
























EMPLACAMENTO 2014 - POR MARCA/MODELO

Marca/Modelo		jan	fev	mar	abr	mai	jun	jul	ago	set	out	nov	dez	Total
 ASTON MARTIN	Total	1	1	0	1	0	1	0	0	0	0	0	0	4
	Share	0,01%	0,01%	0,00%	0,01%	0,00%	0,02%							0,01%
	DBS	0	0	0	0	0	0							0
	VANTAGE	1	1	0	0	0	1							3
VIRAGE	0	0	0	1	0	0							1	
 BENTLEY	Total	0	0	0	1	3	3	0	0	0	0	0	0	7
	Share	0,00%	0,00%	0,00%	0,01%	0,04%	0,05%							0,02%
	FLYING SPUR	0	0	0	0	1	1							2
	GT	0	0	0	1	2	2							5
 BMW	Total	1.308	1.160	1.116	1.207	1.186	1.089	0	0	0	0	0	0	7.066
	Share	13,92%	13,88%	14,95%	15,60%	16,44%	17,27%							15,20%
	SÉRIE 1	142	112	142	170	239	187							992
	SÉRIE 3	763	635	617	588	468	485							3.556
	SÉRIE 4	0	0	14	21	6	8							49
	SÉRIE 5	4	3	2	21	51	37							118
	SÉRIE 6	1	3	1	3	3	2							13
	SÉRIE 7	2	1	2	1	2	1							9
	X1	205	194	147	205	228	202							1.181
	X3	85	88	72	77	75	68							465
	X5	22	15	31	24	15	21							128
	X6	35	43	39	41	45	40							243
	M135i	4	25	14	14	16	12							85
	M5	0	3	4	0	3	2							12
M6	4	8	1	9	2	4							28	
Z4	41	30	30	33	33	20							187	
 CHANGAN	Total	30	25	18	18	14	12	0	0	0	0	0	0	117
	Share	0,32%	0,30%	0,24%	0,23%	0,19%	0,19%							0,25%
	CARGO	0	0	0	0	0	0							0
	SC	30	25	18	18	14	12							117
UTILITY	0	0	0	0	0	0							0	
 CHERY	Total	955	720	770	776	679	465	0	0	0	0	0	0	4.365
	Share	10,16%	8,61%	10,31%	10,03%	9,41%	7,37%							9,39%
	CELER	354	231	286	250	165	116							1.402
	CIELO HATCH	2	5	1	8	4	1							21
	CIELO SEDAN	3	2	1	2	0	0							8
	FACE	102	59	35	51	74	48							369
	QQ	307	268	276	222	198	140							1.411
	S-18	3	10	7	9	5	1							35
TIGGO	184	145	164	234	233	159							1.119	
 CHRYSLER	Total	32	39	30	29	35	22	0	0	0	0	0	0	187
	Share	0,34%	0,47%	0,40%	0,37%	0,49%	0,35%							0,40%
	300 C	19	19	13	11	10	8							80
TOWN & COUNTRY	13	20	17	18	25	14							107	
 DFSK	Total	0	0	0	0	0	0	0	0	0	0	0	0	0
	Share	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%							0,00%
		0	0	0	0	0	0	0	0	0	0	0	0	0







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Marca/Modelo		jan	fev	mar	abr	mai	jun	jul	ago	set	out	nov	dez	Total
 DODGE	Total	204	230	218	229	197	191	0	0	0	0	0	0	1.269
	Share	2,17%	2,75%	2,92%	2,96%	2,73%	3,03%							2,73%
CHALLENGER		1	1	1	0	0	0							3
DURANGO		25	49	49	53	35	33							244
JOURNEY		178	180	168	176	162	158							1.022
 FERRARI	Total	2	4	3	2	1	2	0	0	0	0	0	0	14
	Share	0,02%	0,05%	0,04%	0,03%	0,01%	0,03%							0,03%
458		1	1	1	1	0	2							6
CALIFORNIA		1	3	2	0	1	0							7
F12 BERLINETTA		0	0	0	1	0	0							1
 GEELY	Total	14	0	0	3	12	12	0	0	0	0	0	0	41
	Share	0,15%	0,00%	0,00%	0,04%	0,17%	0,19%							0,09%
EC-7		10	0	0	3	12	12							37
GC2		2	0	0	0	0	0							2
GX2		2	0	0	0	0	0							2
 HAFEI MOTOR	Total	80	59	53	51	64	41	0	0	0	0	0	0	348
	Share	0,85%	0,71%	0,71%	0,66%	0,89%	0,65%							0,75%
TOWNER FURGÃO		25	19	10	13	7	11							85
TOWNER PASSAGEIRO		7	3	2	1	1	2							16
TOWNER PICK UP		48	37	41	37	56	28							247
 HAIMA	Total	0	0	0	0	0	0	0	0	0	0	0	0	0
	Share	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%							0,00%
		0	0	0	0	0	0	0	0	0	0	0	0	0
 JAC MOTORS	Total	1.083	981	653	723	795	567	0	0	0	0	0	0	4.802
	Share	11,53%	11,74%	8,75%	9,34%	11,02%	8,99%							10,33%
J2		370	311	211	233	214	147							1.486
J3		259	258	167	183	196	141							1.204
J3 TURIN		249	207	131	175	189	135							1.086
J5		59	77	51	43	52	33							315
J6 2.0 5S		25	19	18	19	45	25							151
J6 DIAMOND 7S		74	76	46	39	52	43							330
S5		0	0	0	0	4	0							4
T 140		24	33	16	25	34	34							166
T 8		23	0	13	6	9	9							60
 JAGUAR	Total	36	17	14	30	26	31	0	0	0	0	0	0	154
	Share	0,38%	0,20%	0,19%	0,39%	0,36%	0,49%							0,33%
F-TYPE		2	0	1	3	0	4							10
XF		29	16	13	23	22	26							129
XFR		2	0	0	2	1	0							5
XJ		3	1	0	2	2	1							9
XK		0	0	0	0	1	0							1
 Jeep	Total	117	156	150	145	268	183	0	0	0	0	0	0	1.019
	Share	1,25%	1,87%	2,01%	1,87%	3,71%	2,90%							2,19%
CHEROKEE		2	0	0	0	0	1							3
GRAND CHEROKEE		47	87	97	94	231	142							698
COMPASS		51	53	28	28	21	29							210
WRANGLER		17	16	25	23	16	11							108

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 JINBEI AUTOMOBILE	Total	78	82	55	60	42	68	0	0	0	0	0	385	
	Share	0,83%	0,98%	0,74%	0,78%	0,58%	1,08%						0,83%	
	TOPIC PASSAGEIRO	59	55	43	47	26	57							287
TOPIC ESCOLAR	19	27	12	13	16	11							98	
 KIA MOTORS	Total	2.360	1.767	1.589	2.300	1.961	1.710	0	0	0	0	0	11.687	
	Share	25,12%	21,14%	21,28%	29,72%	27,18%	27,11%							25,14%
	BONGO	270	348	312	430	398	341							2.099
	CADENZA	5	15	9	11	25	10							75
	CARENS	0	2	0	0	0	0							2
	CARNIVAL	21	8	4	276	15	8							332
	CERATO	655	465	299	194	238	266							2.117
	CERATO KOUP	1	0	0	0	0	0							1
	MOHAVE	8	2	2	7	3	3							25
	OPTIMA	14	20	12	11	6	11							74
	PICANTO	277	75	90	133	117	102							794
	SORENTO	182	87	137	234	252	180							1.072
	SOUL	74	60	58	50	50	25							317
SPORTAGE	853	685	666	954	857	764							4.779	
 LAMBORGHINI	Total	0	2	0	0	2	0	0	0	0	0	0	4	
	Share	0,00%	0,02%	0,00%	0,00%	0,03%	0,00%							0,01%
	GALLARDO	0	2	0	0	1	0							3
AVENTADOR	0	0	0	0	1	0							1	
 LAND ROVER	Total	813	648	686	746	705	924	0	0	0	0	0	4.522	
	Share	8,65%	7,75%	9,19%	9,64%	9,77%	14,65%							9,73%
	DEFENDER	2	0	0	0	0	4							6
	DISCOVERY 4	71	136	124	177	117	97							722
	EVOQUE	610	391	406	434	439	604							2.884
	FREELANDER	56	48	54	83	59	90							390
RANGE ROVER	74	73	102	52	90	129							520	
 LIFAN	Total	373	366	330	359	334	326	0	0	0	0	0	2.088	
	Share	3,97%	4,38%	4,42%	4,64%	4,63%	5,17%							4,49%
	FOISON	0	0	0	0	0	7							7
	LF 320	8	13	5	2	2	2							32
	LF 620	2	4	0	1	0	0							7
X60	363	349	325	356	332	317							2.042	
 MASERATI	Total	1	4	1	2	1	2	0	0	0	0	0	11	
	Share	0,01%	0,05%	0,01%	0,03%	0,01%	0,03%							0,02%
	GRANTURISMO	1	2	0	1	0	1							5
	QUATTROPORTE	0	1	1	0	0	1							3
GHIBLI S Q4	0	1	0	1	1	0							3	
 MAZDA	Total	0	0	0	0	0	0	0	0	0	0	0	0	
	Share	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%							0,00%
		0	0	0	0	0	0	0	0	0	0	0	0	0
 MINI	Total	167	192	241	236	154	106	0	0	0	0	0	1.096	
	Share	1,78%	2,30%	3,23%	3,05%	2,13%	1,68%							2,36%
	ONE	31	43	48	30	13	3							168
	COOPER S	43	63	134	113	41	35							429
COOPER S PACEMAN	13	10	4	14	13	5							59	

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COOPER S CABRIO	5	9	7	3	5	2							31
COOPER COUNTRYMAN	36	30	22	40	36	18							182
COOPER JCW	6	6	7	3	14	13							49
COOPER JCW COUPE	3	4	1	3	6	7							24
COOPER JCW ROADSTER	0	2	2	2	3	1							10
COOPER JCW CABRIO	8	3	4	10	4	5							34
COOPER JCW COUNTRYMAN	4	8	5	7	4	8							36
COOPER JCW PACEMAN	4	3	2	6	10	2							27
COOPER S COUPE	3	3	1	3	3	3							16
COOPER S ROADSTER	11	4	4	2	2	4							27
COOPER RED BULL	0	4	0	0	0	0							4
 PORSCHE	Total	48	64	69	38	54	41	0	0	0	0	0	314
	Share	0,51%	0,77%	0,92%	0,49%	0,75%	0,65%						0,68%
911	5	3	12	3	10	1							34
911 TURBO	4	0	2	2	1	0							9
918	0	0	0	0	0	1							1
BOXSTER	2	15	15	7	18	13							70
CAYENNE	25	37	30	18	13	4							127
CAYMAN	5	5	8	5	3	6							32
MACAN	0	0	0	0	7	15							22
PANAMERA	7	4	2	3	2	1							19
 RAM	Total	71	81	68	42	10	3	0	0	0	0	0	275
	Share	0,76%	0,97%	0,91%	0,54%	0,14%	0,05%						0,59%
RAM 2500	71	81	68	42	10	3							275
 ROLLS ROYCE	Total	1	0	0	0	0	0	0	0	0	0	0	1
	Share	0,01%	0,00%	0,00%	0,00%	0,00%	0,00%						0,00%
GHOST	1	0	0	0	0	0							1
 SSANGYONG	Total	104	99	57	106	101	66	0	0	0	0	0	533
	Share	1,11%	1,18%	0,76%	1,37%	1,40%	1,05%						1,15%
ACTYON	0	0	1	0	0	0							1
ACTYON SPORTS	29	43	24	25	35	18							174
KORANDO	53	45	26	70	45	40							279
KYRONM	22	11	6	11	21	7							78
REXTON	0	0	0	0	0	1							1
 SUZUKI	Total	341	330	261	311	312	246	0	0	0	0	0	1.801
	Share	3,63%	3,95%	3,50%	4,02%	4,32%	3,90%						3,87%
GRAN VITARA	277	272	213	271	257	201							1.491
SX4	64	58	48	40	55	45							310
 VOLVO	Total	278	284	219	324	260	196	0	0	0	0	0	1.561
	Share	2,96%	3,40%	2,93%	4,19%	3,60%	3,11%						3,36%
S60	6	8	11	11	7	8							51
S80	0	0	1	0	0	0							1
V40	93	81	50	78	74	57							433
V60	8	4	6	16	9	7							50
XC60	171	191	151	219	170	124							1.026
XC90	0	0	0	0	0	0							0
OUTROS	Total	899	1.048	865	0	0	0						2.812
TOTAL ...		9.396	8.359	7.466	7.739	7.216	6.307	0	0	0	0	0	46.483