

# Insights 4 Less, LLC

## Luxury Automotive Love Study Mexico<sup>SM</sup>

### Luxury Brands 3Q 2019

Press Release: 22 October 2019



## BMW & Mercedes-Benz continue as Most Loved Luxury Brands

MIAMI, FLORIDA, 22 October 2019 – The strength of consumer love for brands continues to explain brand choice and the willingness to pay a price premium.

“Sales leaders BMW and Mercedes-Benz remain statistically even at the top of the Luxury Automotive Love rankings. The strength of consumers’ love for these brands supports each brands sales success,” said **Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC.** “While our Love study insights help to explain brand success, our personalized client support is designed to help marketing leaders build stronger brands.”

### Study Highlights:

- Audi (60.6%) remains third in the Luxury Love rankings, though has been losing strength. Audi sales have also slipped in recent months. Porsche (58.7%) remains very steady in fourth, maintaining its niche sporty position that can have a limiting effect on sales.
- Alfa Romeo (44.6%) has been notable in its stair-stepping growth that moved the brand above the Industry Median (43.6%) for the first time. Alfa Romeo’s growth in the Love rankings begins to position the brand for naturally stronger sales.
- Volvo (41.3%), after being on a growth path following the launch of XC40, has slipped below the Median. While Lincoln (40.2%), with its all-new Nautilus gains strength and moves up one position in the Love rankings.

The Luxury Automotive Love Rankings study is based on the responses of 601 New Luxury Vehicle intenders in Mexico. The study was fielded during September 2019.

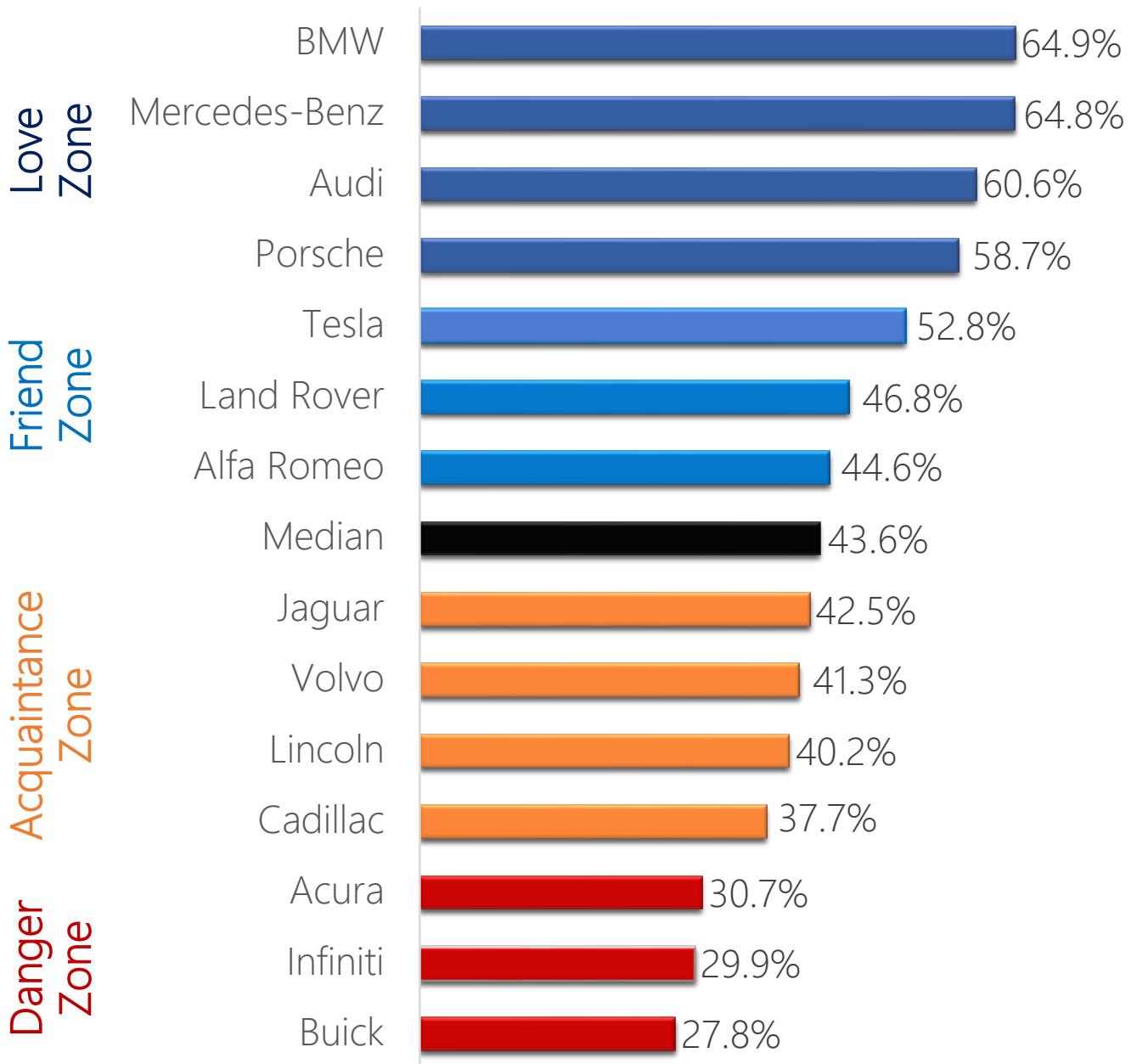
Contact: [Mike.Weil@insights4less.com](mailto:Mike.Weil@insights4less.com) | +1 760 691 0000

# Insights 4 Less, LLC Luxury Automotive Love Study Mexico<sup>SM</sup> Luxury Brands 3Q 2019

Press Release: 22 October 2019



## Luxury Automotive Love Rankings Mexico 3Q 2019



Source: Insights 4 Less, LLC. Luxury Automotive Love Study Mexico<sup>SM</sup>  
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying Insights 4 Less as the publisher and the study from which it originated as the original source. No advertising or other promotional use can be made of the information in this release or Insights 4 Less survey results without the express prior written consent of Insights 4 Less.