

Insights 4 Less, LLC

Most Loved Automotive Brands Study MexicoSM

Non-Luxury Brands 4Q 2019

Press Release: 28 January 2020

Volkswagen strengthens, remains Most Loved Brand Nissan rebuilds to second position

MIAMI, FLORIDA, 28 January 2020 – Consumer-Love for a brand remains a key performance indicator of brand health and future success.

“Love scores are very effective by explaining why brands sell at the level they sell, said Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC. Our approach of integrating research results with market dynamics tells the complete brand story, providing marketers with meaningful insights for evolving their own successful marketing strategy.”

Highlights:

- Volkswagen Love score (53%) strengthens, remaining the Most Loved Brand. Brand dynamics and a competitive market continue to challenge Volkswagen’s sales success.
- Nissan (49%) strengthens, jumping ahead of Toyota (45%) and challenging Volkswagen. Toyota slips to number four in the rankings as Volkswagen, Nissan, and Honda Love scores all gained strength.
- Chevrolet (44%) and Ford (40%) continue to navigate an increasingly competitive market, trailing Toyota and Honda in the Love rankings for two consecutive quarters.
- Hyundai Love score (24%) slips and continues below the industry median while Love for Kia (32%) remains above the median, supporting a stronger sales share.

Study results are based on the responses of 601 New Vehicle intenders in Mexico. The study was fielded during December 2019.

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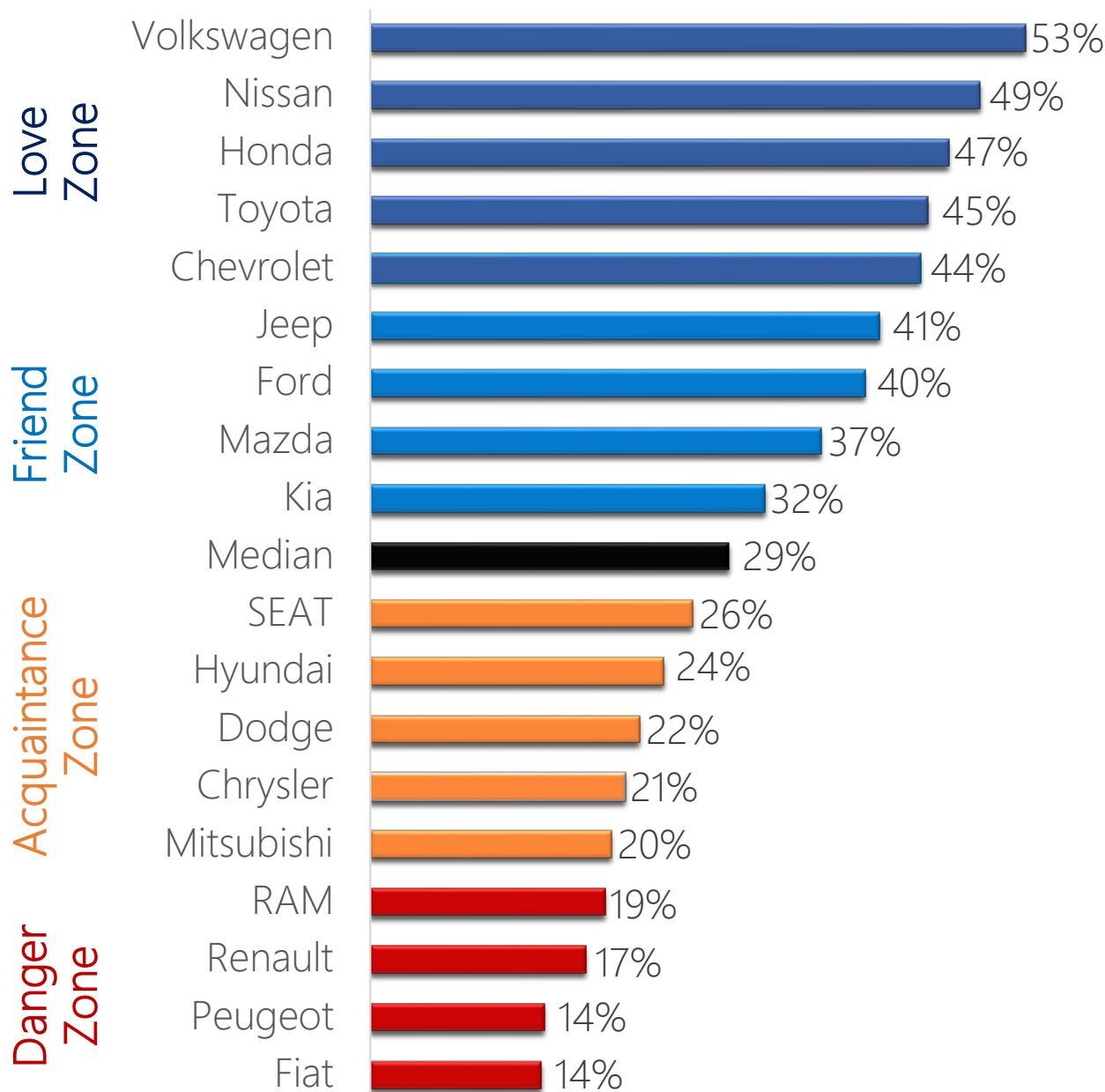
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Most Loved Automotive Brand Rankings - Mexico

Non-Luxury Automotive Brands - 4Q 2019



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