

Insights 4 Less, LLC

Most Loved Automotive Brands Study MexicoSM

Non-Luxury Brands 3Q 2020

Press Release: 15 October 2020



Nissan moves into top spot as Most Loved Non-Luxury Automotive Brand in Mexico

MIAMI, FLORIDA, 15 October 2020 – Consumer-Love for a brand remains a key performance indicator of brand health and future sales success.

“Our unique design of measuring brand health is very efficient and effective in helping leaders understand exactly why their brand is successful and how to maintain that strength in a dynamic market **said Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC.** And for the brands in the Caution Zone or Danger Zone, our research and consulting approach provides strategic pathways for improving Love Scores and sales success.”

Highlights:

- **Nissan** Love Score (58%) strengthens to the top spot, reinforcing its number one sales position in Mexico. **Volkswagen** (57%) and **Chevrolet** (57%) are statistically on par with Nissan, but in the number two and three positions, respectively.
- **Ford** (51%) returns to the Love Zone following the pre-launch of future Bronco and all-new F-Series. **Toyota** (50%) and **Honda** (50%) rankings in the Love study remain dynamic, this wave slipping below Ford.
- **Dodge** (33%) takes aim once again at the industry median (36%). Changes at **Peugeot** (28%) appear to be paying off as the brand moves up in the rankings, leaving the Danger Zone for the first time in the history of the study.

Study results are based on the responses of 602 New Vehicle intenders in Mexico. The study was fielded during September 2020.

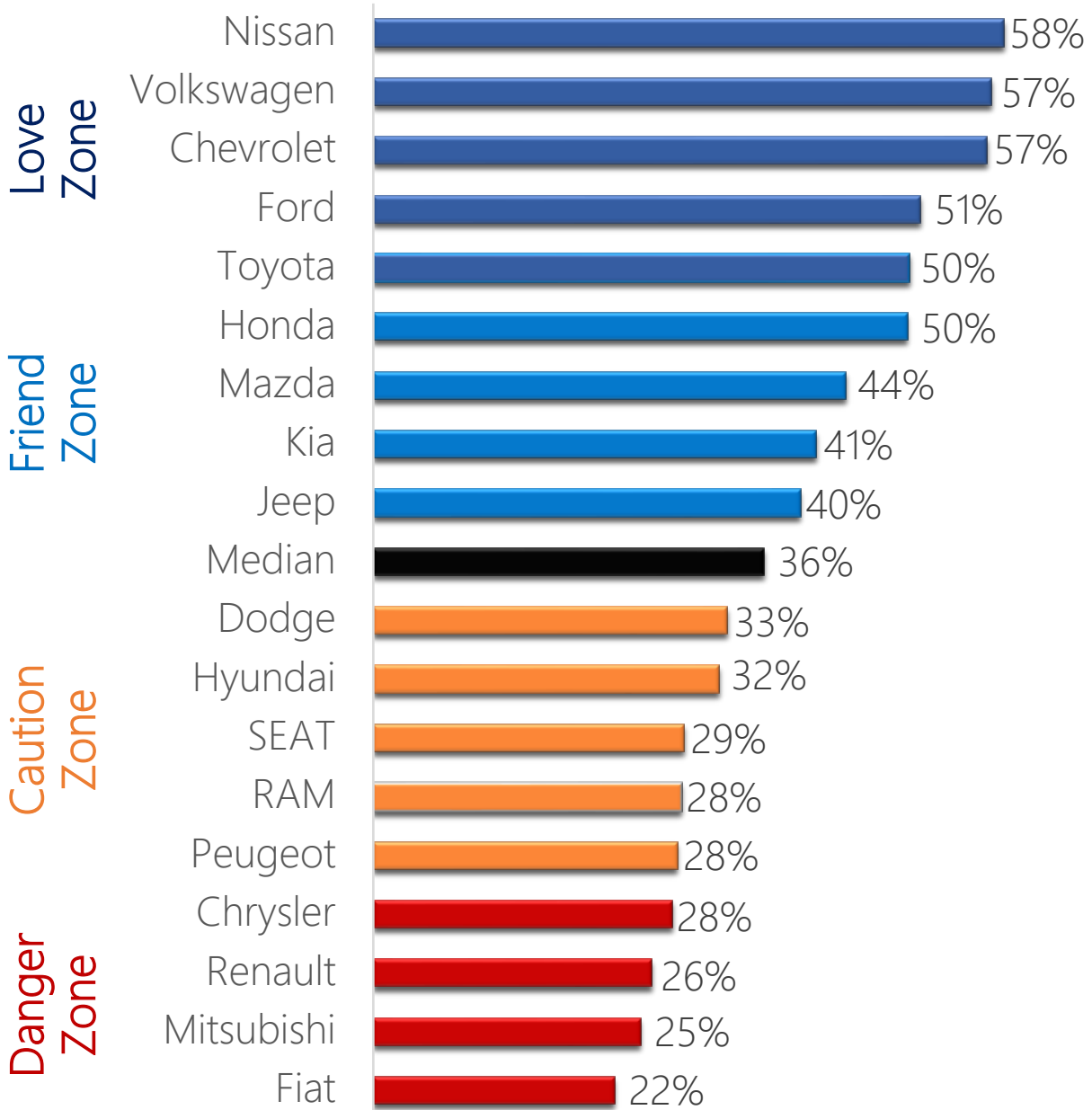
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Most Loved Automotive Brand Rankings - Mexico Non-Luxury Automotive Brands - 3Q 2020



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