



Associação Brasileira dos Fabricantes de Motocicletas,
Ciclomotores, Motonetas, Bicicletas e Similares

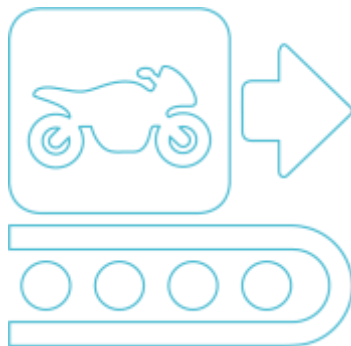
Coletiva Abraciclo

São Paulo, 12 de abril de 2018

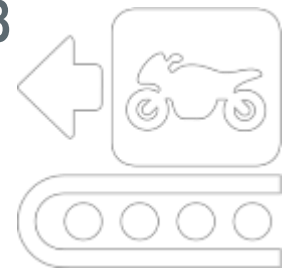
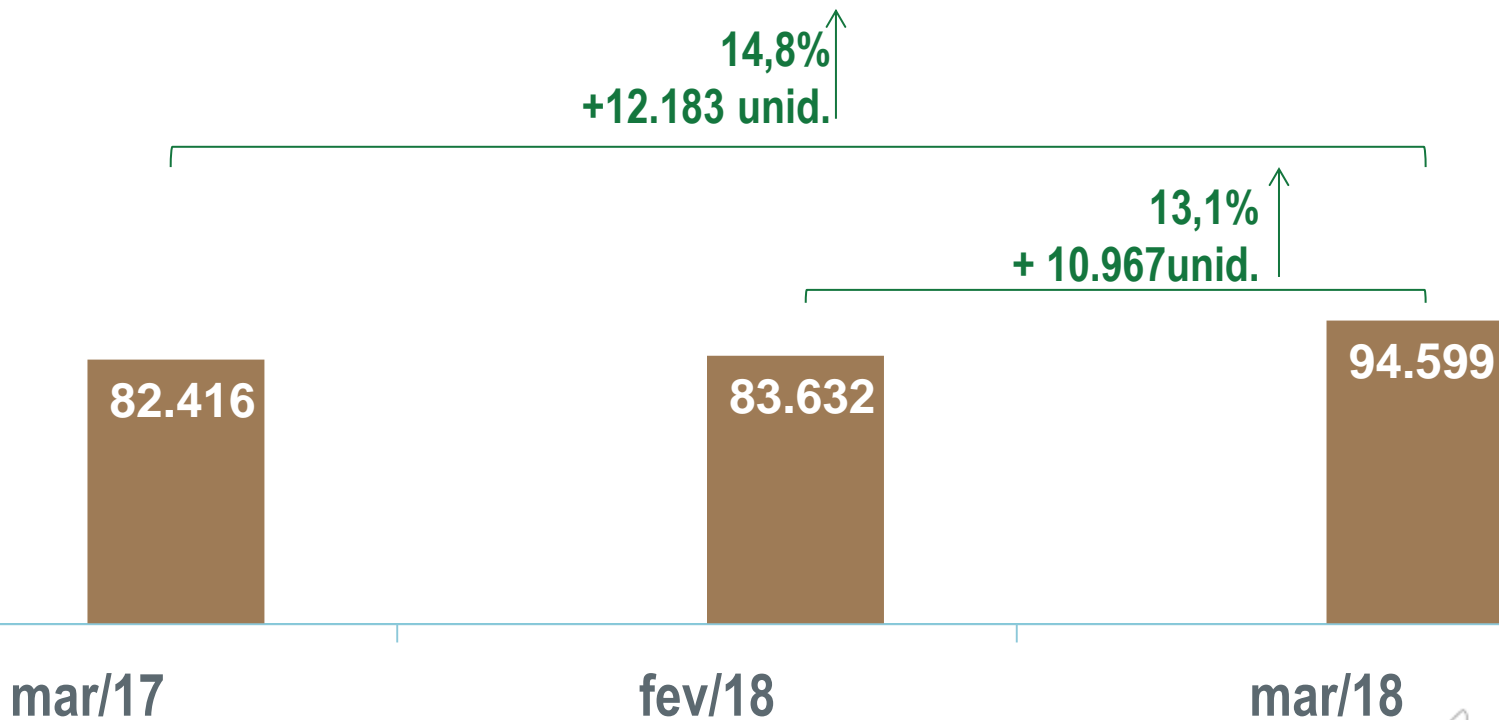
Dados de Motocicletas



MOTOCICLETAS PRODUÇÃO

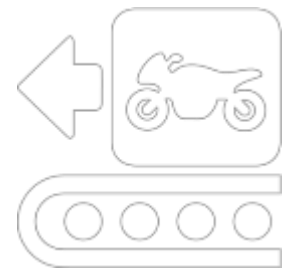
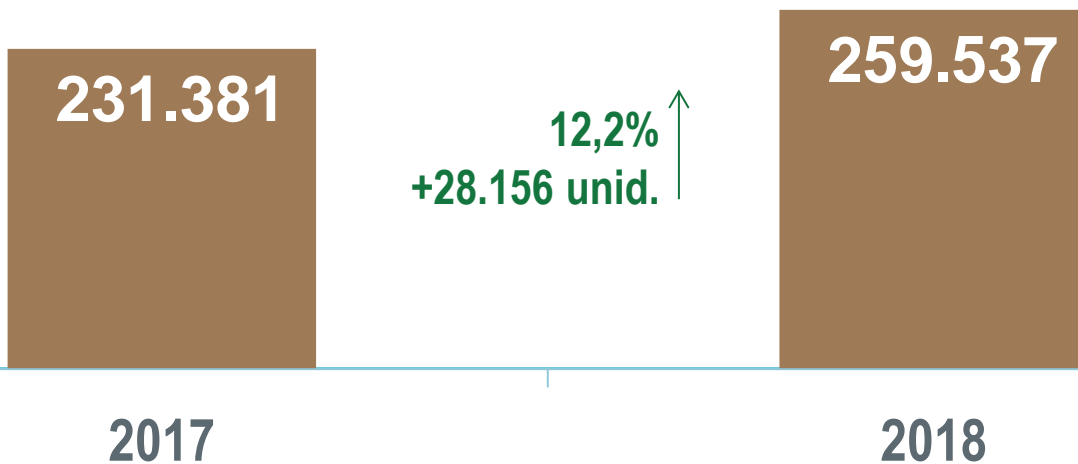


Produção



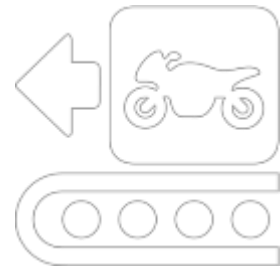
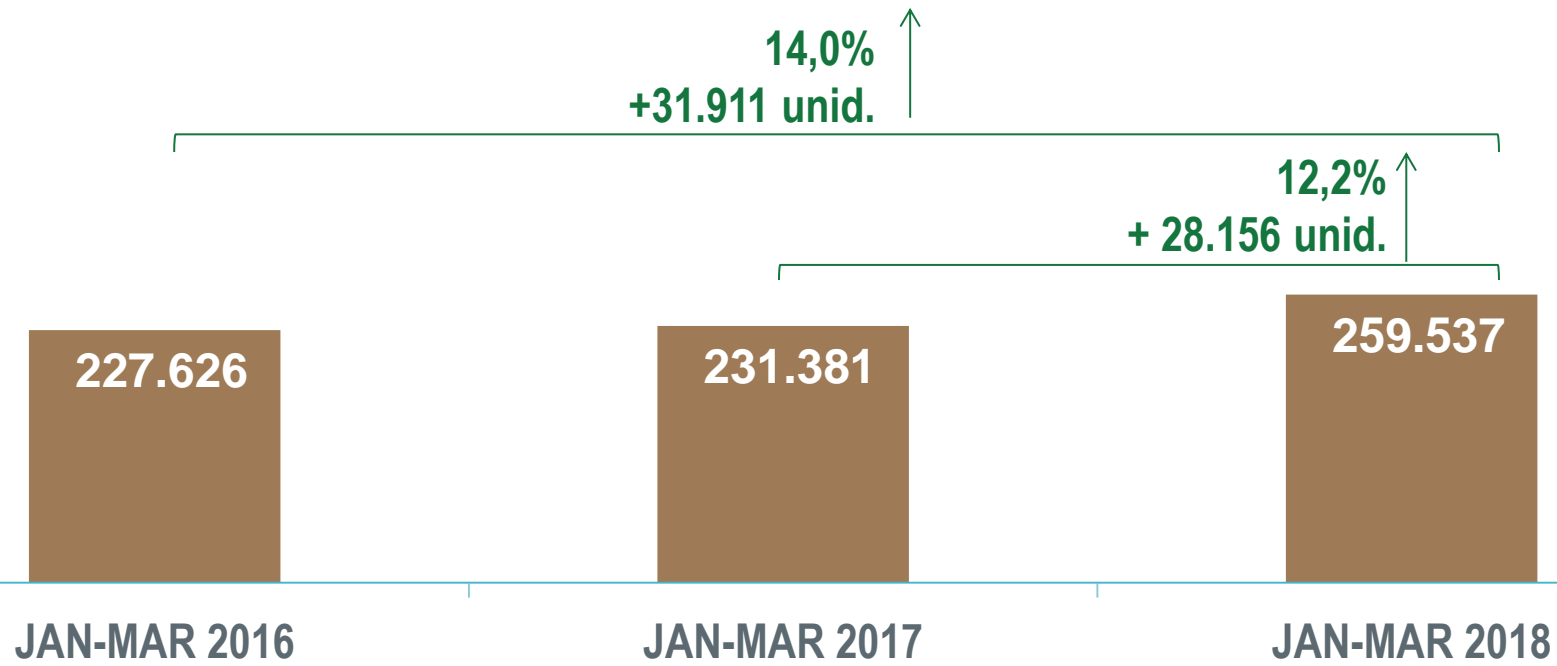


Produção Acumulada (JAN-MAR)

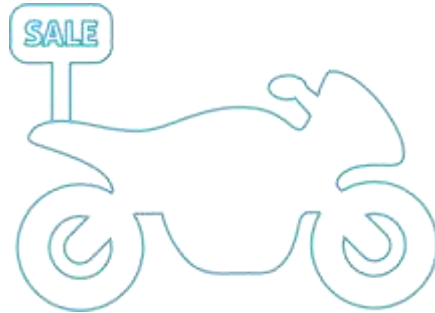




Volume de Produção - Trimestre

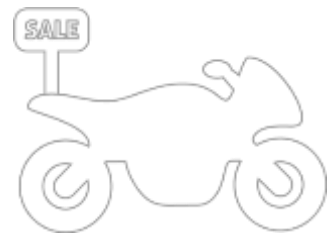
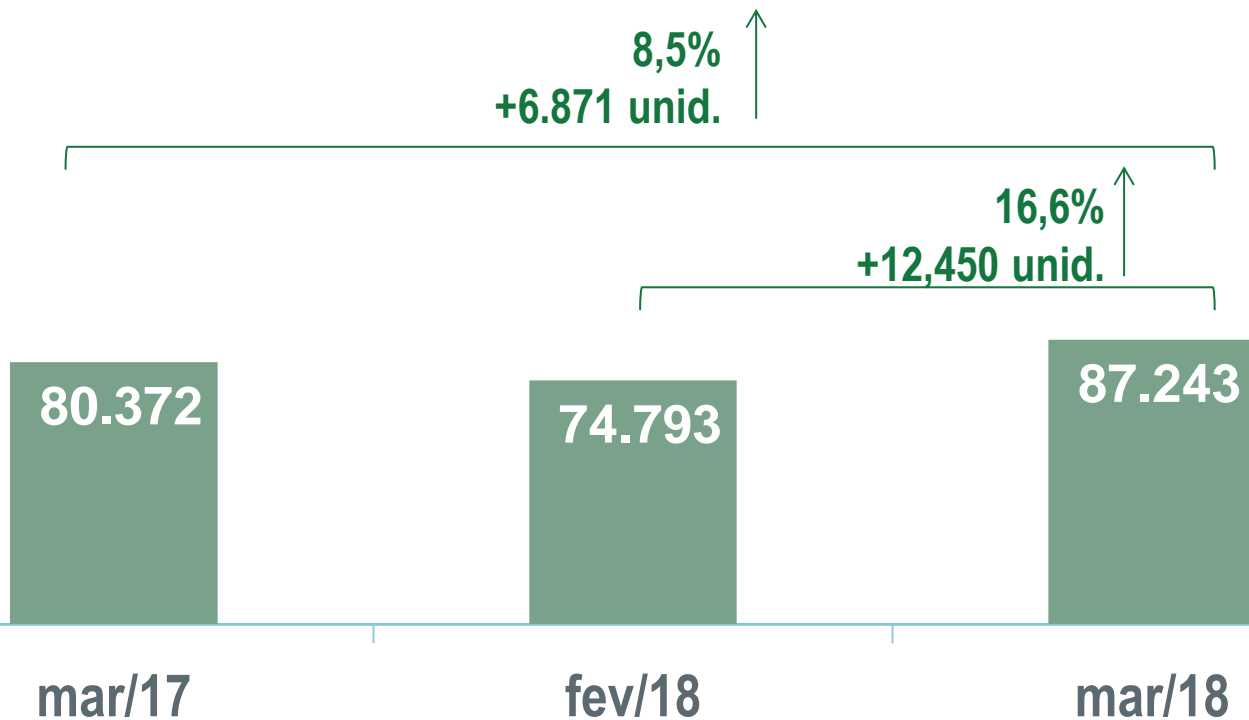


MOTOCICLETAS ATACADO



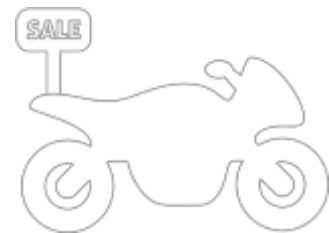
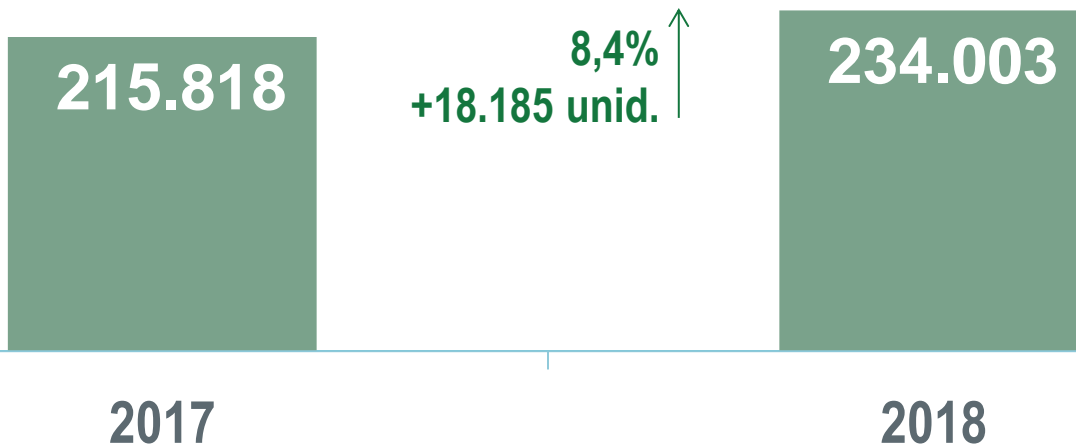


Atacado





Atacado Acumulado (JAN-MAR)



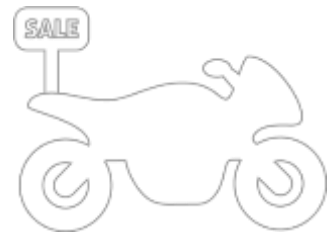
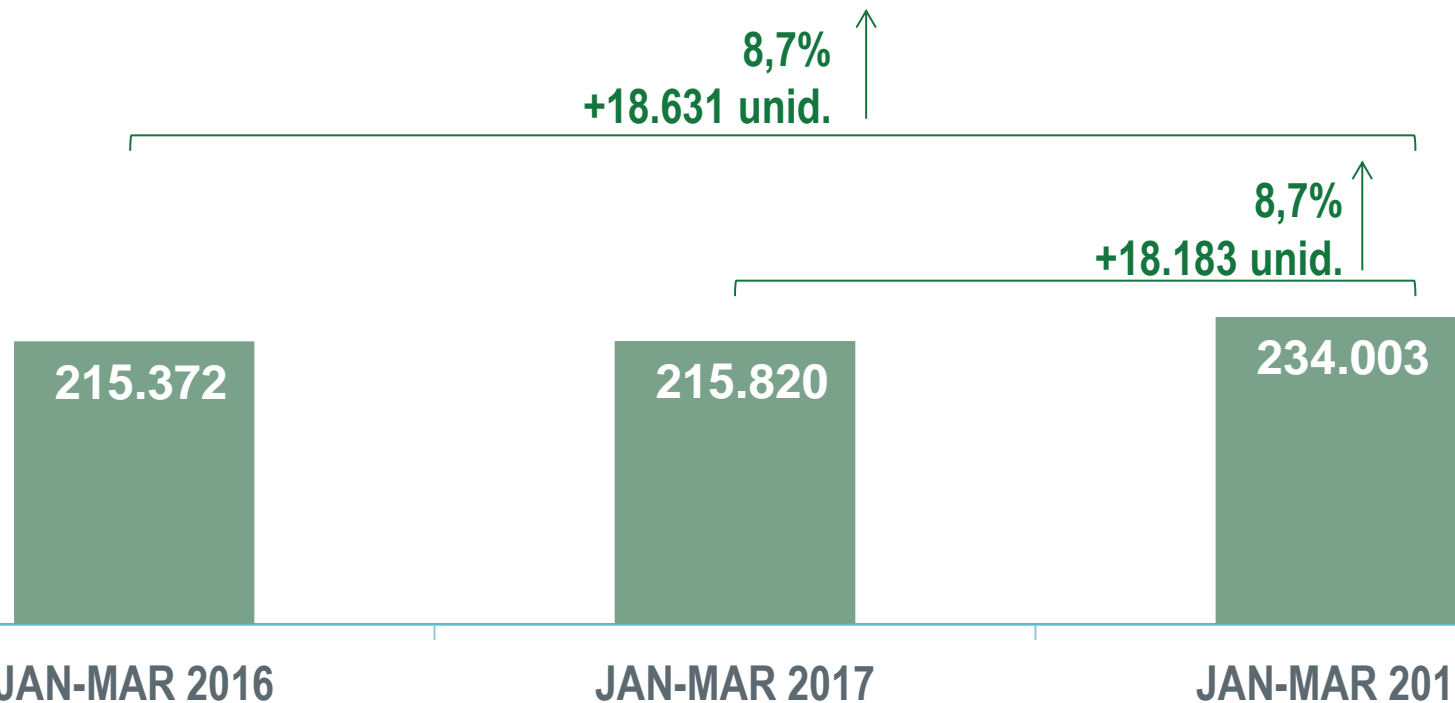


Atacado por categoria - acumulado

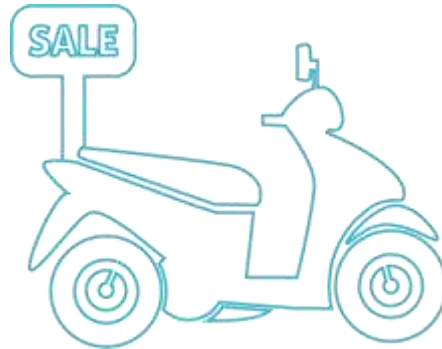
	JAN-MAR 2017	PAR. (%)	JAN-MAR 2018	PAR. (%)	VAR.(%)	VAR.(UND)
STREET	111.719	51,8%	119.723	51,2%	7,2%	8.004
TRAIL	47.566	22,0%	51.624	22,1%	8,5%	4.058
MOTONETA	30.926	14,3%	32.948	14,1%	6,5%	2.022
SCOOTER	11.664	5,4%	15.386	6,6%	31,9%	3.722
NAKED	4.561	2,1%	5.589	2,4%	22,5%	1.028
BIGTRAIL	3.581	1,7%	3.866	1,7%	8,0%	285
OFF-ROAD	2.252	1,0%	2.090	0,9%	-7,2%	-162
CUSTOM	1.928	0,9%	1.577	0,7%	-18,2%	-351
SPORT	1.581	0,7%	1.181	0,5%	-25,3%	-400
TOURING	40	0,0%	19	0,0%	-52,5%	-21
TOTAL	215.818	100,0%	234.003	100,0%	8,4%	18.185



Evolução do atacado - Trimestre

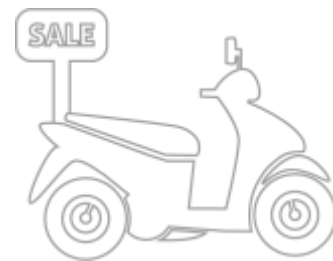
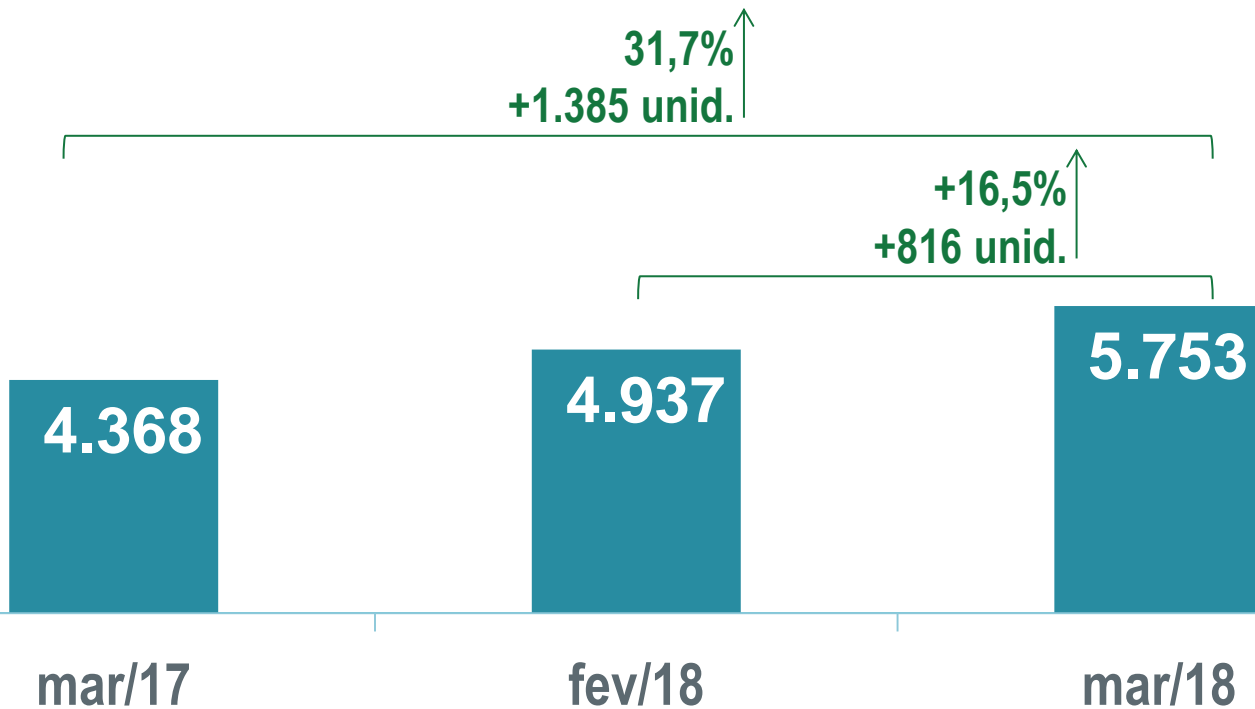


ATACADO DE SCOOTER



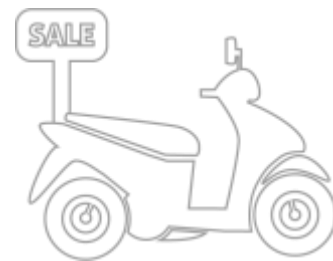
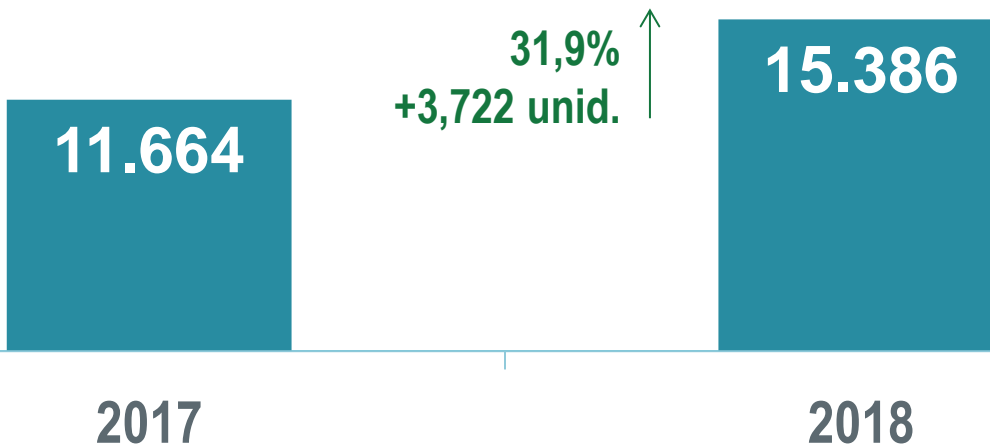


Atacado de Scooter



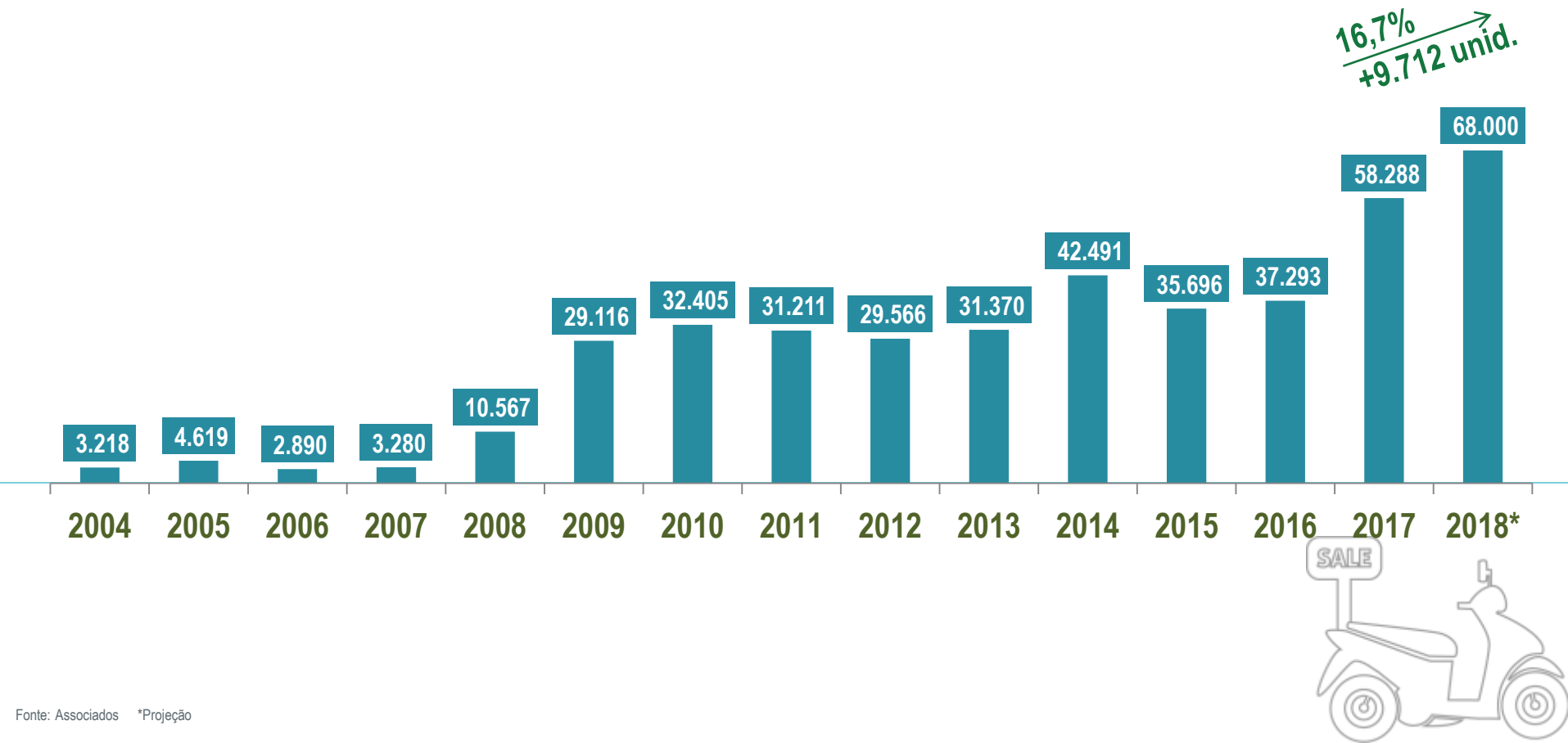


Atacado de Scooter – acumulado (JAN-MAR)



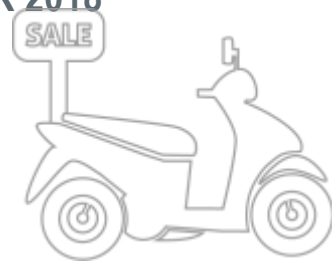
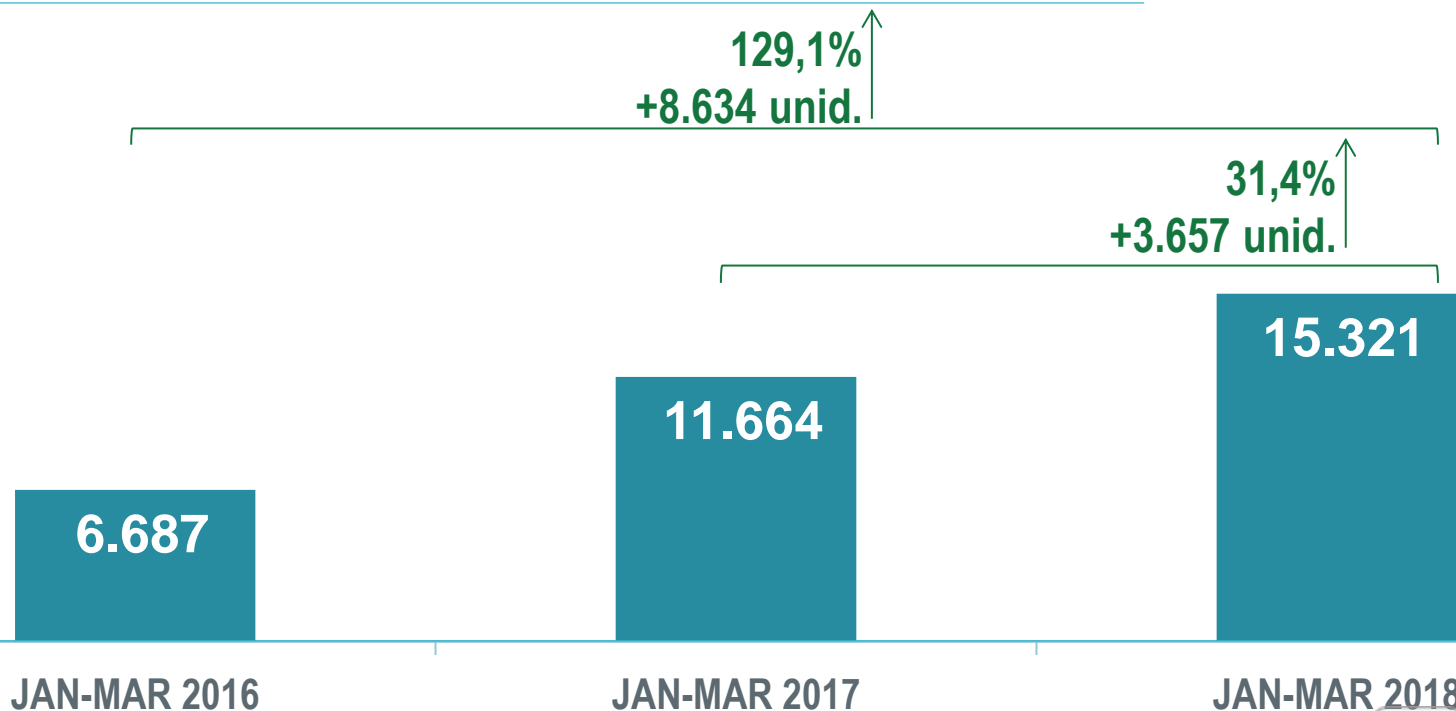


Evolução do atacado de Scooter

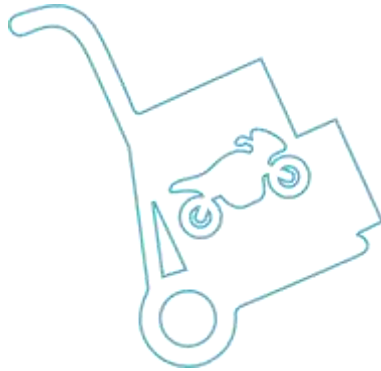




Evolução do atacado de Scooter - Trimestre

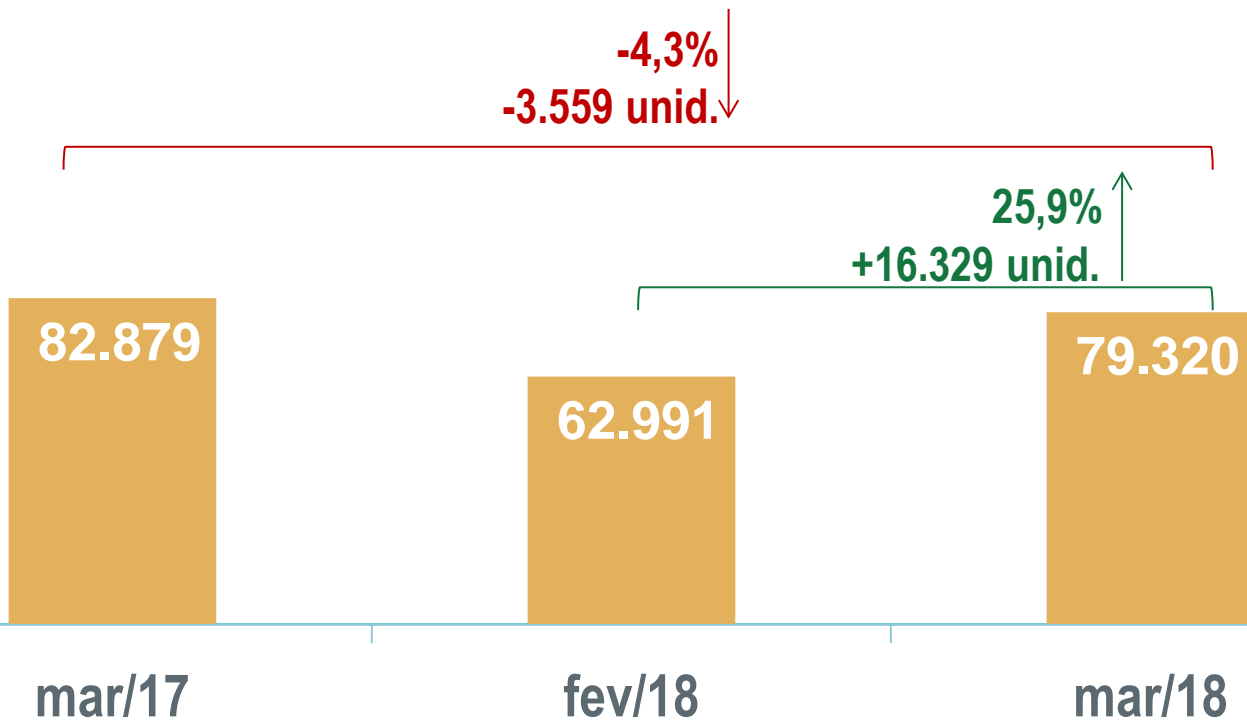


MOTOCICLETAS VAREJO



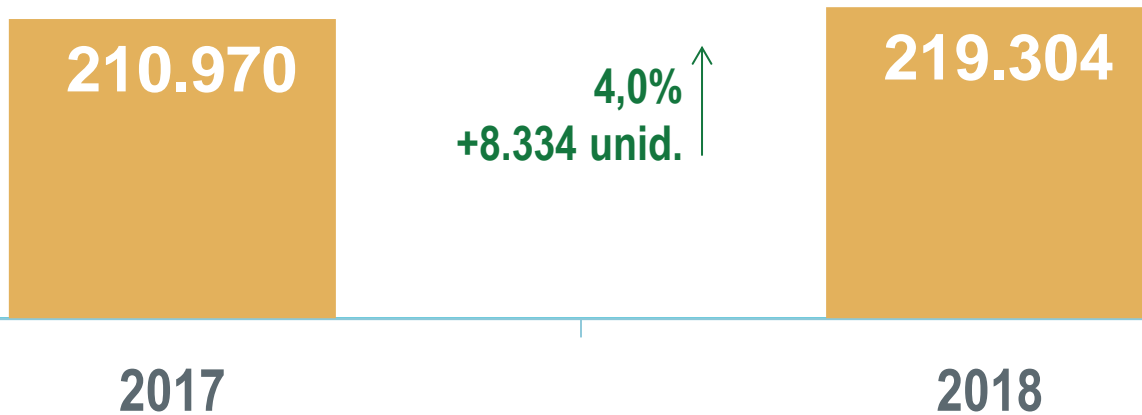


Varejo



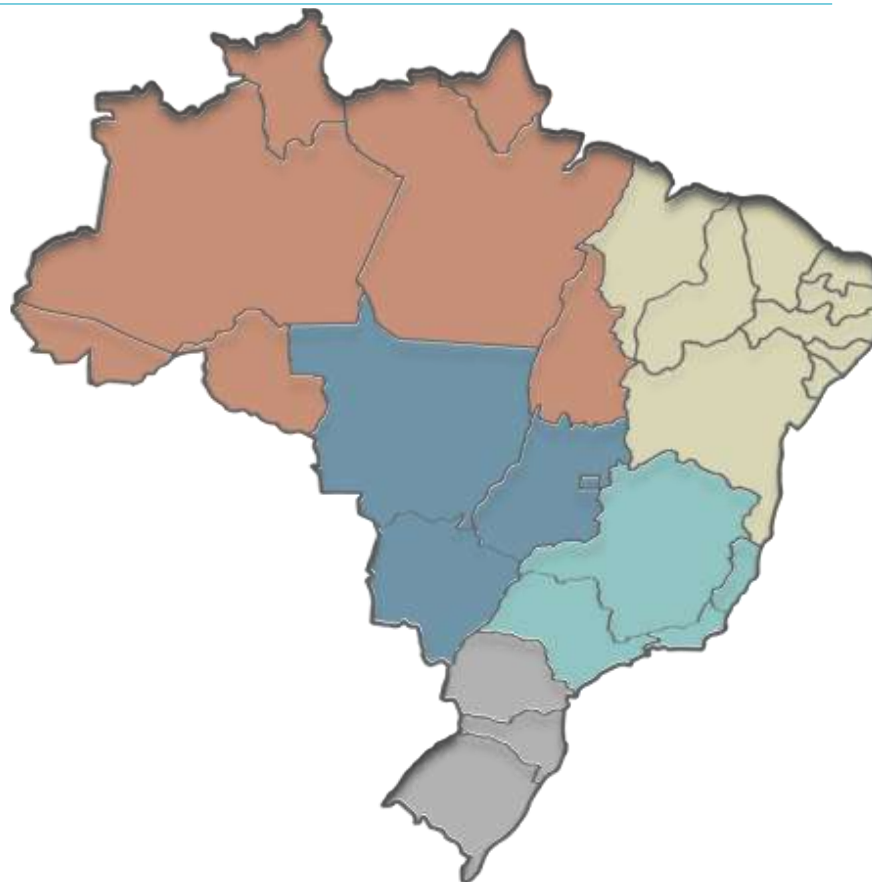


Varejo Acumulado





Varejo Acumulado (Jan-Mar)



NORTE

2017: 25.476

2018: 25.485

Var. (%) 0,0%

(+9 unid.)

C. OESTE

2017: 19.951

2018: 21.754

Var. (%) 9,0%

(+1.803 unid.)

SUL

2017: 20.928

2018: 25.046

Var. (%) 19,7%

(+4.118 unid.)

NORDESTE

2017: 71.994

2018: 68.344

Var. (%) -5,1%

(-3.650 unid.)

SUDESTE

2017: 72.621

2018: 78.675

Var. (%) 8,3%

(+6.054 unid.)

BRASIL

2017: 210.970

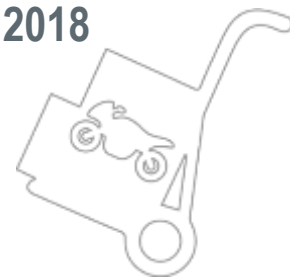
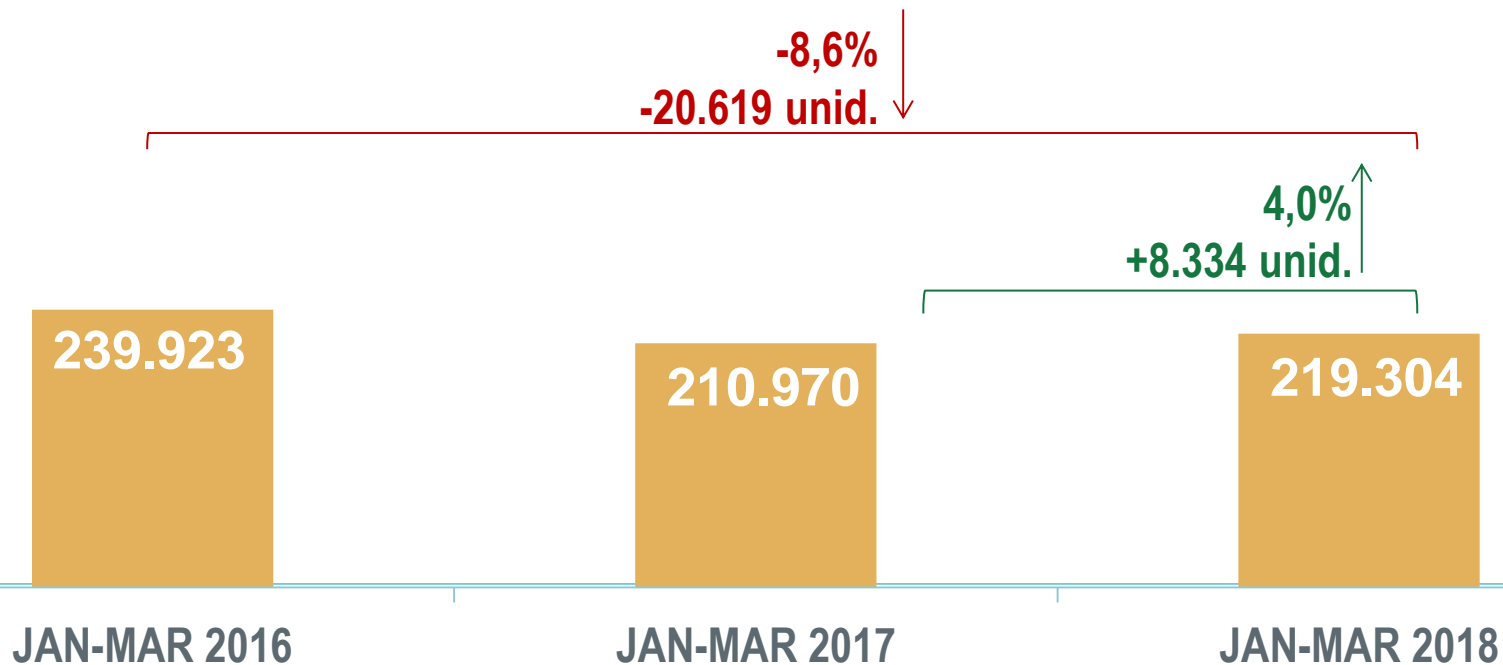
2018: 219.304

Var. (%) 4,0%

(+8.334 unid.)



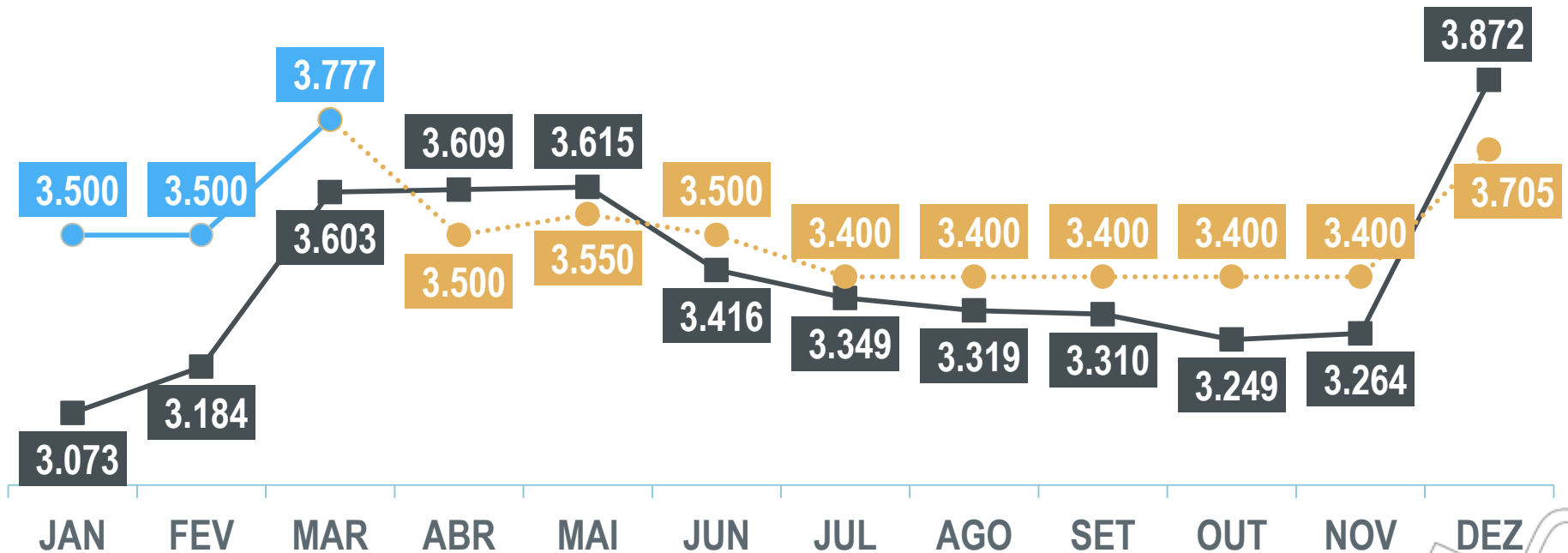
Evolução do varejo - Trimestre





Média diária do Varejo

■ 2017 ● 2018 ● Estimativa 2018





Modalidades de venda no varejo

	JAN-MAR 2017	%	JAN-MAR 2018	%	VAR. (und.)	VAR. (%)
À vista	65.855	31,2%	73.643	33,6%	+7.788	11,8%
CDC	80.581	38,2%	74.512	34,0%	-6.069	-7,5%
Consórcio	64.534	30,6%	71.149	32,4%	+6.615	10,3%
TOTAL	210.970	100%	219.304	100%	+8.334	4,0%



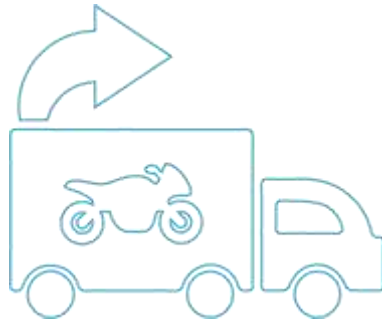


Modalidades de venda no varejo

	2017	%	Estimativa 2018	%	VAR. (unid.)	VAR. (%)
À vista	266.767	31,3%	274.001	31,7%	+7.233	2,7%
CDC	336.257	39,5%	338.699	39,2%	+2.441	0,7%
Consórcio	247.988	29,1%	252.301	29,2%	+4.312	1,7%
TOTAL	851.013	100%	865.000	100%	+13.987	1,6%

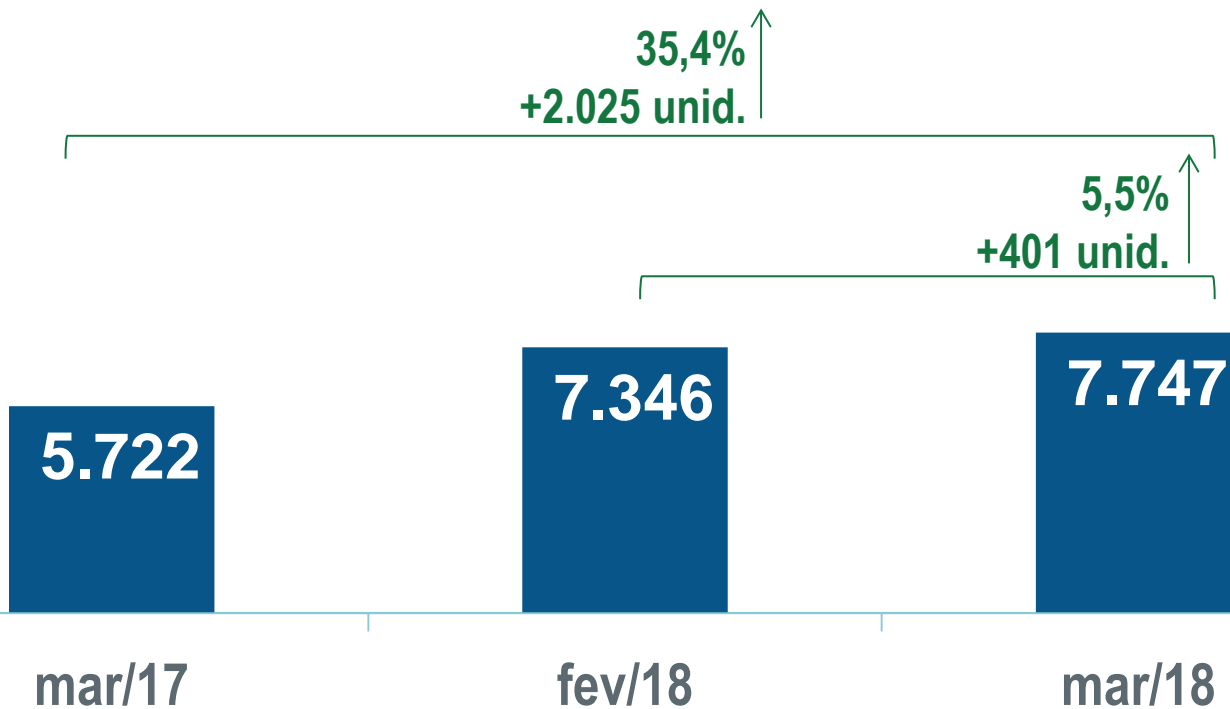


MOTOCICLETAS EXPORTAÇÃO



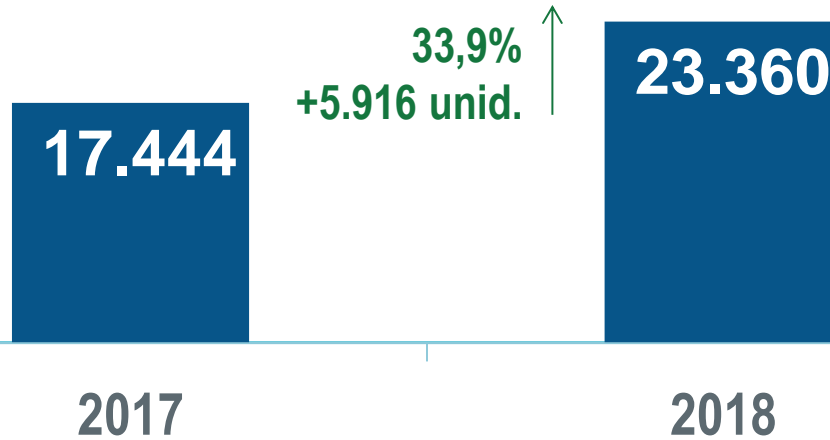


Exportação



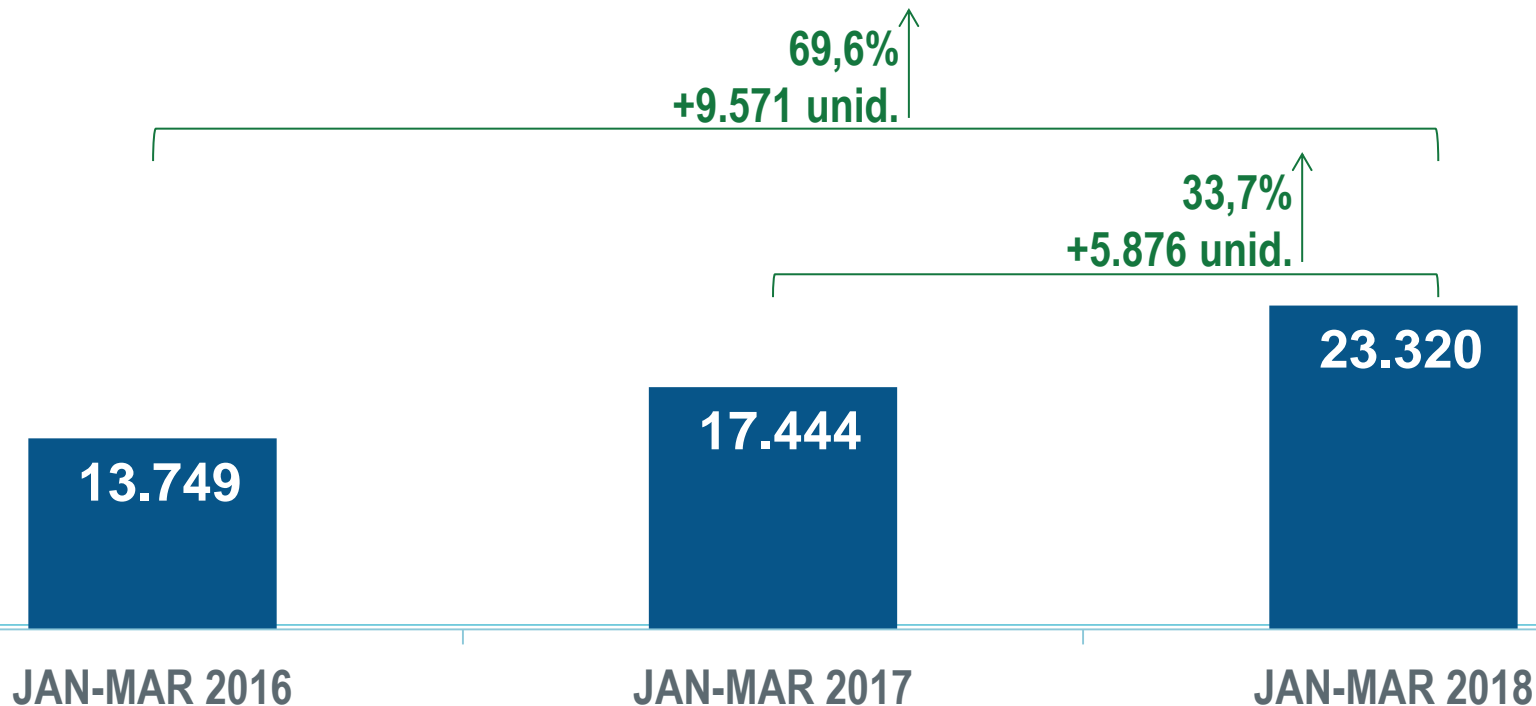


Exportação Acumulada (JAN-MAR)





Volume de Vendas - Mercado Externo - Trimestre



Projeções





Projeção

Projeção - 2018

	2017	2018	Var. (unid.)	Var %
Produção	882.876	935.000	+52.124	5,9%
Atacado	814.573	850.000	+35.427	4,3%
Varejo	851.013	865.000	+13.987	1,6%
Exportação	81.789	85.000	+3.211	3,9%

The background features a teal gradient with silhouettes of a cyclist on the left and a motorcyclist on the right, both in motion. The cyclist is on a road bike, and the motorcyclist is on a motorcycle. The overall scene is set against a bright, hazy sky.

OBRIGADO!



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