



Automotive Love Study MexicoSM Non-Luxury Brands 1Q 2022

Press Release: 16 May 2022

Volkswagen returns to #1 position in rankings of Automotive Love Study

MIAMI, FLORIDA, 16 May 2022 – Brand success, which is often measured by sales and profits, continues to be significantly influenced by the strength of the consumer-brand relationship.

“Marketing messaging and product focus can significantly influence the way that consumers think and feel about a brand”, said **Mike Weil of Brand Health Gurus**. “Our research design measures emotional and rational brand perceptions, including advertising impact, providing valuable feedback and strategies for marketers to strengthen their own consumer-brand relationships.”

Highlights:

- **Volkswagen (62.2%)** Love score improves in the first quarter during redesigned Jetta launch, lifting the brand’s Love score into the #1 position, ahead of Nissan. **Nissan (59.8%)** has maintained the #2 position for three consecutive quarters and is statistically even with Volkswagen.
- **Chevrolet (53.7%)** loses significant momentum in the first quarter during the Traverse campaign, slipping into the #4 position. Deterioration of the *consumer-brand connection* can indicate a coming challenge, if not corrected, limiting future sales and profits success.
- **Ford (49.8%)** gives up previous gains as marketing transitioned to creating awareness of the all-new Maverick pickup truck.
- **Kia (46.4%)** Love score remained mostly unchanged, though slipping two positions as competitors **Honda (50.7%)** and **Jeep (46.7%)** gained strength and moved up in the rankings.

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Study results are based on the responses of 600 New Vehicle intenders in Mexico.
The study was fielded during February - March 2022.

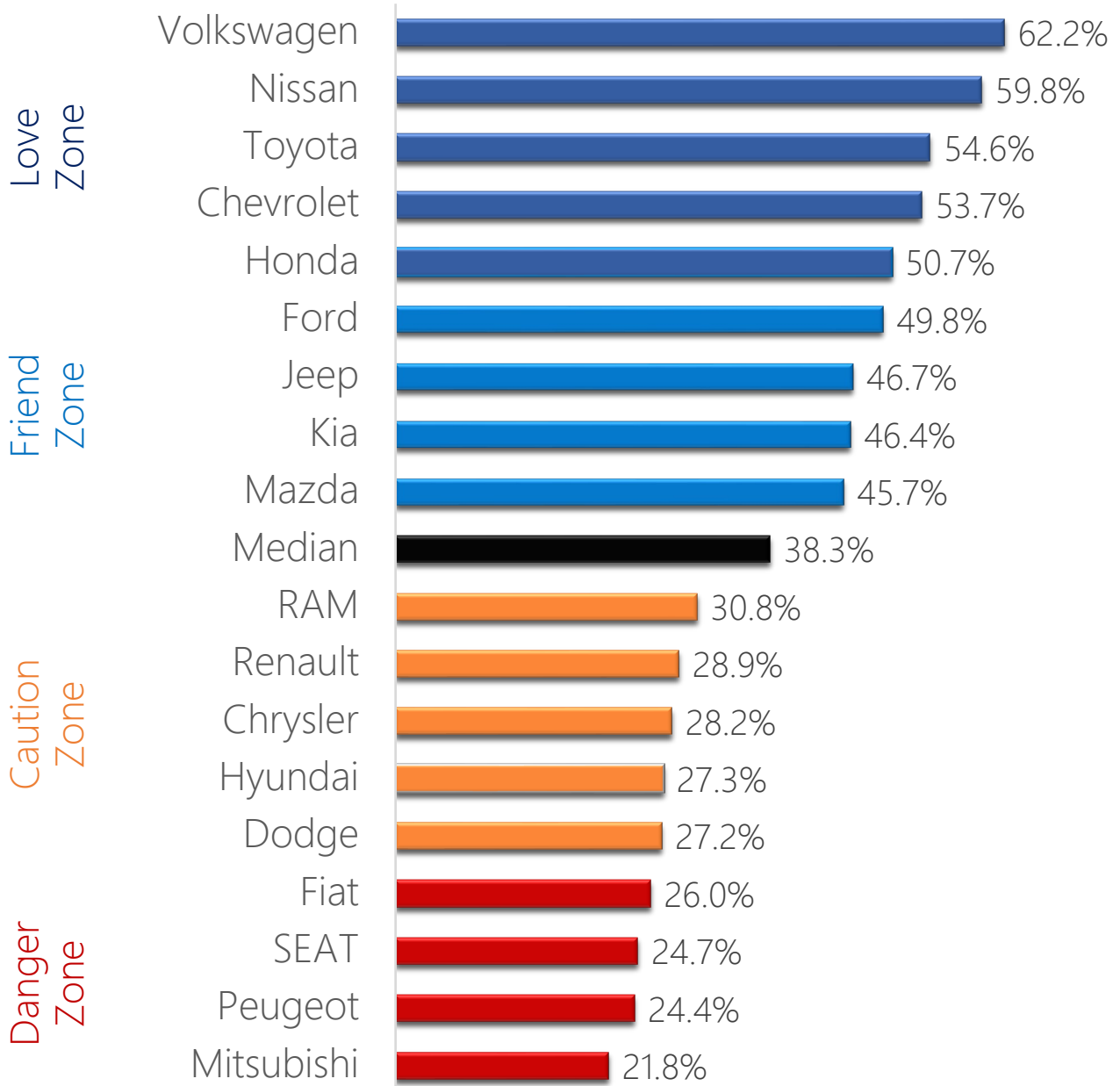
Send information requests to: Solutions@insights4less.com | Voice/Text/WhatsApp: +1 760 691 0000



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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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