Administrative Registry of the Light Vehicle Automotive Industry, May 2025

Next release: July 7, 2025

Production

The Administrative Registry of the Light Vehicle Automotive Industry for May, showed that production was 358,209 units, showing an annual drop of 2.03%, the second consecutive month of decline. It is worth mentioning that 2024 reached the historical maximum for a month of May. During May 2025, 84.06% of what was produced was exported, decreasing 0.74 percentage points with respect to the same month of 2024 (Figure 2). Domestic sales in May 2025 were equivalent to 33.49% of production.[1]

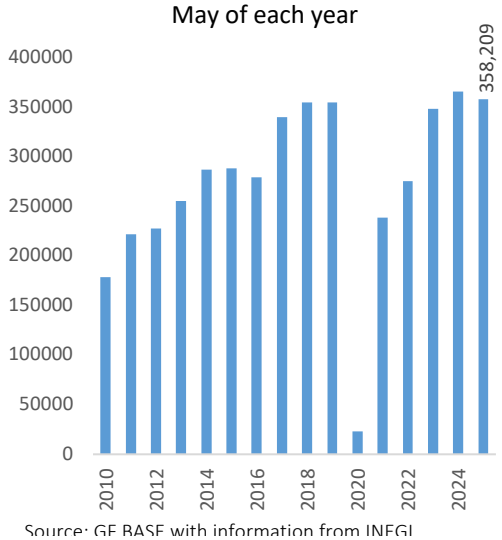
In May 2025, the three brands with the highest production of light vehicles in Mexico were:

-General Motors (22.26% of total production), with an annual growth of 12.77%.
-Nissan (17.01% of total production), with an annual growth of 0.09%.
-Ford Motor (11.74% of total production), with an annual growth of 2.10%.

It is worth mentioning that 7 out of 15 brands recorded annual declines in May (Audi, BMW, Chrysler, Honda, Mazda, Mercedes Benz and Volkswagen). As a whole, the production of these brands recorded an annual drop of 19.92% in the month.

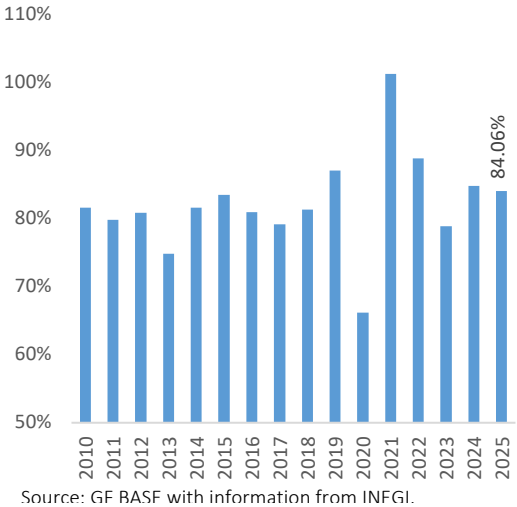
For the year-to-date, light vehicle production was 1,645,673 units, showing an annual drop of 0.45% and a 0.77% drop from the all-time high recorded for the same period since 2019. In the same period, 76.6% of production was of light vehicles.

Figure 1. Production of light vehicles, May of each year



Source: GF BASE with information from INEGI

Figure 2. Ratio of exports to production, May of each year



Source: GF BASE with information from INEGI.

[1]The sum of the percentage of exports and domestic sales is greater than 100%, due to the inclusion of sales and exports of inventories.

Exports

In May, 301,112 units were exported, representing an annual drop of 2.88% compared to the same month of 2024. It is worth mentioning that the historical maximum recorded for the same month was in 2024. In the accumulated year to May, 1,334,667 light vehicles were exported, showing a drop of 6.28% compared to the same period in 2024.

In May, 6 of the 14 brands recorded drops in their exports during May, which together represented 48.27% of exports, accumulating an annual drop of 19.21%. It is worth mentioning that a drop in 6 or more brands in the same month has not been recorded since 2022.

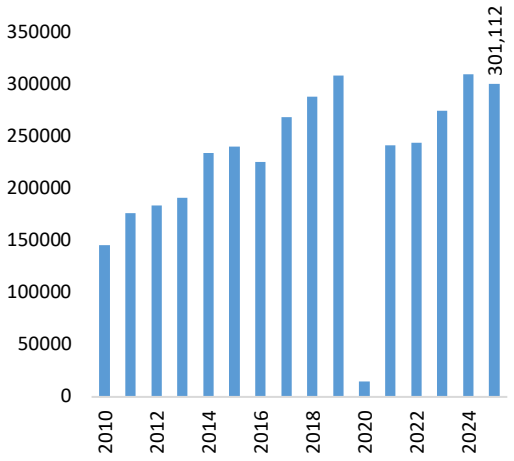
The three brands with the highest exports of light vehicles in Mexico during May were:
- General Motors (23.24% of total exports), with an annual drop of 18.39%.
- Ford Motor (14.46% of total exports), with an annual growth of 7.08%.
- Nissan (12.47% of total exports), with an annual growth of 14.12%.

In the same period, the three countries with the highest participation as recipients of Mexico's light vehicle exports were:

-The United States accounted for 79.21% of the total, increasing 0.31 percentage points annually.
-Canada accounted for 12.73% of the total, an annual increase of 3.11 percentage points.
Germany accounted for 2.60% of the total, down 1.08 percentage points year-on-year.

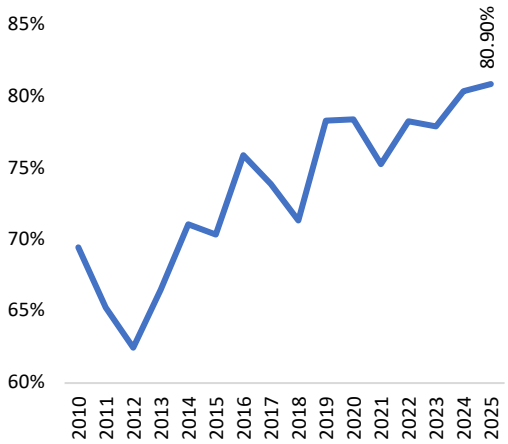
The United States has been the main destination for Mexico's light vehicle exports, accounting for 80.90% of total exports, showing a growth of 0.48 percentage points with respect to the same period in 2024. Exports to Canada accounted for 10.19% of total exports during the year, a proportion that has grown 2.34 percentage points with respect to the same period in 2024. This may indicate that, in part, there is a substitution effect in the destination of Mexico's automotive exports. Likewise, the growth in Canada's share may be explained by a drop in the share of Germany, Brazil and the United Kingdom, which together had a share of 3.44%, 1.44 percentage points below the same month of the previous year.

Figure 3. Exports of light vehicles, May of each year



Source: GF BASE with information from INEGI.

Participation of the United States as an export destination country, January to May of each year.



Source: GF BASE with information from INEGI.

Sales

In May 2025, 119,959 units were sold, showing an annual drop of 0.41%. With respect to its historical maximum recorded for the same month in 2017, sales accumulated a drop of 2.81%. For the year-to-date, 593,282 units were sold, showing a growth of 0.95% with respect to the same period of 2024.

The three brands with the highest sales of light vehicles in May 2025, which together accounted for 40.68%, were:

-Nissan (18.06% of total sales, maintaining this position for 30 consecutive months), with 6.35% annual growth.
-General Motors (13.46% of total sales), down 3.80% annually.
-Volkswagen (9.12% of total sales), with an annual growth of 2.38%.

Imported vs. domestic light car sales

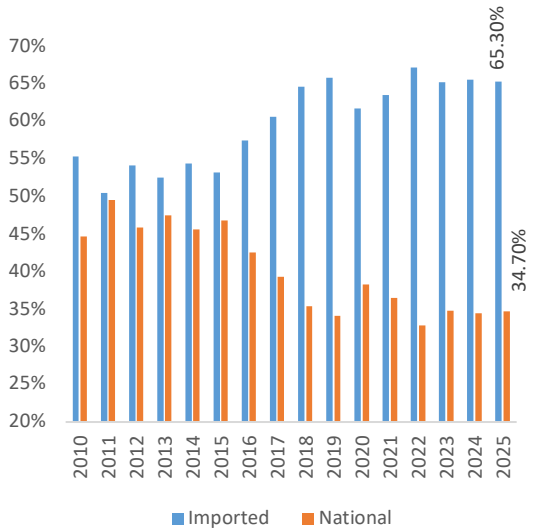
In May, 65.30% of sales in Mexico were of imported automobiles with 78,330 units. Domestic vehicle sales accounted for 34.70% of total sales.

In the same month, 21,880 vehicles imported from China were sold, showing a 10.19% drop with respect to the same month in 2024 (Figure 6). With this, imported cars of Chinese origin rank first in domestic sales for the 33rd consecutive month, followed by the United States and Brazil. Sales of imported vehicles from China for the month of May represented 18.24% of total sales of light vehicles in Mexico and 27.93% of total sales of imported vehicles. In the same period, the United States accounted for 9.21% of total sales and Brazil for 7.62%.

Domestic sales of hybrid and/or electric vehicles

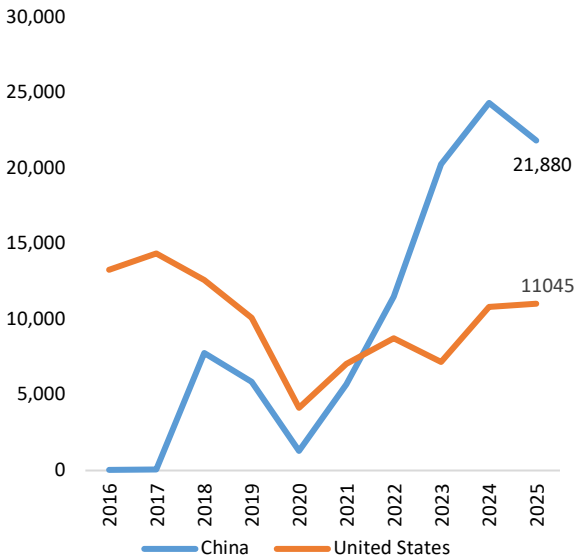
Domestic sales of hybrid and/or electric vehicles are not considered in light vehicle sales statistics, i.e., they are accounted for separately. In May 2025, hybrid vehicle sales stood at 9,385 units, up 45.70% compared to the same month in 2024. Meanwhile, electric vehicle sales stood at 1,768 units, falling 31.26% year-on-year. This shows a greater preference for hybrid vehicles instead of fully electric vehicles.

Figure 5. Imported vs. domestic vehicle sales (%), May of each year



Source: GF BASE with information from INEGI.

Vehicles imported from China and the United States, May of each year.



Source: GF BASE with information from INEGI.

Easter trends

Historically, Easter has had a negative effect on light vehicle sales, production and exports. These declines reflect the pause in industrial and commercial activity caused by the holidays. Historically, however, the following month has seen a significant recovery, suggesting that much of the activity that was halted tends to resume after the holiday period. This recovery is particularly evident in production, indicating that companies are trying to compensate for the previous month's decline in production volume to meet delivery and export targets.

Although sales also show growth, the recovery effect is usually smaller, possibly due to the fact that the month of Easter is a month of high consumption of leisure or entertainment goods, which reduces households' disposable income. In addition, financing and purchase decisions for durable goods such as automobiles usually require more planning, so the recovery in sales is not necessarily immediate nor does it fully compensate for the drop observed during the holiday period.

Figure 8. Impact of Easter Week on sales, production and exports of light vehicles (2005-2024)

Historical (2005 - 2024) *without taking into account 2020	**Average variation (%) in the month of Easter with respect to the previous month**	**Average change (%) in the month after Easter with respect to the month of Easter**
Sales	-4.08%	1.29%
Production	-6.63%	10.19%
Exports	-3.10%	2.71%

Source: GF BASE with information from INEGI.

Figure 9. Impact of Easter Week on sales, production and exports of light vehicles (2025)

2025	**Average variation (%) in the month of Easter with respect to the previous month**	**Average change (%) in the month after Easter with respect to the month of Easter**
Sales	-15.0%	10.8%
Production	-3.7%	9.9%
Exports	-13.5%	17.2%

Source: GF BASE with information from INEGI.

When comparing the historical behavior of the impact of Easter Week with that observed in 2025, it is evident that, although the pattern of decline followed by recovery is maintained, the magnitude of the variations was significantly more pronounced this year. In particular, sales and exports recorded considerably larger declines than the average observed between 2005 and 2024, which can be attributed to a combination of factors that intensified the seasonal effect. These include the imposition of tariffs on the automotive industry during April by Trump, a measure that generated trade uncertainty and affected export flows.

Also, the subsequent recovery was stronger in 2025 compared to the historical average, especially in exports. This rebound could be related to the announcement of an executive order that modified the tariff scheme, establishing that tariffs could no longer be accumulated, being fixed at a single rate of 25% instead of 50%.

This change significantly reduced the cost of exports, thus explaining the strong rebound observed after the initial fall.

Tariffs on the automotive industry by the United States.

On May 21, the U.S. Federal Register published a document containing a series of requirements for vehicles produced under the T-MEC that comply with the rules of origin to receive preferential treatment over the 25% tariff that the U.S. imposed on its auto imports. Although the document does not specify what the benefit would be, on the same day the Mexican Secretary of Economy stated that the United States will reduce the 25% tariff by 40% or 50% for cars produced in Mexico and Canada that comply with the T-MEC rules of origin. This would be positive for the Mexican vehicle industry, as it would be positioned with an advantage over the rest of the world. Moreover, that the Trump administration continues to grant tariff exemptions to imports that comply with the T-MEC sends the signal that the treaty is important to his government, so there will be continuity. Ebrard also noted that, for the second half of the year, the U.S. and Mexican governments will focus on reviewing the T-MEC.

According to recent news reports, Volkswagen, BMW and Mercedes-Benz are considering negotiating directly with Donald Trump's administration to soften the economic impact of possible tariffs that the United States could impose on imports from the European Union. This could include investment commitments by German automakers in the United States to balance trade and strengthen local production. This would have important implications for Mexico, since if the negotiations grant preferential conditions to German automakers positioned in the United States, automobile exports of these same brands positioned in Mexico could decrease significantly and affect the Mexican economy. However, the strengthening of production in the United States could increase demand for Mexican auto parts and strengthen the production chain in North America**.**

T-MEC compliance

According to USA Trade data, in April 2025, the United States imported US$9,420.55 million from Mexico in vehicles (chapter 87), accounting for 22.50% of total imports from Mexico. 85.23% of these vehicle imports from Mexico were imported under the T-MEC, representing a growth of 3.34 percentage points over the March figure. In contrast, 89.73% of vehicle imports from Canada were imported under the T-MEC.

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