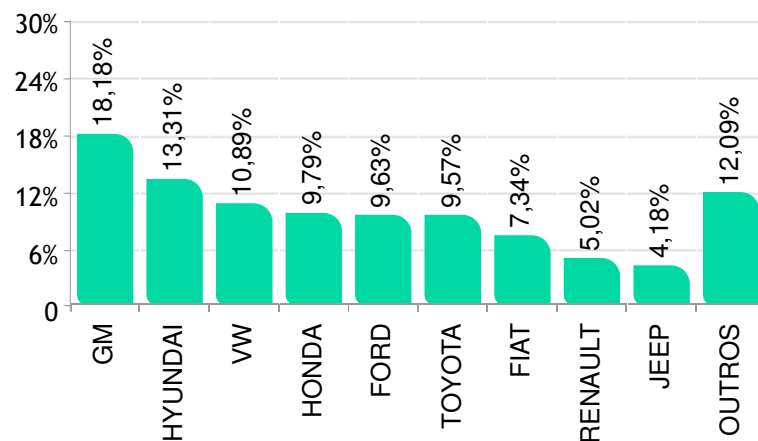
  AUTOMÓVEIS E COMERCIAIS LEVES



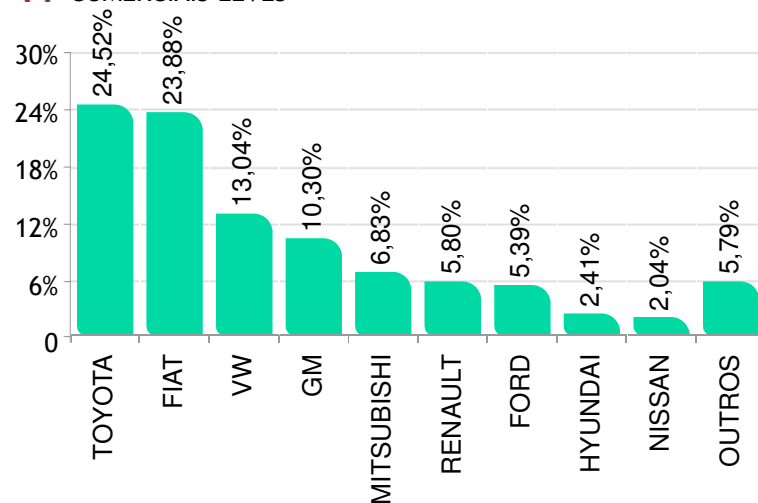
Ranking por marca de emplac. varejo acumulado até Ago/2017



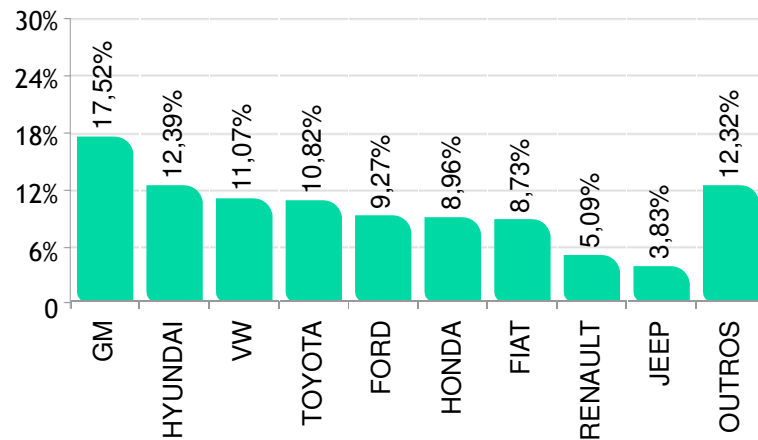
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 COMERCIAIS LEVES



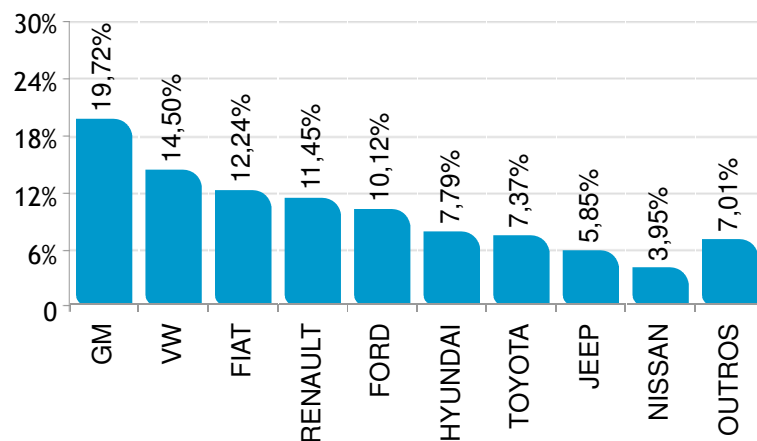
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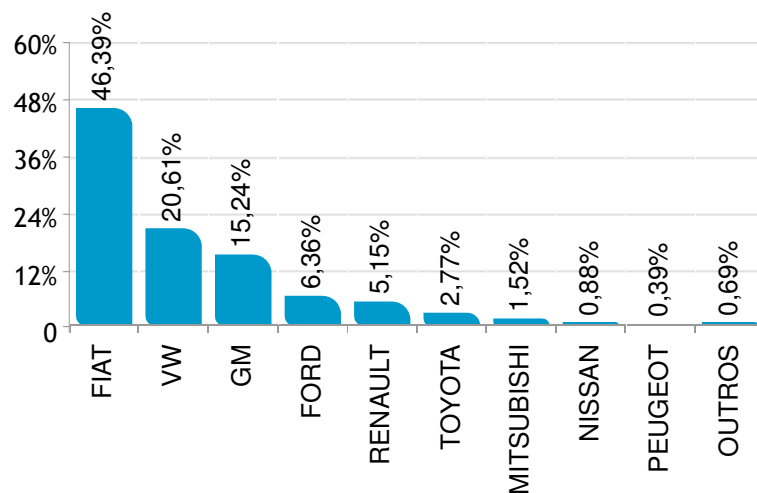
Ranking por marca de emplac. venda direta Agosto/2017



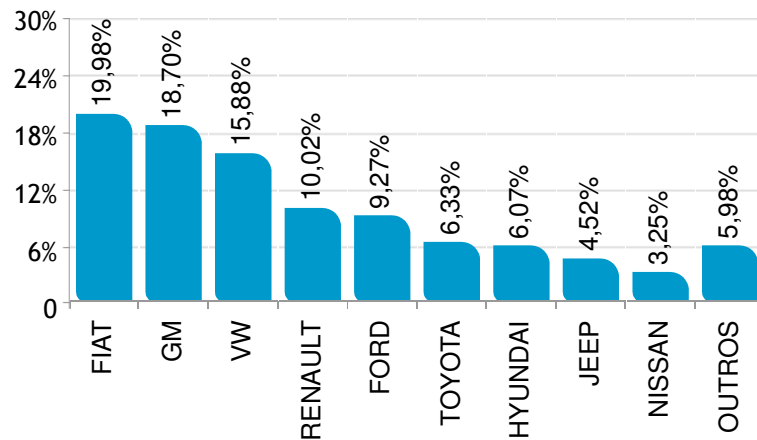
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 COMERCIAIS LEVES



  AUTOMÓVEIS E COMERCIAIS LEVES

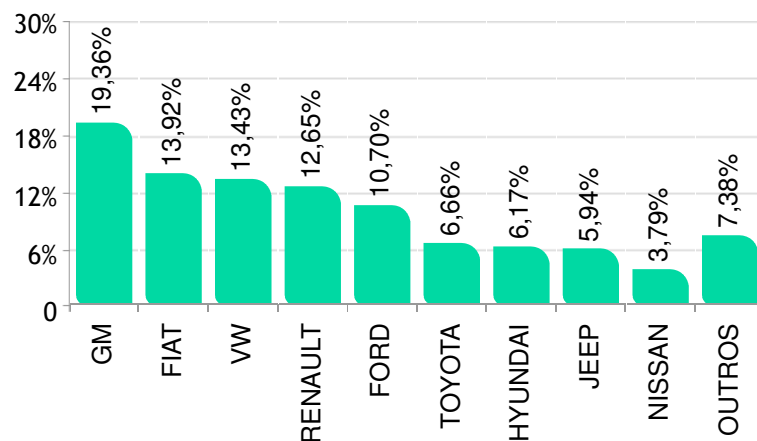




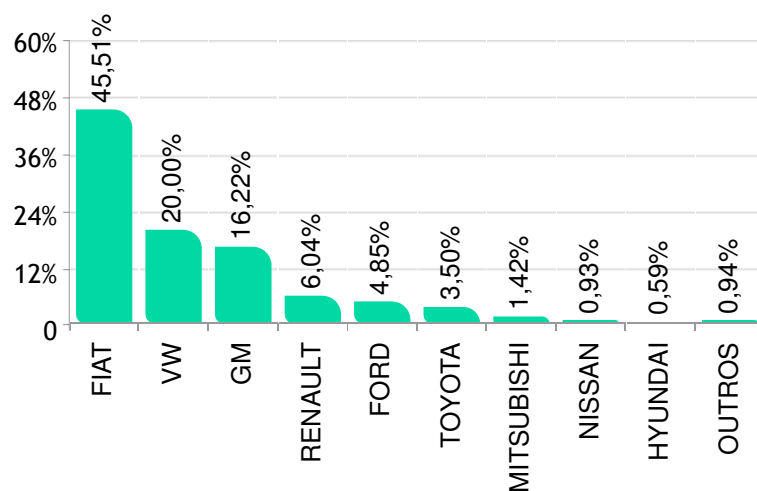
Ranking por marca de emplac. venda direta acumulado até Ago/2017



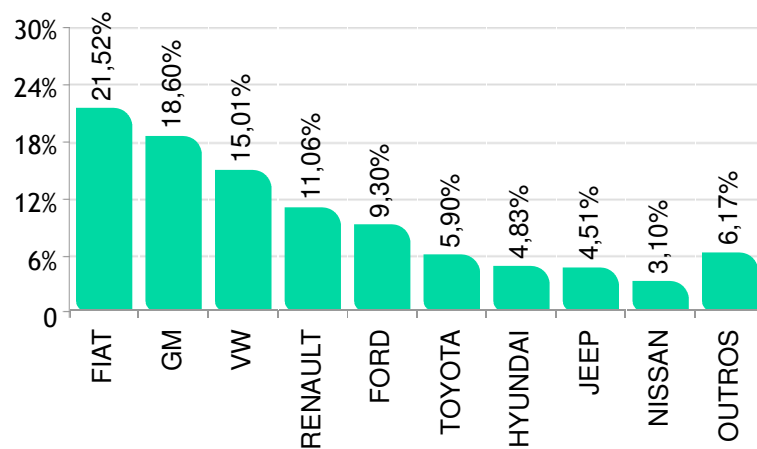
 AUTOMÓVEIS



 COMERCIAIS LEVES



  AUTOMÓVEIS E COMERCIAIS LEVES



## Modelos mais emplacados venda direta Agosto/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	6.728
2°	VW/GOL	3.595
3°	RENAULT/SANDERO	3.469
4°	FIAT/MOBI	3.196
5°	TOYOTA/COROLLA	3.145
6°	FORD/KA	3.095
7°	VW/VOYAGE	2.953
8°	GM/PRISMA	2.752
9°	JEEP/RENEGADE	2.722
10°	FIAT/UNO	2.691
11°	RENAULT/LOGAN	2.615
12°	HYUNDAI/HB20	2.457
13°	VW/FOX/CROSS FOX	2.281
14°	FORD/KA SEDAN	1.751
15°	HYUNDAI/CRETA	1.578
16°	GM/COBALT	1.454
17°	GM/SPIN	1.408
18°	JEEP/COMPASS	1.164
19°	FIAT/SIENA	1.152
20°	NISSAN/KICKS	1.023
21°	NISSAN/VERSA	947
22°	RENAULT/DUSTER	909
23°	FORD/ECOSPORT	858
24°	HYUNDAI/HB20S	812
25°	TOYOTA/ETIOS SEDAN	754
26°	VW/UP	627
27°	PEUGEOT/2008	624
28°	HONDA/HR-V	560
29°	TOYOTA/ETIOS HB	513
30°	NISSAN/MARCH	481
31°	HONDA/FIT	434
32°	PEUGEOT/208	424
33°	FORD/FOCUS SEDAN	400
34°	FIAT/DOBLO	339
35°	FIAT/ARGO	335
36°	RENAULT/CAPTUR	326
37°	GM/CRUZE SEDAN	325
38°	HONDA/CITY	318
39°	CITROEN/AIRCROSS	301
40°	GM/TRAILBLAZER	301
41°	HONDA/CIVIC	299
42°	TOYOTA/PRIUS	286
43°	RENAULT/KWID	280
44°	FIAT/WEEKEND	262
45°	FORD/FIESTA	247
46°	CITROEN/C3	246
47°	FORD/FOCUS	194
48°	TOYOTA/HILUX SW4	190
49°	CITROEN/C4L	174
50°	NISSAN/SENTRA	171



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	FIAT/STRADA	4.628
2°	FIAT/TORO	3.618
3°	VW/SAVEIRO	3.356
4°	GM/S10	1.908
5°	FORD/RANGER	1.230
6°	GM/MONTANA	1.064
7°	FIAT/FIORINO	677
8°	VW/AMAROK	663
9°	TOYOTA/HILUX	538
10°	RENAULT/OROCH	514
11°	RENAULT/MASTER	436
12°	MITSUBISHI/L200	297
13°	NISSAN/FRONTIER	172
14°	FIAT/DUCATO	108
15°	PEUGEOT/PARTNER	75
16°	RENAULT/KANGOO	49
17°	HYUNDAI/HR	38
18°	RAM/2500	24
19°	FIAT/DOBLO	16
20°	CITROEN/JUMPER	15
21°	IVECO/DAILY 3514	15
22°	M.BENZ/VITO	12
23°	M.BENZ/SPRINTER	11
24°	FORD/FUSION	10
25°	IVECO/DAILY	10
26°	M.BENZ/SPRINTER 313	7
27°	RENAULT/RENAULT	5
28°	TOYOTA/BANDEIRANTE	3
29°	M.BENZ/SPRINTER 515	2

## Modelos mais emplacados venda varejo Agosto/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	11.785
2°	HYUNDAI/HB20	7.920
3°	GM/PRISMA	4.660
4°	FORD/KA	4.536
5°	HONDA/HR-V	3.859
6°	FIAT/ARGO	3.740
7°	TOYOTA/COROLLA	3.534
8°	TOYOTA/ETIOS HB	3.521
9°	VW/GOL	3.229
10°	JEEP/COMPASS	3.031
11°	VW/FOX/CROSS FOX	2.901
12°	HYUNDAI/CRETA	2.801
13°	RENAULT/KWID	2.610
14°	RENAULT/SANDERO	2.595
15°	VW/UP	2.496
16°	NISSAN/KICKS	2.446
17°	TOYOTA/ETIOS SEDAN	2.433
18°	HYUNDAI/HB20S	2.208
19°	FIAT/MOBI	2.167
20°	FIAT/PALIO	2.083
21°	FORD/ECOSPORT	1.868
22°	JEEP/RENEGADE	1.854
23°	FORD/FIESTA	1.793
24°	HONDA/WR-V	1.760
25°	HONDA/CIVIC	1.694
26°	GM/CRUZE SEDAN	1.623
27°	HONDA/CITY	1.469
28°	HONDA/FIT	1.386
29°	FIAT/SIENA	1.237
30°	VW/VOYAGE	1.110
31°	FORD/KA SEDAN	1.101
32°	VW/JETTA	1.080
33°	GM/TRACKER	990
34°	NISSAN/VERSA	915
35°	HYUNDAI/IX35	891
36°	FIAT/UNO	848
37°	RENAULT/CAPTUR	847
38°	TOYOTA/HILUX SW4	821
39°	GM/CRUZE HB	772
40°	MITSUBISHI/ASX	720
41°	PEUGEOT/208	696
42°	GM/SPIN	681
43°	RENAULT/LOGAN	654
44°	M.BENZ/CLASSE C	624
45°	CITROEN/C3	573
46°	RENAULT/DUSTER	568
47°	GM/COBALT	551
48°	PEUGEOT/2008	495
49°	HYUNDAI/TUCSON	459
50°	MITSUBISHI/Outlander	438



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	TOYOTA/HILUX	2.385
2°	FIAT/TORO	1.175
3°	GM/S10	979
4°	VW/SAVEIRO	729
5°	MITSUBISHI/L200	679
6°	VW/AMAROK	519
7°	FIAT/STRADA	480
8°	FORD/RANGER	453
9°	HYUNDAI/HR	343
10°	RENAULT/OROCH	343
11°	NISSAN/FRONTIER	321
12°	FIAT/FIORINO	260
13°	IVECO/DAILY 3514	179
14°	KIA/K2500	166
15°	RENAULT/MASTER	124
16°	M.BENZ/SPRINTER 313	60
17°	M.BENZ/VITO	38
18°	LIFAN/FOISON	38
19°	FIAT/DUCATO	33
20°	GM/MONTANA	31
21°	M.BENZ/SPRINTER	30
22°	PEUGEOT/PARTNER	26
23°	EFFA/K01	13
24°	RAM/2500	9
25°	FIAT/DOBLO	7
26°	M.BENZ/SPRINTER 415	7
27°	RENAULT/KANGOO	7
28°	M.BENZ/SPRINTER 311	6
29°	VICR/SAVEIRO	4
30°	CHANA/SC	4
31°	CITROEN/JUMPER	3
32°	RENAULT/RENAULT	3
33°	TOYOTA/BANDEIRANTE	3
34°	FOTON/AUMARK 3.5-12DT	3
35°	FIAT/TECFORM	2
36°	IVECO/DAILY	2
37°	SHINERAY/P VAN	2
38°	EFFA/V21	2
39°	JAC/T8	2
40°	FORD/F250	1
41°	GM/SILVERADO	1
42°	IVECO/DAILY 5516	1
43°	M.BENZ/SPRINTER 515	1
44°	TOYOTA/TUNDRA	1
45°	VW/KOMBI	1
46°	WILLYS/OVERLAND	1
47°	SHINERAY/P TRUCKS	1
48°	HAFEI/RUIYI	1
49°	EFFA/K02	1



## Modelos mais emplac. venda direta acumulado até Ago/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	39.666
2°	RENAULT/SANDERO	28.777
3°	VW/GOL	22.682
4°	FORD/KA	22.286
5°	FIAT/UNO	19.383
6°	VW/VOYAGE	17.881
7°	TOYOTA/COROLLA	15.667
8°	FIAT/MOBI	15.330
9°	GM/PRISMA	14.549
10°	JEEP/RENEGADE	13.637
11°	HYUNDAI/HB20	12.818
12°	RENAULT/LOGAN	11.974
13°	JEEP/COMPASS	10.279
14°	GM/COBALT	9.300
15°	GM/SPIN	9.164
16°	FORD/KA SEDAN	8.837
17°	FIAT/PALIO	8.158
18°	FORD/ECOSPORT	7.962
19°	FIAT/SIENA	7.269
20°	RENAULT/DUSTER	7.186
21°	VW/FOX/CROSS FOX	6.874
22°	HYUNDAI/CRETA	5.686
23°	NISSAN/VERSA	5.281
24°	VW/UP	5.260
25°	NISSAN/MARCH	4.758
26°	TOYOTA/ETIOS HB	4.491
27°	TOYOTA/ETIOS SEDAN	4.389
28°	NISSAN/KICKS	4.197
29°	HYUNDAI/HB20S	3.813
30°	HONDA/FIT	3.304
31°	HONDA/HR-V	3.224
32°	PEUGEOT/2008	3.158
33°	GM/CRUZE SEDAN	2.947
34°	HONDA/CITY	2.449
35°	RENAULT/CAPTUR	2.330
36°	CITROEN/AIRCROSS	2.288
37°	FIAT/DOBLO	2.265
38°	FIAT/WEEKEND	2.140
39°	PEUGEOT/208	2.044
40°	CITROEN/C3	1.918
41°	TOYOTA/HILUX SW4	1.864
42°	GM/TRAILBLAZER	1.861
43°	CITROEN/C4L	1.717
44°	FORD/FOCUS SEDAN	1.695
45°	HONDA/CIVIC	1.481
46°	FIAT/ARGO	1.293
47°	NISSAN/SENTRA	1.188
48°	FORD/FIESTA	1.127
49°	HYUNDAI/IX35	1.058
50°	AUDI/Q3	968



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	FIAT/STRADA	28.840
2°	FIAT/TORO	23.254
3°	VW/SAVEIRO	21.776
4°	GM/S10	12.419
5°	GM/MONTANA	8.479
6°	FORD/RANGER	6.240
7°	FIAT/FIORINO	4.953
8°	TOYOTA/HILUX	4.512
9°	VW/AMAROK	3.998
10°	RENAULT/OROCH	3.674
11°	RENAULT/MASTER	3.375
12°	MITSUBISHI/L200	1.824
13°	NISSAN/FRONTIER	1.200
14°	FIAT/DUCATO	1.100
15°	HYUNDAI/HR	761
16°	RENAULT/KANGOO	696
17°	FIAT/DOBLO	507
18°	CITROEN/JUMPER	329
19°	PEUGEOT/PARTNER	291
20°	RAM/2500	180
21°	IVECO/DAILY 3514	80
22°	M.BENZ/VITO	77
23°	M.BENZ/SPRINTER	64
24°	PEUGEOT/BOXER	64
25°	M.BENZ/SPRINTER 311	42
26°	RENAULT/RENAULT	35
27°	IVECO/DAILY	30
28°	M.BENZ/SPRINTER 313	23
29°	FORD/FUSION	10
30°	M.BENZ/SPRINTER 415	9
31°	M.BENZ/SPRINTER 515	6
32°	TOYOTA/BANDEIRANTE	4
33°	VICR/SAVEIRO	4
34°	AGRALE/AGRALE MARRUA	3
35°	VICR/AMAROK	3
36°	FOTON/AUMARK 1039	3
37°	JINBEI/TOPIC	2
38°	RELY/RELY PICK-UP	2
39°	FIAT/FAG	1
40°	FIAT/UNO	1
41°	FORD/COURIER	1
42°	KIA/K2500	1
43°	M.BENZ/RIBEIRAUTO	1
44°	VW/KOMBI	1
45°	HAFEI/TOWNER	1

## Modelos mais emplac. venda varejo acumulado até Ago/2017



## AUTOMÓVEIS

	Modelo	Ago/17
1°	GM/ONIX	77.316
2°	HYUNDAI/HB20	58.018
3°	FORD/KA	37.243
4°	GM/PRISMA	30.365
5°	HONDA/HR-V	27.922
6°	VW/GOL	26.587
7°	TOYOTA/COROLLA	26.449
8°	TOYOTA/ETIOS HB	23.731
9°	VW/FOX/CROSS FOX	22.919
10°	RENAULT/SANDERO	22.817
11°	JEEP/COMPASS	20.070
12°	FIAT/MOBI	19.966
13°	HYUNDAI/CRETA	19.184
14°	VW/UP	18.781
15°	HONDA/CIVIC	16.865
16°	HYUNDAI/HB20S	16.478
17°	TOYOTA/ETIOS SEDAN	16.024
18°	NISSAN/KICKS	14.510
19°	HONDA/FIT	12.989
20°	JEEP/RENEGADE	11.904
21°	FORD/FIESTA	11.488
22°	FORD/ECOSPORT	10.410
23°	FIAT/SIENA	10.114
24°	GM/CRUZE SEDAN	9.686
25°	FIAT/PALIO	9.319
26°	FORD/KA SEDAN	8.704
27°	HONDA/WR-V	8.684
28°	HONDA/CITY	8.507
29°	VW/VOYAGE	8.256
30°	FIAT/ARGO	7.746
31°	FIAT/UNO	7.707
32°	NISSAN/VERSA	7.028
33°	TOYOTA/HILUX SW4	6.479
34°	GM/TRACKER	6.369
35°	GM/SPIN	6.194
36°	GM/COBALT	5.948
37°	HYUNDAI/IX35	5.618
38°	PEUGEOT/208	5.223
39°	NISSAN/MARCH	4.908
40°	RENAULT/DUSTER	4.622
41°	CITROEN/C3	4.390
42°	RENAULT/LOGAN	4.388
43°	RENAULT/CAPTUR	4.302
44°	GM/CRUZE HB	4.088
45°	VW/JETTA	3.939
46°	PEUGEOT/2008	3.836
47°	CITROEN/AIRCROSS	3.161
48°	NISSAN/Outlander	2.950
49°	M.BENZ/CLASSE C	2.932
50°	NISSAN/ASX	2.626



## COMERCIAIS LEVES

	Modelo	Ago/17
1°	TOYOTA/HILUX	17.372
2°	FIAT/TORO	11.253
3°	GM/S10	6.939
4°	VW/SAVEIRO	6.133
5°	NISSAN/L200	4.842
6°	FIAT/STRADA	3.819
7°	FORD/RANGER	3.808
8°	RENAULT/OROCH	3.317
9°	VW/AMAROK	3.111
10°	HYUNDAI/HR	1.712
11°	FIAT/FIORINO	1.518
12°	NISSAN/FRONTIER	1.444
13°	IVECO/DAILY 3514	1.101
14°	KIA/K2500	1.002
15°	RENAULT/MASTER	708
16°	GM/MONTANA	361
17°	PEUGEOT/PARTNER	282
18°	FIAT/DUCATO	257
19°	LIFAN/FOISON	255
20°	M.BENZ/VITO	244
21°	M.BENZ/SPRINTER 311	240
22°	M.BENZ/SPRINTER	188
23°	M.BENZ/SPRINTER 313	166
24°	RAM/2500	129
25°	RENAULT/KANGOO	83
26°	EFFA/K01	80
27°	FIAT/DOBLO	77
28°	CITROEN/JUMPER	50
29°	FOTON/AUMARK 1039	48
30°	M.BENZ/SPRINTER 415	24
31°	JAC/T8	24
32°	HAFEI/RUIYI	20
33°	RELY/RELY PICK-UP	18
34°	PEUGEOT/BOXER	17
35°	SHINERAY/P TRUCKS	16
36°	HAFEI/TOWNER	16
37°	TOYOTA/BANDEIRANTE	15
38°	EFFA/K02	15
39°	EFFA/V21	15
40°	FOTON/AUMARK 3.5-12DT	15
41°	M.BENZ/RIBEIRAUTO	12
42°	BYD/T3	12
43°	VICR/SAVEIRO	11
44°	FOTON/AUMARK 3.5-14DT	11
45°	FIAT/TECFORM	10
46°	IVECO/DAILY	10
47°	M.BENZ/SPRINTER 515	10
48°	SHINERAY/TRUCK	10
49°	HAFEI/MINI	8
50°	EFFA/V22	8

## Emplacamento Caminhões e Ônibus Agosto/2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
 C) Caminhões	4.819	4.524	30.800	4.385	34.495	6,52▲	9,90▲	-10,71▼
 D) Ônibus	1.844	1.466	9.774	1.414	10.330	25,78▲	30,41▲	-5,38▼
C + D	6.663	5.990	40.574	5.799	44.825	11,24▲	14,90▲	-9,48▼

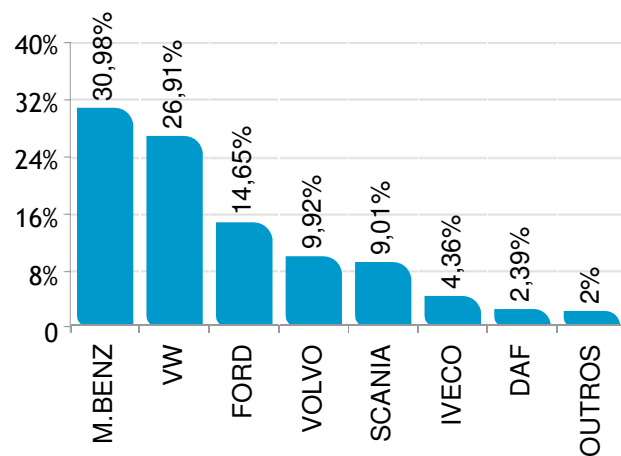
## Participação no acumulado

Segmento	2017		2016
 C) Caminhões	1,48	▼	1,61
 D) Ônibus	0,47	▲	0,48
C + D	1,95	▼	2,09

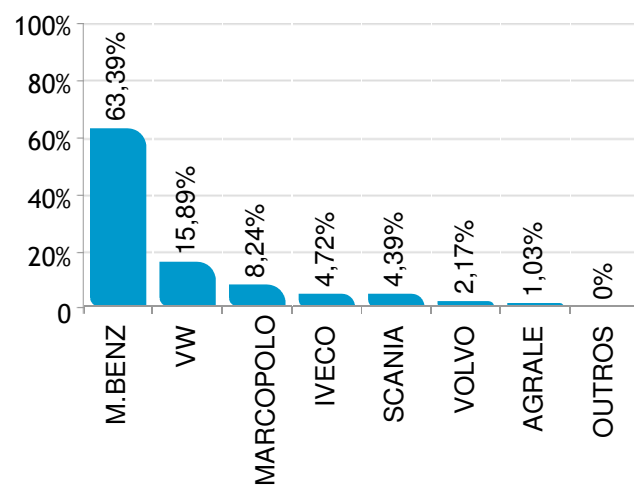
Participação de mercado Agosto/2017



 CAMINHÕES



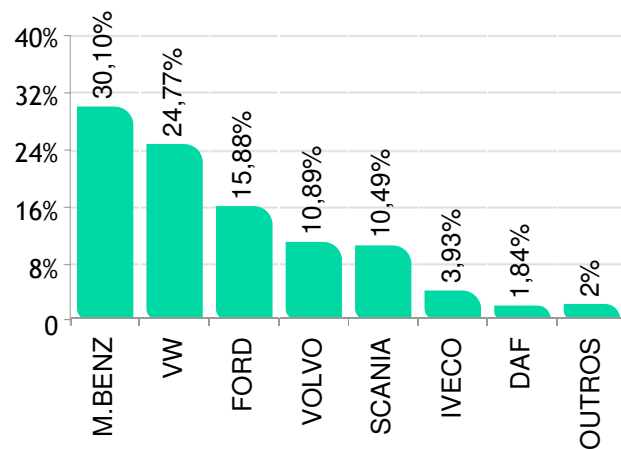
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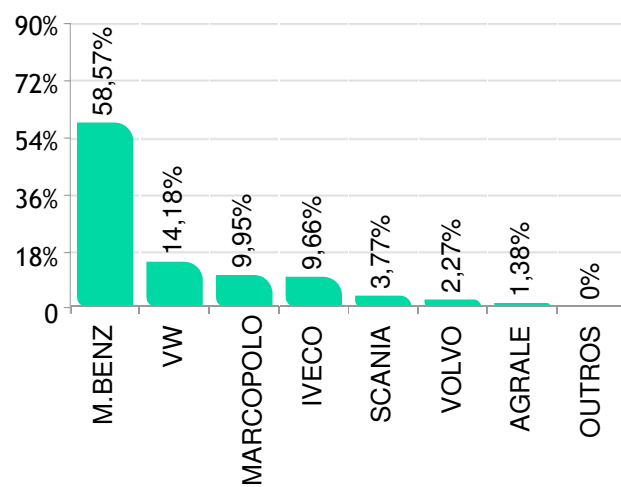
Participação de mercado - Acumulado Agosto/2017



 CAMINHÕES

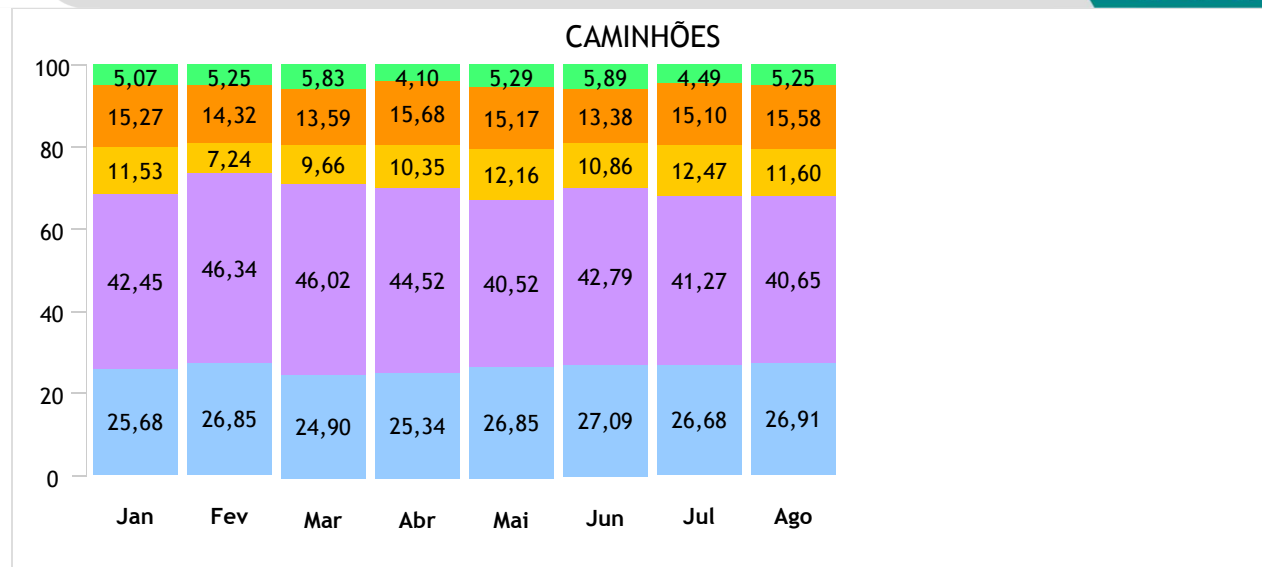


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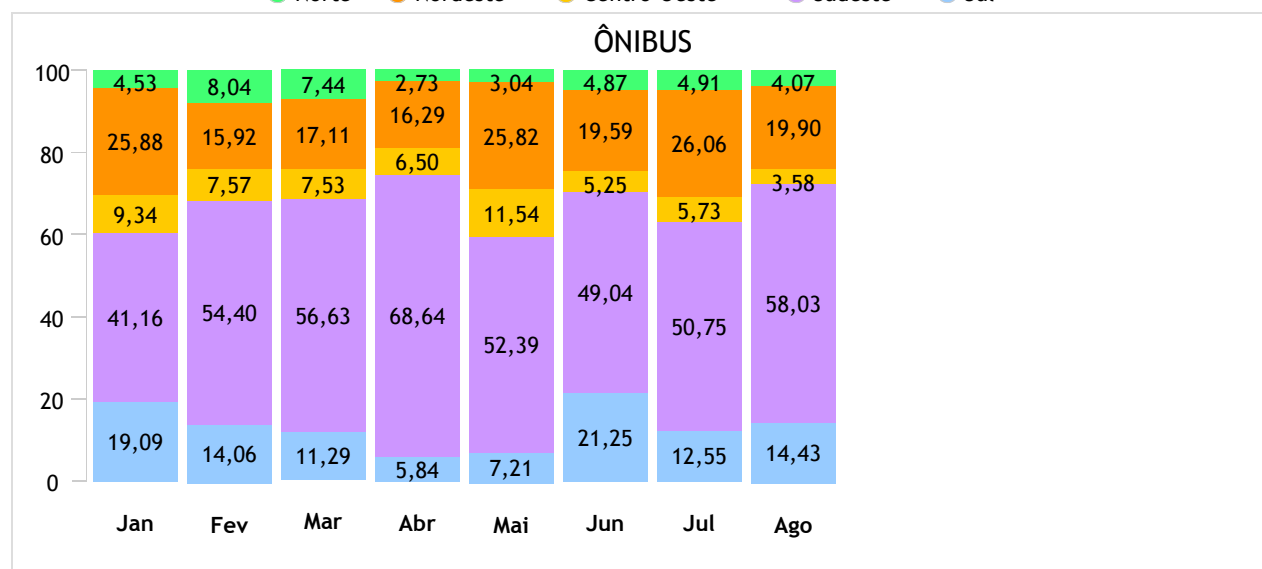




Emplacamento / Regiões até Agosto/2017



● Norte ● Nordeste ● Centro-Oeste ● Sudeste ● Sul



● Norte ● Nordeste ● Centro-Oeste ● Sudeste ● Sul

## Ranking por marca Agosto/2017



## CAMINHÕES

	Fabricante	Quant.	Part.
1°	M.BENZ	1.493	30,98%
2°	VW	1.297	26,91%
3°	FORD	706	14,65%
4°	VOLVO	478	9,92%
5°	SCANIA	434	9,01%
6°	IVECO	210	4,36%
7°	DAF	115	2,39%
8°	MAN	70	1,45%
9°	AGRALE	12	0,25%
10°	INTERNATIONAL	2	0,04%
11°	FOTON	1	0,02%



## ÔNIBUS

	Fabricante	Quant.	Part.
1°	M.BENZ	1.169	63,39%
2°	VW	293	15,89%
3°	MARCOPOLO	152	8,24%
4°	IVECO	87	4,72%
5°	SCANIA	81	4,39%
6°	VOLVO	40	2,17%
7°	AGRALE	19	1,03%
8°	JINBEI	1	0,05%

## Acumulado



## CAMINHÕES

	Fabricante	Quant.	Part.
1°	M.BENZ	9.270	30,10%
2°	VW	7.630	24,77%
3°	FORD	4.891	15,88%
4°	VOLVO	3.355	10,89%
5°	SCANIA	3.230	10,49%
6°	IVECO	1.211	3,93%
7°	DAF	568	1,84%
8°	MAN	480	1,56%
9°	AGRALE	85	0,28%
10°	INTERNATIONAL	30	0,10%
11°	FOTON	18	0,06%
12°	SINOTRUK	9	0,03%
13°	JMC	8	0,03%
14°	HYUNDAI	7	0,02%
15°	JBC	5	0,02%
16°	GM	2	0,01%



## ÔNIBUS

	Fabricante	Quant.	Part.
1°	M.BENZ	5.725	58,57%
2°	VW	1.386	14,18%
3°	MARCOPOLO	973	9,95%
4°	IVECO	944	9,66%
5°	SCANIA	368	3,77%
6°	VOLVO	222	2,27%
7°	AGRALE	135	1,38%
8°	JINBEI	9	0,09%
9°	INTERNATIONAL	4	0,04%
10°	BUSSCAR	1	0,01%
11°	RENAULT	1	0,01%

## Modelos mais emplacados acumulado até Agosto/2017



## CAMINHÕES

## Semi-Leve

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	M.BENZ/SPRINTER 415	64	111	▲	785	36,24%
2°	FORD/F350	110	88	▼	653	30,15%
3°	VW/5.150	53	46	▼	286	13,20%
4°	M.BENZ/SPRINTER 515	54	46	▼	257	11,87%
5°	IVECO/DAILY 55C17	12	12	=	80	3,69%
6°	IVECO/DAILY 45S17	9	0	▼	59	2,72%
7°	IVECO/DAILY 40S14	6	2	▼	32	1,48%
8°	M.BENZ/SPRINTER	1	1	=	4	0,18%
9°	JMC/N601	0	0	=	3	0,14%
10°	M.BENZ/SPRINTER 312	0	0	=	2	0,09%
11°	AGRALE/ULTRAVAN	0	0	=	1	0,05%
12°	GM/GMC 5-90	0	0	=	1	0,05%
13°	IVECO/DAILY 55S17	1	0	▼	1	0,05%
14°	M.BENZ/SPRINTER 313	0	1	▲	1	0,05%
15°	VW/5.140	0	0	=	1	0,05%
	<b>Total</b>	<b>310</b>	<b>307</b>	▼	<b>2.166</b>	<b>100%</b>

## Leve

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	VW/8.160	275	240	▼	1.562	21,98%
2°	VW/10.160	199	204	▲	1.295	18,23%
3°	M.BENZ/ACCELO 815	130	138	▲	1.079	15,19%
4°	FORD/CARGO 816	148	143	▼	1.072	15,09%
5°	M.BENZ/ACCELO 1016	140	173	▲	927	13,05%
6°	FORD/F4000	131	90	▼	720	10,13%
7°	M.BENZ/ACCELO 915	11	10	▼	183	2,58%
8°	IVECO/DAILY 70C17	24	22	▼	140	1,97%
9°	AGRALE/A8700	6	1	▼	22	0,31%
10°	FOTON/AUMARK 1099	4	1	▼	17	0,24%
	<b>Total</b>	<b>1.078</b>	<b>1.029</b>	▼	<b>7.105</b>	<b>100%</b>

## Médio

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	FORD/CARGO 1119	130	92	▼	664	30,20%
2°	VW/13.190	98	78	▼	415	18,87%
3°	M.BENZ/ACCELO 1316	32	6	▼	229	10,41%
4°	M.BENZ/ATEGO 1419	21	31	▲	214	9,73%
5°	FORD/CARGO 1419	32	33	▲	210	9,55%
6°	VW/15.210	24	22	▼	163	7,41%
7°	VW/13.160	14	34	▲	101	4,59%
8°	M.BENZ/ATRON 1319	2	0	▼	42	1,91%
9°	M.BENZ/1418	9	5	▼	40	1,82%
10°	VW/15.180	1	4	▲	30	1,36%



## Modelos mais emplacados acumulado até Agosto/2017



## Semi-Pesado

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	VW/24.280	169	241	▲	1.222	14,41%
2°	M.BENZ/ATEGO 1719	108	116	▲	641	7,56%
3°	FORD/CARGO 2429	81	95	▲	626	7,38%
4°	M.BENZ/ATEGO 2426	86	112	▲	606	7,14%
5°	M.BENZ/ATEGO 2730	31	95	▲	419	4,94%
6°	VW/15.190	65	58	▼	387	4,56%
7°	VW/17.230	74	57	▼	384	4,53%
8°	M.BENZ/ATEGO 2430	38	67	▲	350	4,13%
9°	VW/17.190	29	86	▲	303	3,57%
10°	FORD/CARGO 1723	42	41	▼	301	3,55%
	<b>Total</b>	<b>1.157</b>	<b>1.504</b>	<b>▲</b>	<b>8.483</b>	<b>100%</b>

## Pesado

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	SCANIA/R440	261	228	▼	1.532	14,13%
2°	VOLVO/FH 460	190	203	▲	1.134	10,46%
3°	VOLVO/FH 540	157	130	▼	1.106	10,20%
4°	M.BENZ/AXOR 3344	44	68	▲	780	7,19%
5°	DAF/XF105	71	85	▲	460	4,24%
6°	SCANIA/P310	78	52	▼	420	3,87%
7°	SCANIA/G 440	69	64	▼	413	3,81%
8°	M.BENZ/ACTROS 2651	51	96	▲	394	3,63%
9°	SCANIA/R480	64	40	▼	319	2,94%
10°	VOLVO/FH 500	33	47	▲	288	2,66%
	<b>Total</b>	<b>1.605</b>	<b>1.657</b>	<b>▲</b>	<b>10.842</b>	<b>100%</b>

Sub Segmento	2017 Ago	2017 Jul		2017 Acumulado	2016 Acumulado	
CA - PESADO	34,41%	35,48%	▼	35,21%	32,28%	▲
CA - SEMI-PESADO	31,23%	25,57%	▲	27,55%	28,22%	▼
CA - LEVE	21,37%	23,83%	▼	23,07%	25,36%	▼
CA - MÉDIO	6,62%	8,27%	▼	7,14%	8,14%	▼
CA - SEMI-LEVE	6,37%	6,85%	▼	7,03%	6,00%	▲
<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	

## Emplacamento Motocicletas Agosto/2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
Motos	76.357	70.342	573.978	80.362	706.597	8,55 ▲	-4,98 ▼	-18,77 ▼

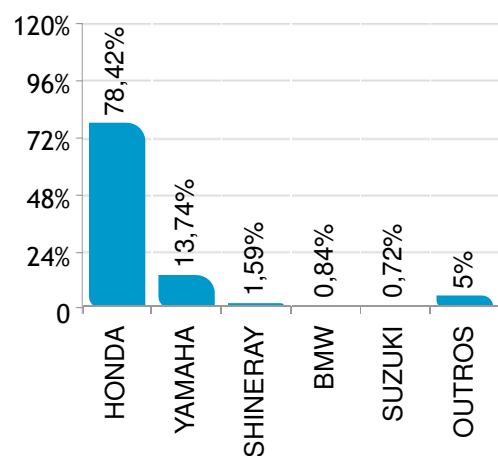
## Participação no acumulado

Segmento	2017		2016
Motos	1,5	▼	1,61

Participação de mercado Agosto/2017

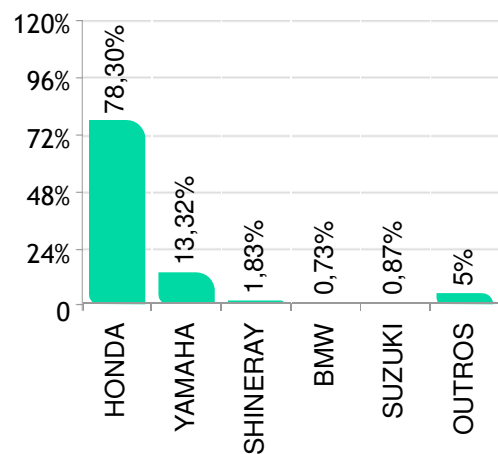


 MOTOCICLETAS

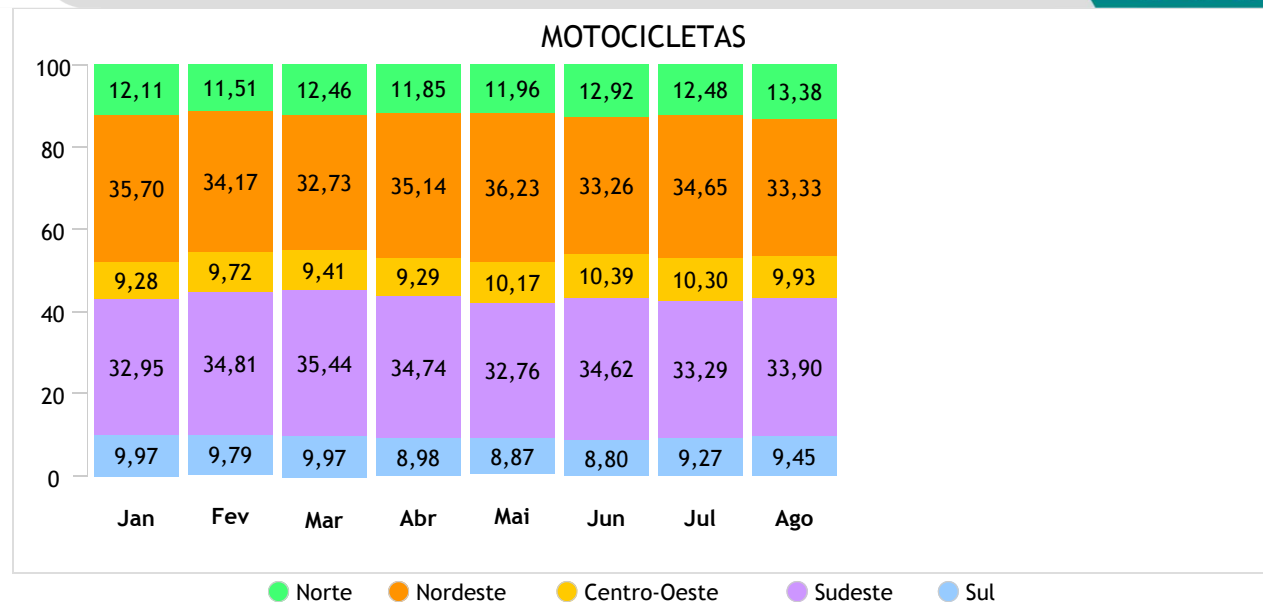


Acumulado

 MOTOCICLETAS



Emplacamento / Regiões Agosto/2017



## Ranking por marca Agosto/2017



	Fabricante	Quant.	Part.
1°	HONDA	59.882	78,42%
2°	YAMAHA	10.489	13,74%
3°	SHINERAY	1.211	1,59%
4°	BMW	638	0,84%
5°	SUZUKI	546	0,72%
6°	DAFRA	507	0,66%
7°	H.DAVIDSON	439	0,57%
8°	HAOJUE	416	0,54%
9°	TRAXX	353	0,46%
10°	KAWASAKI	345	0,45%
11°	TRIUMPH	334	0,44%
12°	WUYANG	223	0,29%
13°	BULL	97	0,13%
14°	DUCATI	89	0,12%
15°	KYMCO	79	0,10%
16°	KTM	66	0,09%
17°	BRAVAX	54	0,07%
18°	KASINSKI	50	0,07%
19°	SOUSA	48	0,06%
20°	ROYAL	43	0,06%
21°	DAJIANG	42	0,06%

## Acumulado

	Fabricante	Quant.	Part.
1°	HONDA	449.407	78,30%
2°	YAMAHA	76.431	13,32%
3°	SHINERAY	10.523	1,83%
4°	SUZUKI	5.010	0,87%
5°	DAFRA	4.710	0,82%
6°	BMW	4.178	0,73%
7°	TRAXX	3.849	0,67%
8°	H.DAVIDSON	3.505	0,61%
9°	KAWASAKI	3.087	0,54%
10°	TRIUMPH	2.628	0,46%
11°	WUYANG	2.132	0,37%
12°	HAOJUE	1.137	0,20%
13°	DUCATI	765	0,13%
14°	BULL	749	0,13%
15°	KTM	530	0,09%
16°	BRAVAX	486	0,08%
17°	KASINSKI	445	0,08%
18°	JONNY	356	0,06%
19°	KYMCO	275	0,05%
20°	DAJIANG	265	0,05%
21°	SOUSA	260	0,05%





## Modelos mais emplacados acumulado até Agosto/2017



## MOTOS

## City

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	HONDA/CG 160	19.045	20.464	▲	154.882	65,79%
2°	HONDA/CG 125	2.437	2.702	▲	19.783	8,40%
3°	YAMAHA/YBR 150	2.098	2.116	▲	15.530	6,60%
4°	HONDA/CB 250F TWISTER	1.925	2.102	▲	15.422	6,55%
5°	YAMAHA/YS150 FAZER	1.049	1.072	▲	7.494	3,18%
6°	YAMAHA/FAZER 250	907	867	▼	7.061	3,00%
7°	YAMAHA/YBR 125	715	963	▲	6.441	2,74%
8°	HONDA/CG150	270	263	▼	2.533	1,08%
9°	SUZUKI/GS120	118	142	▲	1.057	0,45%
10°	HAOJUE/CHOPPER	171	245	▲	655	0,28%
<b>Total</b>		<b>29.125</b>	<b>31.264</b>	<b>▲</b>	<b>235.418</b>	<b>100%</b>

## Custom

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	H.DAVIDSON/XL 1200	100	79	▼	526	11,58%
2°	H.DAVIDSON/XL 883	54	38	▼	463	10,19%
3°	H.DAVIDSON/FXSB	51	25	▼	410	9,02%
4°	H.DAVIDSON/FLSTFB	33	42	▲	355	7,81%
5°	KAWASAKI/VULCAN S	42	39	▼	347	7,64%
6°	TRAXX/JH250	23	26	▲	275	6,05%
7°	H.DAVIDSON/FLSTF	58	64	▲	222	4,89%
8°	SHINERAY/XY 250	20	29	▲	210	4,62%
9°	TRIUMPH/BONNEVILLE	25	26	▲	197	4,34%
10°	TRIUMPH/STREET TWIN 900	28	17	▼	173	3,81%
<b>Total</b>		<b>622</b>	<b>589</b>	<b>▼</b>	<b>4.543</b>	<b>100%</b>

## Trail/Fun

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	HONDA/NXR160	9.423	10.319	▲	75.464	61,80%
2°	HONDA/XRE 300	1.898	2.116	▲	14.856	12,17%
3°	HONDA/XRE 190	1.138	1.335	▲	10.280	8,42%
4°	YAMAHA/XTZ150	1.232	1.585	▲	9.969	8,16%
5°	YAMAHA/XTZ 250	763	956	▲	7.984	6,54%
6°	HONDA/CB 500	3	45	▲	789	0,65%
7°	HONDA/NC 750X	56	67	▲	732	0,60%
8°	HONDA/NXR150	69	61	▼	589	0,48%
9°	SHINERAY/XY 150GY	53	57	▲	466	0,38%
10°	HONDA/NXR125	35	33	▼	380	0,31%
<b>Total</b>		<b>14.737</b>	<b>16.643</b>	<b>▲</b>	<b>122.116</b>	<b>100%</b>

## Modelos mais emplacados acumulado até Agosto/2017



## Maxtrail

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	BMW/R1200	210	220	▲	1.776	22,26%
2°	TRIUMPH/TIGER	168	165	▼	1.194	14,96%
3°	BMW/F800 GS	146	139	▼	1.004	12,58%
4°	YAMAHA/XT 660	82	44	▼	732	9,17%
5°	TRIUMPH/TIGER XRX	111	72	▼	596	7,47%
6°	SUZUKI/VSTROM650	77	80	▲	595	7,46%
7°	BMW/F700	44	42	▼	420	5,26%
8°	SUZUKI/VSTROM1000	40	49	▲	408	5,11%
9°	HONDA/CRF 1000L	23	48	▲	270	3,38%
10°	BMW/S1000XR	19	22	▲	268	3,36%
	<b>Total</b>	<b>991</b>	<b>951</b>	▼	<b>7.980</b>	<b>100%</b>

## Naked/Roadster

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	YAMAHA/MT03	606	704	▲	4.572	40,84%
2°	HONDA/CB 500	170	230	▲	1.309	11,69%
3°	YAMAHA/MT07	130	135	▲	1.002	8,95%
4°	KAWASAKI/Z300	76	69	▼	726	6,49%
5°	YAMAHA/XJ6	53	53	=	563	5,03%
6°	YAMAHA/MT09	58	54	▼	485	4,33%
7°	HONDA/CB 650	14	14	=	470	4,20%
8°	KAWASAKI/Z800	32	11	▼	365	3,26%
9°	KTM/200 DUKE	38	39	▲	313	2,80%
10°	TRIUMPH/STREET TRIPLE	14	18	▲	225	2,01%
	<b>Total</b>	<b>1.370</b>	<b>1.578</b>	▲	<b>11.195</b>	<b>100%</b>

## Scooter/Cub

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	HONDA/BIZ	8.975	9.403	▲	75.655	41,61%
2°	HONDA/POP 110I	6.541	7.291	▲	52.463	28,85%
3°	HONDA/PCX 150	2.339	2.613	▲	17.795	9,79%
4°	SHINERAY/XY 50	1.022	1.015	▼	8.558	4,71%
5°	YAMAHA/NEO 125	759	870	▲	6.294	3,46%
6°	YAMAHA/NMAX	671	849	▲	6.246	3,44%
7°	TRAXX/JL50	324	298	▼	3.212	1,77%
8°	HONDA/POP 100	257	295	▲	2.460	1,35%
9°	DAFRA/ZIG 50	148	123	▼	1.366	0,75%
10°	HONDA/SH 150	302	278	▼	1.055	0,58%
	<b>Total</b>	<b>22.245</b>	<b>24.016</b>	▲	<b>181.817</b>	<b>100%</b>

## Modelos mais emplacados acumulado até Agosto/2017



## Sport

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	YAMAHA/YZF R3	105	114	▲	901	19,51%
2°	KAWASAKI/NINJA 300	76	72	▼	698	15,12%
3°	SUZUKI/GSX S1000	80	86	▲	611	13,23%
4°	BMW/S1000	68	105	▲	520	11,26%
5°	HONDA/CBR 650F	41	42	▲	506	10,96%
6°	HONDA/CBR 500R	56	28	▼	427	9,25%
7°	KAWASAKI/NINJA ZX10	20	29	▲	180	3,90%
8°	SUZUKI/GSX 1300	15	16	▲	144	3,12%
9°	SUZUKI/GSXR750	5	0	▼	133	2,88%
10°	KAWASAKI/NINJA 650	17	20	▲	107	2,32%
	<b>Total</b>	<b>531</b>	<b>541</b>	<b>▲</b>	<b>4.617</b>	<b>100%</b>

## Touring

	Modelo	2017 Jul	2017 Ago		2017 Acumulado	Part.
1°	H.DAVIDSON/FLHTK	69	51	▼	471	40,81%
2°	H.DAVIDSON/FLSTC	44	29	▼	218	18,89%
3°	H.DAVIDSON/FLHX	36	24	▼	208	18,02%
4°	H.DAVIDSON/FLHRC	28	25	▼	148	12,82%
5°	INDIAN/CHIEF ROADMASTER	5	8	▲	36	3,12%
6°	INDIAN/CHIEFTAIN	1	3	▲	20	1,73%
7°	INDIAN/CHIEF VINTAGE	2	2	=	19	1,65%
8°	INDIAN/CHIEF	3	3	=	15	1,30%
	<b>Total</b>	<b>189</b>	<b>148</b>	<b>▼</b>	<b>1.154</b>	<b>100%</b>

Sub Segmento	2017 Ago	2017 Jul		2017 Acumulado	2016 Acumulado	
CITY	41,30%	41,73%	▼	41,40%	40,49%	▲
SCOOTER/CUB	31,71%	31,86%	▼	31,96%	35,53%	▼
TRAIL/FUN	21,97%	21,11%	▲	21,46%	19,22%	▲
NAKED/ROADSTER	2,08%	1,96%	▲	1,97%	1,75%	▲
MAXTRAIL	1,26%	1,42%	▼	1,40%	1,25%	▲
CUSTOM	0,78%	0,89%	▼	0,80%	0,70%	▲
SPORT	0,71%	0,76%	▼	0,81%	0,94%	▼
TOURING	0,20%	0,27%	▼	0,20%	0,12%	▲
<b>Total</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	

## Emplacamento Impl. Rodod Agosto/2017



Segmentos	2017	2017	2017	2016	2016	Variação		
	Ago (A)	Jul (B)	Acumulado (C)	Ago (D)	Acumulado (E)	(A)/(B)	(A)/(D)	(C)/(E)
 F) Impl. Rodod.	2.437	2.154	15.725	1.980	16.837	13,14 ▲	23,08 ▲	-6,60 ▼
Outros	9.893	8.660	66.197	9.765	68.317	14,24 ▲	1,31 ▲	-3,10 ▼

## Participação no acumulado

Segmento	2017		2016
 F) Impl. Rodod.	0,76	▲	0,79
Outros	3,19	▲	

Emplacamento / Regiões Agosto/2017

