

Automotive Love Study MexicoSM

Luxury Brands 4Q 2020

Brand Health Gurus

Press Release: 10 February 2021



BMW becomes Most Loved Luxury Automotive Brand, displacing Audi

MIAMI, FLORIDA, 10 February 2021 – Consumer love for a brand remains a key indicator of a brand's future market success.

“Since 2017, the Luxury Automotive Love Research Study has been providing marketers with brand health information to successfully manage their brand for improved sales and profits **said Mike Weil of Brand Health Gurus**. The global pandemic has caused everything from economies to consumers' behaviors to change, requiring more creativity and innovation from marketers to strategically align their brands for the next wave of growth.”

Study Highlights:

- BMW (73%) increases significantly to become the most loved luxury automotive brand in Mexico. Mercedes-Benz (71%) also gains, moving into the number two position with Audi (69%) slipping into third. Overall, the three core German brands (G3) maintain the strongest consumer-brand relationships, supporting their natural sales dominance.
- EV brand Tesla (68%) has moved up to fourth in the rankings, its strongest position in the history of the study, pushing Porsche (63%) down to fifth.
- Volvo (50%) remains equal with the Industry Median (50%) unable to close the gap with German brands.
- Lincoln (45%) gains strength, remaining statistically even with Cadillac (47%). Lexus (42%) continues ahead of Infiniti, Acura, and Buick.

The Luxury Automotive Love Rankings study is based on the responses of 603 New Luxury Vehicle intenders in Mexico. The study was fielded during December 2020.

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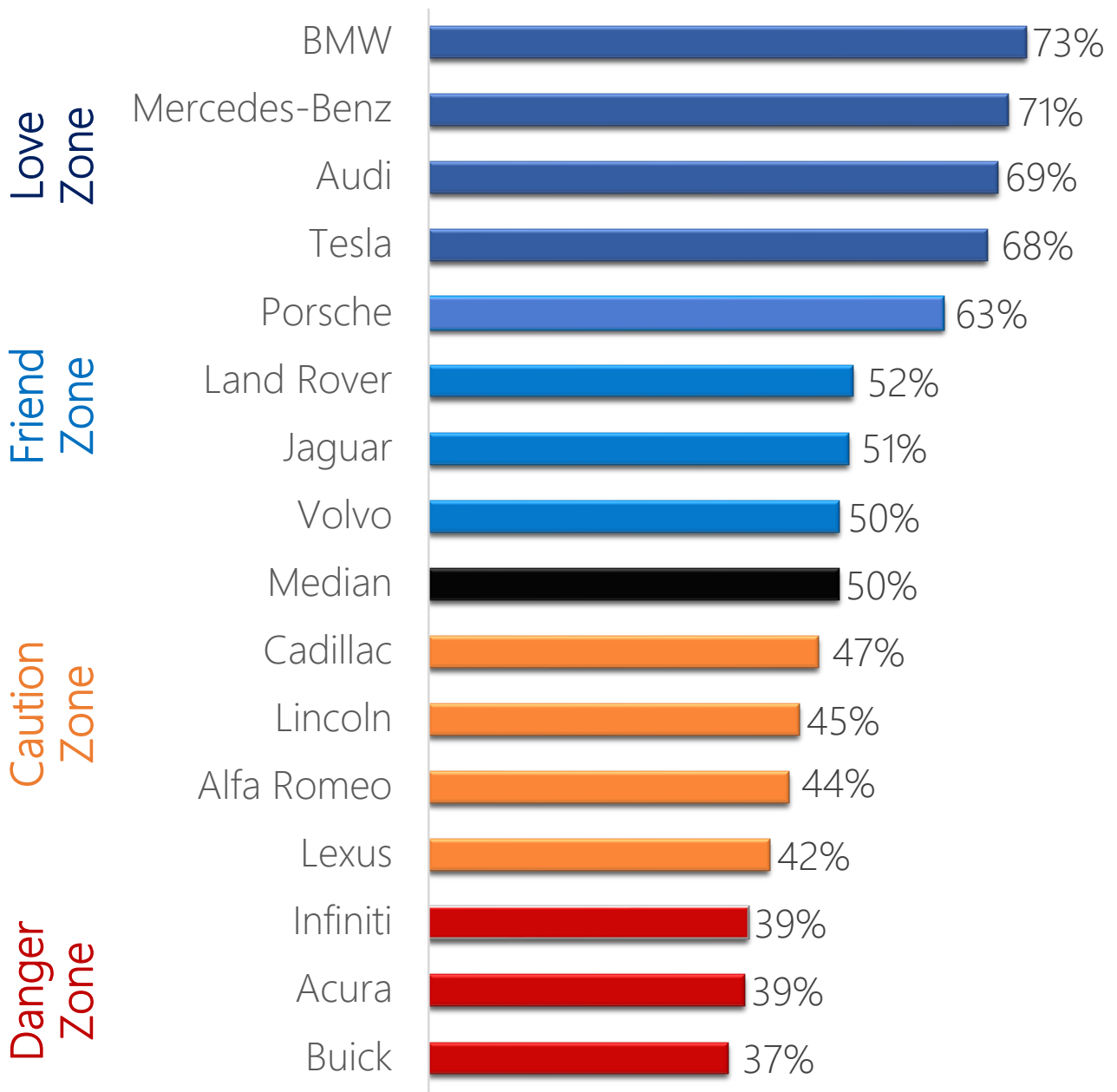
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Automotive Love Rankings - Mexico

Luxury Automotive Brands - 4Q 2020



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