

Insights 4 Less, LLC

Most Loved Automotive Brand Study MexicoSM

Luxury Brands 1Q 2019

Press Release: 23 April 2019



BMW is the Most Loved Luxury Automotive Brand, leading Mercedes-Benz

MIAMI, FLORIDA, 23 April 2019 – Love is the cornerstone in the Consumer-Brand relationship, explaining a significant portion of why consumers are more likely to purchase a particular brand.

“BMW remains the Most Loved Luxury Automotive Brand in Mexico, leading Mercedes-Benz by a small margin for five straight quarters. As the strength of BMW increases, Mercedes-Benz is fighting back with more aggressive sales,” said **Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC.** “As BMW and Mercedes-Benz challenge each other for leadership, the door is opened for other luxury brands to build strength and begin taking share from the dominating German brands.”

Following are some of the 1Q 2019 Mexico Luxury Automotive study findings:

- Audi (62%) continues to apply pressure on Mercedes-Benz (64%) in a challenge for the second position. German luxury sport brand Porsche (58%) maintains the fourth position in the rankings, followed by luxury electric car brand Tesla (50%).
- Land Rover (41%) continues to slip lower, falling to position seven, while sister brand, Jaguar (41%), remains one position behind and below the Industry Median.
- Since 2017, Alfa Romeo (37%) has continued to move up in the rankings, going from position 11 to position nine. Despite its limited product portfolio, Alfa Romeo is creating brand strength that can be converted into additional sales strength.

The Most Loved Brands study is based on the responses of 601 New Luxury Vehicle intenders in Mexico. The study was fielded from 27 February – 11 March 2019.

For more information, contact:

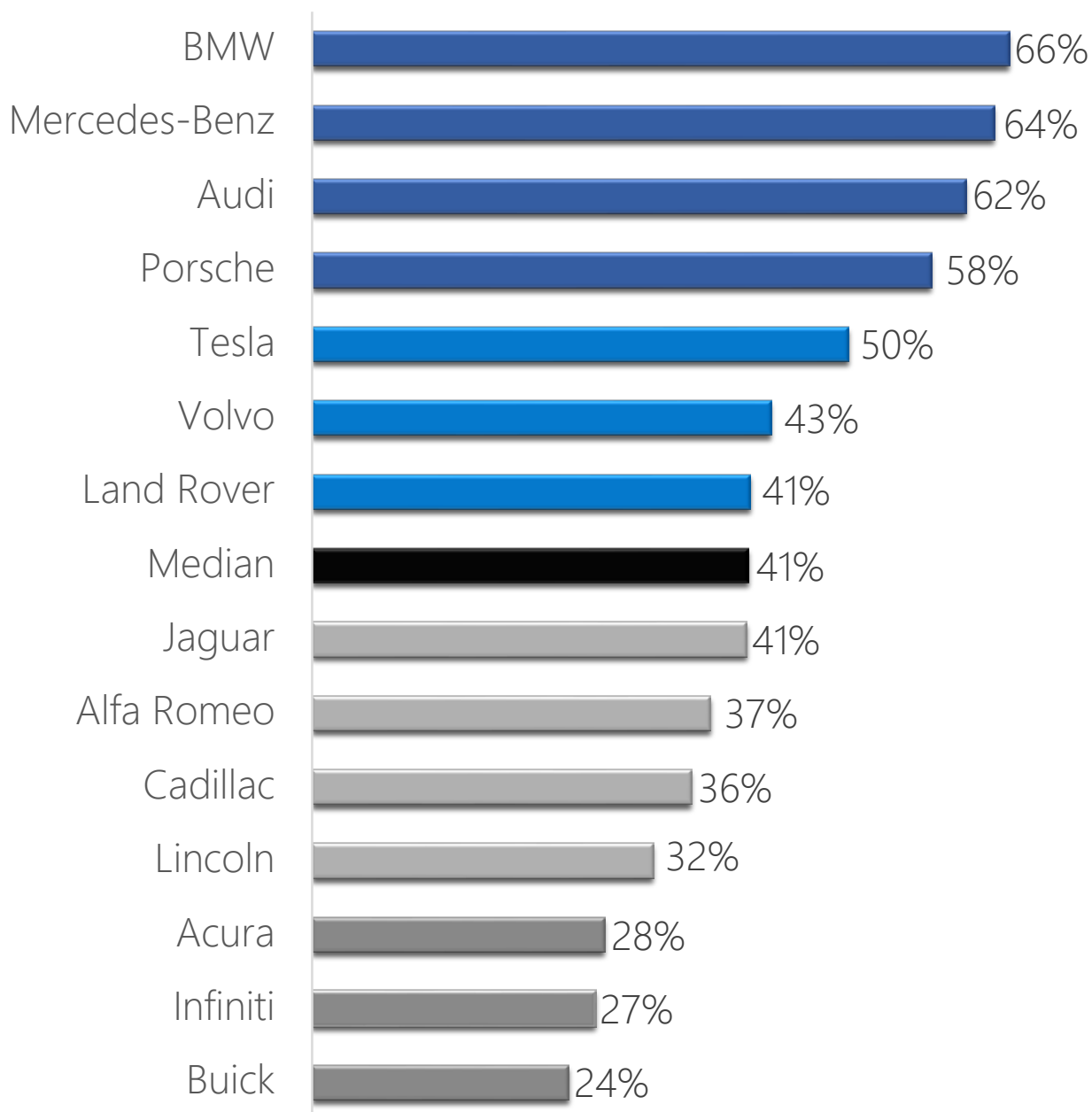
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Most Loved Automotive Brand Rankings - Mexico Luxury Automotive Brands - 1Q 2019



Source: Insights 4 Less, LLC. Most Loved Automotive Brands Mexico StudySM
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