

# Automotive Love Study Mexico<sup>SM</sup> Non-Luxury Brands 2Q 2021 Brand Health Gurus

Press Release: 4 August 2021



## Ford moves to its highest position in Automotive Love rankings

MIAMI, FLORIDA, 4 August 2021 – Brand choice continues to be defined by the strength of the consumer-brand relationship as measured by the Automotive Love Scores.

“Brand marketing can significantly influence what consumers think and feel about a brand **said Mike Weil of Brand Health Gurus**. The Automotive Love Scores provide feedback to marketers as well as deep insight into understanding how to manage brand success when it comes to sales, revenues, and profits..”

### Highlights:

- **Ford (54.8%)** Love Score strengthens, moving into the number three position, its strongest since the inception of the study in 2017. Ford’s success coincides with its transition to focus more exclusively on SUV and Truck segments.
- **Nissan (66.2%)** returns to the leadership position as **Volkswagen (56.7%)** slips back to 4Q 2020 levels in the number two position. Nissan’s leadership in the Love rankings supports its position of sales dominator in Mexico.
- **Toyota (52.1%)** loses momentum, slipping to the bottom of the Love Zone, allowing **Chevrolet (52.5%)** to move ahead by small margin.
- **Honda (46.7%)** loses momentum, allowing **Kia (48.8%)** to move ahead in the Love score rankings. **Mazda (44.7%)** has consistently held onto the ninth position in the Automotive Love rankings for three consecutive quarters.

Study results are based on the responses of 600 New Vehicle intenders in Mexico.  
The study was fielded during June 2021.

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## Non-Luxury Brands

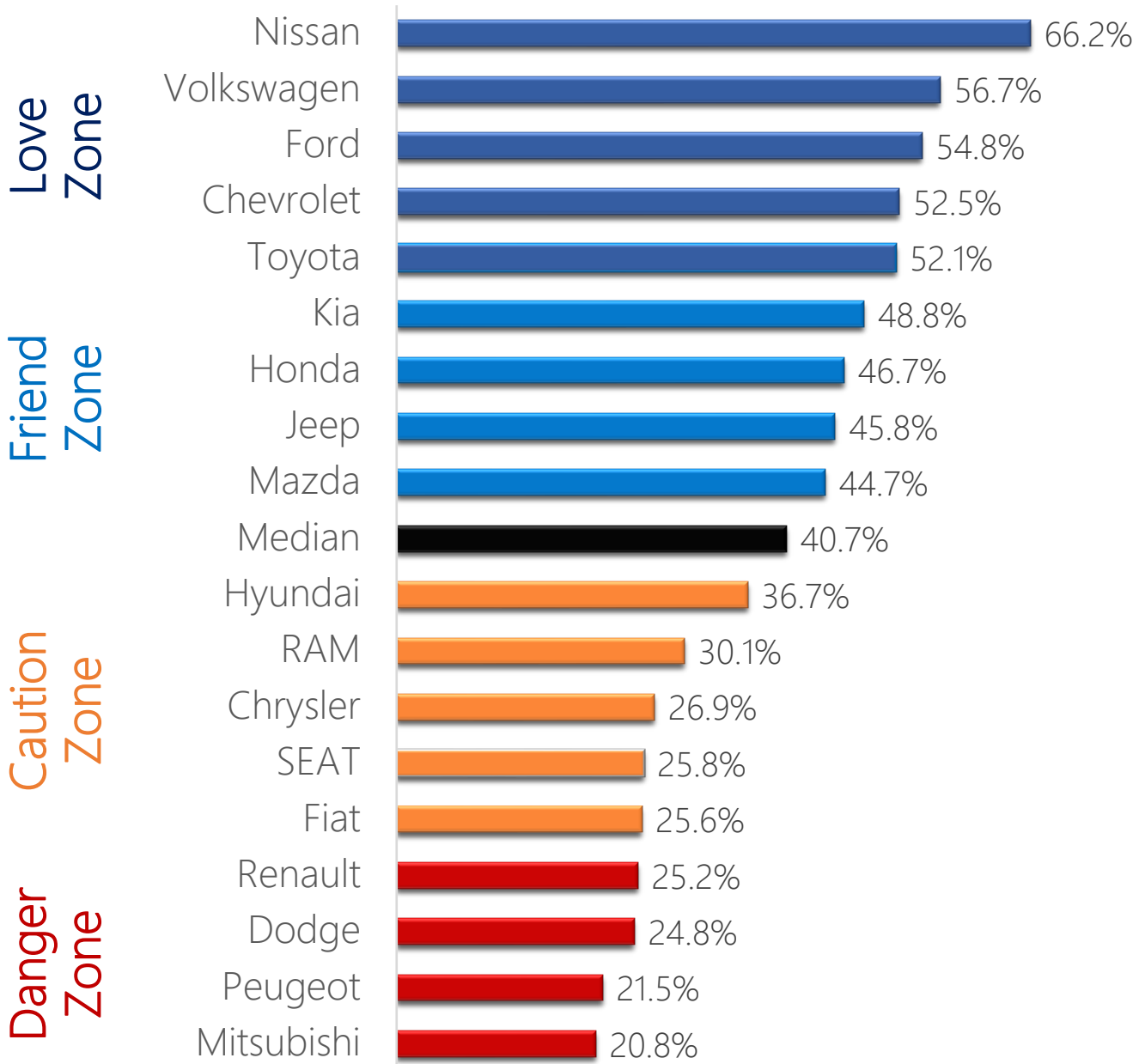
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## Automotive Love Rankings - Mexico

### Non-Luxury Automotive Brands



Source: Insights 4 Less, LLC. Automotive Love Study Mexico Study<sup>SM</sup>  
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