

Automotive Love Study MexicoSM

Luxury Brands 2Q 2021

Brand Health Gurus

Press Release: 1 September 2021



BMW, Mercedes-Benz, and Audi grow leadership as Most Loved Luxury Automotive Brands in Mexico

MIAMI, FLORIDA, 1 September 2021 – The strength of consumer love for a brand continues to explain sales and profits success among Luxury Automotive brands.

“Luxury brands are continuously developing their brand story through unique experiences that provide exclusivity and allow luxury consumers to distinguish themselves from mass brand consumers **said Mike Weil of Brand Health Gurus**. With the potential to deliver premium profits, Luxury Automotive marketers look to our insights for elevating the consumer-brand relationship, enabling luxury consumers to justify paying a price beyond functional value.

Study Highlights:

- BMW (76.1%), Mercedes-Benz (74.2%), and Audi (74%) gain directional strength, remaining statistically equal. Leading levels of Consumer Love for the three German brands (G3) continues to support their sales dominance among all luxury brands in Mexico.
- Tesla (62.4%) falls nearly six points from the previous wave, while Porsche (59.5%) slips three points; both brands managing to maintain their position in the rankings.
- Cadillac (51.1%) improves by 3.6 points, moving ahead of Volvo (49.9%), followed by Lincoln (45.7%).
- Acura (40%) improves again, moving above Infiniti (38.4%), while Buick (34.3%) continues at the bottom of the Automotive Love rankings.

The Luxury Automotive Love Rankings study is based on the responses of 600 New Luxury Vehicle intenders in Mexico. The study was fielded during June 2021.

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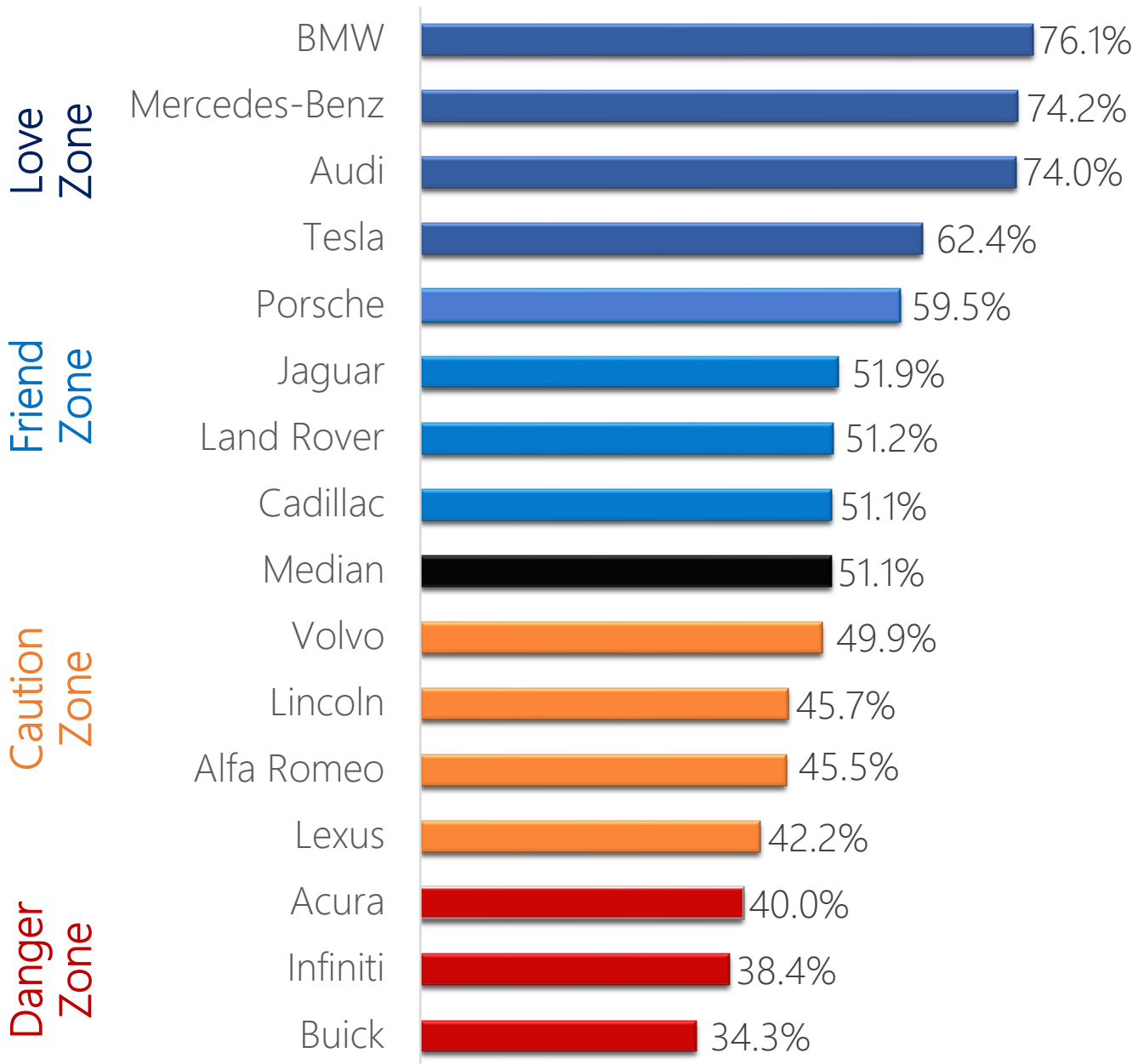
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Automotive Love Rankings - Mexico

Luxury Automotive Brands - 2Q 2021



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