

Automotive Love Study MexicoSM Non-Luxury Brands 3Q 2021 Brand Health Gurus

Press Release: 2 November 2021



Volkswagen and Nissan continue to battle for title of Most Loved Non-Luxury Brand

MIAMI, FLORIDA, 2 November 2021 – Since 2017, the Automotive Love Study has been measuring the strength of the consumer-brand relationship through a sequence of unique brand health metrics.

“In addition to topline Key Performance Indicators, the Automotive Love study looks beneath the surface of each brand, diagnosing a curated list of metrics that influence brand power **said Mike Weil of Brand Health Gurus**. Study insights also provide feedback on marketing activities, support brand planning, and help marketers design data-backed strategies for increasing brand sales and profits.”

Highlights:

- **Volkswagen (62.6%)** Love Score increases as **Nissan (60%)** moves into the number two position. Volkswagen marketing continues to lead its product portfolio transition as its SUV models have not been able to fully replace sales given up by its car models.
- Rounding out the top five brands in the Love Zone are **Chevrolet (57.1%)**, **Toyota (56.1%)** and **Ford (52%)**. Ford also continues its product portfolio transition with the launch of Bronco Sport and coming Maverick.
- **Dodge (31.9%)** and **Mitsubishi (27.5%)** both significantly increase their Love scores, supported by directionally stronger unaided advertising recall.

Study results are based on the responses of 602 New Vehicle intenders in Mexico.
The study was fielded during August - September 2021.

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Non-Luxury Brands

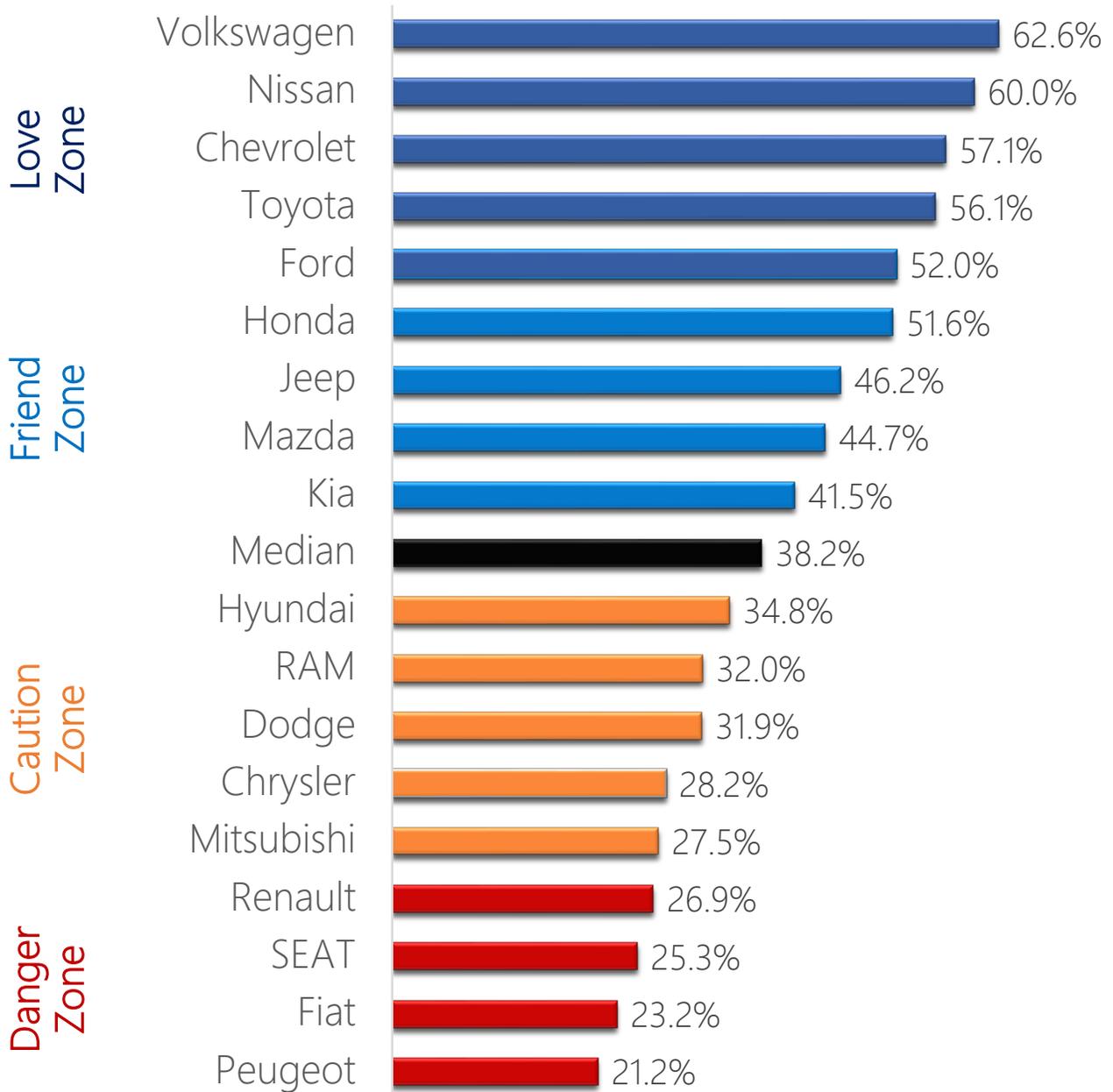
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Automotive Love Rankings - Mexico

Non-Luxury Automotive Brands



Source: Insights 4 Less, LLC. Automotive Love Study Mexico StudySM
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