

comparativa acumulada a DICIEMBRE 2014-2015

Mercado	Las Palmas			Santa Cruz de Tenerife			Totales		
	2015	2014	% ^ aa.	2015	2014	% ^ aa.	2015	2014	% ^ aa.
1.Turismos	24.759	21.550	14,89%	14.408	12.736	13,13%	39.167	34.286	14,24%
2.Todo Terreno	4.902	2.986	64,17%	3.274	2.028	61,44%	8.176	5.014	63,06%
3.Com.Ligeros	3.971	3.058	29,86%	3.980	3.002	32,58%	7.951	6.060	31,20%
4.Ind.Medios	1.681	1.098	53,10%	970	667	45,43%	2.651	1.765	50,20%
5.Industriales	197	133	48,12%	140	111	26,13%	337	244	38,11%
6.Autobuses	101	36	180,56%	98	16	512,50%	199	52	282,69%
7.Motocicletas	2.409	1.910	26,13%	2.379	1.968	20,88%	4.788	3.878	23,47%
8.Ciclomotores	286	272	5,15%	228	174	31,03%	514	446	15,25%
9.Especiales	278	137	102,92%	52	49	6,12%	330	186	77,42%
Totales	38.584	31.180	23,75%	25.529	20.751	23,03%	64.113	51.931	23,46%

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Mercado	Las Palmas			Santa Cruz de Tenerife			Totales		
	2015	2014	% ^ aa.	2015	2014	% ^ aa.	2015	2014	% ^ aa.
1.Turismos	2.358	1.859	26,84%	1.472	1.353	8,80%	3.830	3.212	19,24%
2.Todo Terreno	564	376	50,00%	399	269	48,33%	963	645	49,30%
3.Com.Ligeros	406	359	13,09%	385	283	36,04%	791	642	23,21%
4.Ind.Medios	185	115	60,87%	110	81	35,80%	295	196	50,51%
5.Industriales	19	13	46,15%	29	15	93,33%	48	28	71,43%
6.Buses	13	3	333,33%	6	1	500,00%	19	4	375,00%
7.Motocicletas	221	174	27,01%	236	146	61,64%	457	320	42,81%
8.Ciclomotores	36	25	44,00%	18	14	28,57%	54	39	38,46%
9.Especiales	40	6	566,67%	6	1	500,00%	46	7	557,14%
Totales	3.842	2.930	31,13%	2.661	2.163	23,02%	6.503	5.093	27,69%

COMPARATIVA ACUMULADA DICIEMBRE 2014-2015 _ CANALES DE VENTA

Mercado	Canales	Las Palmas			Santa Cruz de Tenerife			Totales		
		2015	2014	% ^ aa.	2015	2014	% ^ aa.	2015	2014	% ^ aa.
1.Turismos	Alquiler	11.184	10.438	7,15%	2.702	2.637	2,46%	13.886	13.075	6,20%
	Empresas	3.635	2.400	51,46%	1.476	1.082	36,41%	5.111	3.482	46,78%
	Particular	9.940	8.712	14,10%	10.230	9.017	13,45%	20.170	17.729	13,77%
	Totales	24.759	21.550	14,89%	14.408	12.736	13,13%	39.167	34.286	14,24%
2.TODO Terreno	Alquiler	829	347	138,90%	281	103	172,82%	1.110	450	146,67%
	Empresas	750	460	63,04%	407	283	43,82%	1.157	743	55,72%
	Particular	3.323	2.179	52,50%	2.586	1.642	57,49%	5.909	3.821	54,65%
	Totales	4.902	2.986	64,17%	3.274	2.028	61,44%	8.176	5.014	63,06%
3.Com.Ligeros	Alquiler	788	678	16,22%	127	77	64,94%	915	755	21,19%
	Empresas	1.327	925	43,46%	791	689	14,80%	2.118	1.614	31,23%
	Particular	1.856	1.455	27,56%	3.062	2.236	36,94%	4.918	3.691	33,24%
	Totales	3.971	3.058	29,86%	3.980	3.002	32,58%	7.951	6.060	31,20%
4.Ind.Medios	Alquiler	315	265	18,87%	70	62	12,90%	385	327	17,74%
	Empresas	815	466	74,89%	538	357	50,70%	1.353	823	64,40%
	Particular	551	367	50,14%	362	248	45,97%	913	615	48,46%
	Totales	1.681	1.098	53,10%	970	667	45,43%	2.651	1.765	50,20%
5.Industriales	Alquiler	8	4	100,00%	0	2	-100,00%	8	6	33,33%
	Empresas	180	118	52,54%	137	102	34,31%	317	220	44,09%
	Particular	9	11	-18,18%	3	7	-57,14%	12	18	-33,33%
	Totales	197	133	48,12%	140	111	26,13%	337	244	38,11%
6.Autobuses	Alquiler									
	Empresas	80	35	128,57%	98	12	716,67%	178	47	278,72%
	Particular	21	1	2000,00%	0	4	-100,00%	21	5	320,00%
	Totales	101	36	180,56%	98	16	512,50%	199	52	282,69%
7.Motocicletas	Alquiler	127	124	2,42%	77	49	57,14%	204	173	17,92%
	Empresas	229	170	34,71%	245	289	-15,22%	474	459	3,27%
	Particular	2.053	1.616	27,04%	2.057	1.630	26,20%	4.110	3.246	26,62%
	Totales	2.409	1.910	26,13%	2.379	1.968	20,88%	4.788	3.878	23,47%
8.Ciclomotores	Alquiler	5	7	-28,57%	0	3	-100,00%	5	10	-50,00%
	Empresas	60	12	400,00%	9	7	28,57%	69	19	263,16%
	Particular	221	253	-12,65%	219	164	33,54%	440	417	5,52%
	Totales	286	272	5,15%	228	174	31,03%	514	446	15,25%
9.Especiales	Alquiler	145	53	173,58%	4	22	-81,82%	149	75	98,67%
	Empresas	54	38	42,11%	9	6	50,00%	63	44	43,18%
	Particular	79	46	71,74%	39	21	85,71%	118	67	76,12%
	Totales	278	137	102,92%	52	49	6,12%	330	186	77,42%
Totales	38.584	31.180	23,75%	25.529	20.751	23,03%	64.113	51.931	23,46%	

COMPARATIVA DICIEMBRE 2014-2015 _ CANALES DE VENTA

Mercado	Canales	Las Palmas			Santa Cruz de Tenerife			Totales		
		2015	2014	% ^ aa.	2015	2014	% ^ aa.	2015	2014	% ^ aa.
1.Turismos	Alquiler	844	663	27,30%	229	288	-20,49%	1.073	951	12,83%
	Empresas	411	222	85,14%	155	119	30,25%	566	341	65,98%
	Particular	1.103	974	13,24%	1.088	946	15,01%	2.191	1.920	14,11%
	Totales	2.358	1.859	26,84%	1.472	1.353	8,80%	3.830	3.212	19,24%
2.TODO Terreno	Alquiler	100	35	185,71%	45	35	28,57%	145	70	107,14%
	Empresas	80	43	86,05%	46	34	35,29%	126	77	63,64%
	Particular	384	298	28,86%	308	200	54,00%	692	498	38,96%
	Totales	564	376	50,00%	399	269	48,33%	963	645	49,30%
3.Com.Ligeros	Alquiler	103	125	-17,60%	13	3	333,33%	116	128	-9,38%
	Empresas	116	78	48,72%	56	62	-9,68%	172	140	22,86%
	Particular	187	156	19,87%	316	218	44,95%	503	374	34,49%
	Totales	406	359	13,09%	385	283	36,04%	791	642	23,21%
4.Ind.Medios	Alquiler	25	11	127,27%	0	4	-100,00%	25	15	66,67%
	Empresas	103	64	60,94%	70	54	29,63%	173	118	46,61%
	Particular	57	40	42,50%	40	23	73,91%	97	63	53,97%
	Totales	185	115	60,87%	110	81	35,80%	295	196	50,51%
5.Industriales	Alquiler	0	1	-100,00%				0	1	-100,00%
	Empresas	17	10	70,00%	28	14	100,00%	45	24	87,50%
	Particular	2	2	0,00%	1	1	0,00%	3	3	0,00%
	Totales	19	13	46,15%	29	15	93,33%	48	28	71,43%
6,autobuses	Alquiler									
	Empresas	9	3	200,00%	6	1	500,00%	15	4	275,00%
	Particular	4	0	#+INF				4	0	#+INF
	Totales	13	3	333,33%	6	1	500,00%	19	4	375,00%
7.Motocicletas	Alquiler	1	3	-66,67%	17	0	#+INF	18	3	500,00%
	Empresas	12	8	50,00%	18	16	12,50%	30	24	25,00%
	Particular	208	163	27,61%	201	130	54,62%	409	293	39,59%
	Totales	221	174	27,01%	236	146	61,64%	457	320	42,81%
8.Ciclomotores	Alquiler									
	Empresas	19	3	533,33%	2	0	#+INF	21	3	600,00%
	Particular	17	22	-22,73%	16	14	14,29%	33	36	-8,33%
	Totales	36	25	44,00%	18	14	28,57%	54	39	38,46%
9.Especiales	Alquiler	23	0	#+INF	1	0	#+INF	24	0	#+INF
	Empresas	12	1	1100,00%	1	1	0,00%	13	2	550,00%
	Particular	5	5	0,00%	4	0	#+INF	9	5	80,00%
	Totales	40	6	566,67%	6	1	500,00%	46	7	557,14%
Totales	3.842	2.930	31,13%	2.661	2.163	23,02%	6.503	5.093	27,69%	