

Insights 4 Less, LLC

Most Loved Automotive Brand Study MexicoSM

Non-Luxury Brands 2Q 2019

Press Release: 16 July 2019



Chevrolet slips to new low in Love rankings while Ford moves into the Love Zone

MIAMI, FLORIDA, 16 July 2019 – Love is the benchmark of brand strength in the consumer-brand relationship.

“The strong relationship between Love and Sales explains a significant portion of brand sales and profit success,” said Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC. “Love scores provide a continuous outlook for the brand’s potential success or failure, allowing marketers to adjust the brand strategy before the consumers purchase.

Following are some of the Mexico Non-Luxury 2Q 2019 study findings:

- Volkswagen (56%) remains the leader as Most Loved Brand. Nissan (54%) holds onto the number two position while moving within two points of Volkswagen.
- Chevrolet (40%) slips two points and has fallen to position seven in the Love rankings; Chevrolet’s lowest point in the history of the study. Chevrolet’s loss can lead to continued downward pressure on sales. Meanwhile, Ford (43%) is beginning to make gains, moving into the Love Zone, and achieving its highest recorded position.
- Dodge (28%) continues to make gains, achieving its strongest Love score and highest level in the rankings, now just below Kia. Kia (36%) remains just inside the Friend Zone, in need of specific strengths to continue building natural equity and sales.

Study results are based on the responses of 600 New Vehicle intenders in Mexico. The study was fielded from 1 June – 13 June 2019.

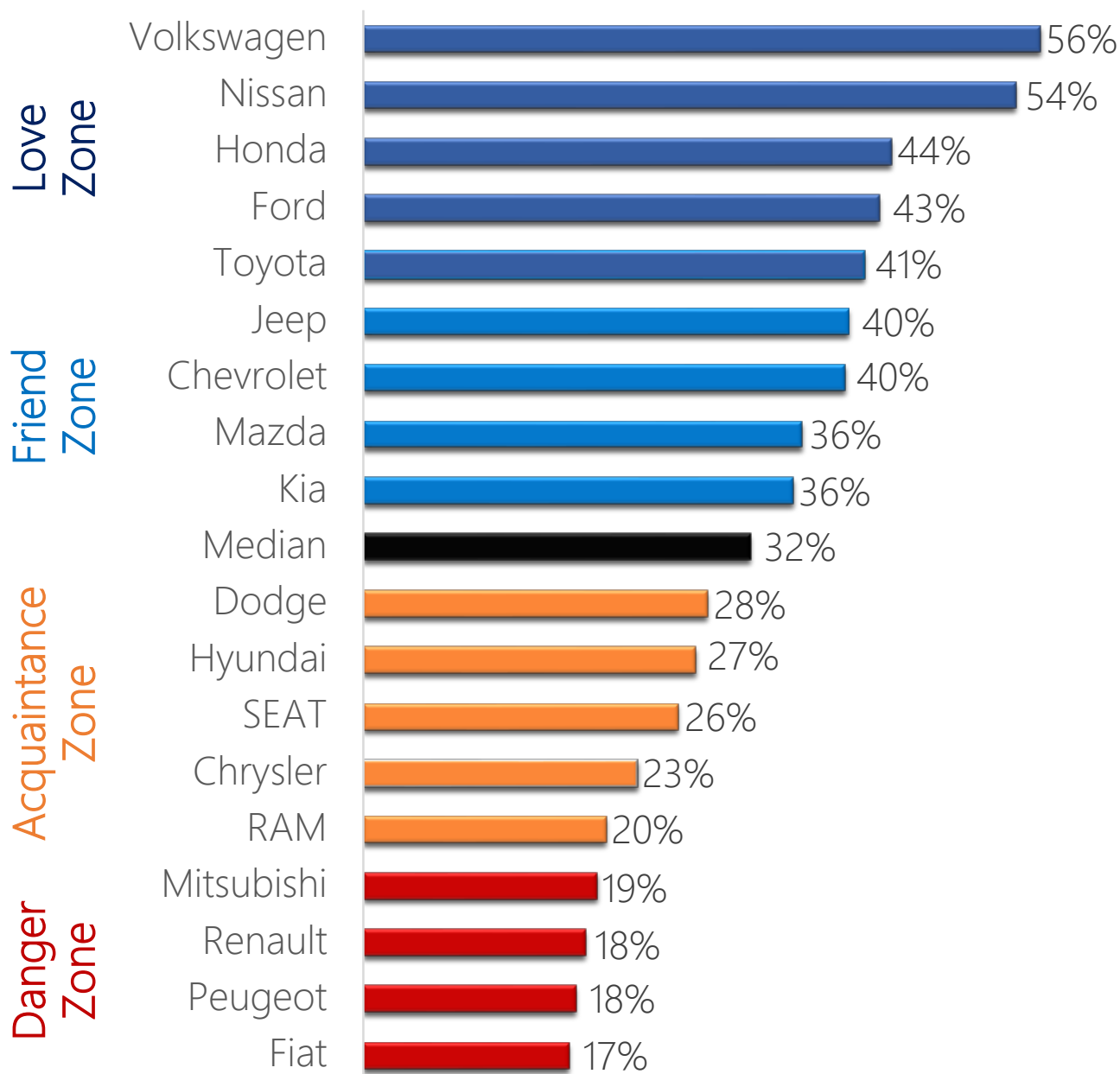
For more information, contact:
Contact: Mike.Weil@insights4less.com | +1 760 691 0000

Insights 4 Less, LLC Most Loved Automotive Brand Study MexicoSM Non-Luxury Brands 2Q 2019

Press Release: 16 July 2019



Most Loved Automotive Brand Rankings - Mexico Non-Luxury Automotive Brands - 2Q 2019



Source: Insights 4 Less, LLC. Most Loved Automotive Brands Mexico StudySM
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying Insights 4 Less as the publisher and the study from which it originated as the original source. No advertising or other promotional use can be made of the information in this release or Insights 4 Less survey results without the express prior written consent of Insights 4 Less.