

# Insights 4 Less, LLC Most Loved Automotive Brand Study Mexico<sup>SM</sup> Non-Luxury Brands 3Q 2019

Press Release: 15 October 2019



## Volkswagen maintains leadership in Love Zone. Toyota takes second position, displaces Nissan

MIAMI, FLORIDA, 15 October 2019 – Love is the benchmark of brand strength in the consumer-brand relationship, explaining a significant portion of why consumers purchase brands.

“Toyota, Honda, and Kia continue to disrupt the Mexico automotive market. For the first time in the history of the study, Toyota has moved into the number two position, displacing Nissan,” said **Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC**. “Toyota has been building significant strength beneath the surface for many years, now with the potential to move the brand into a future sales leadership position.”

### Study Highlights:

- Volkswagen (49.6%) remains the Most Loved Brand for a fourth consecutive quarter. Toyota (44.4%) is now at its highest level in the rankings, while Nissan (43.9%), which has been navigating corporate challenges, slips into third.
- Honda (42.4%) is down one position to number four in the Love rankings. However, among the highest socio-economic level consumers, Honda comes out on top.
- Kia (32.8%) moves up one position, ahead of Ford (30.1%). Both brands are above the Industry Median and in the Friend Zone

Study results are based on the responses of 601 New Vehicle intenders in Mexico.  
The study was fielded during September 2019.

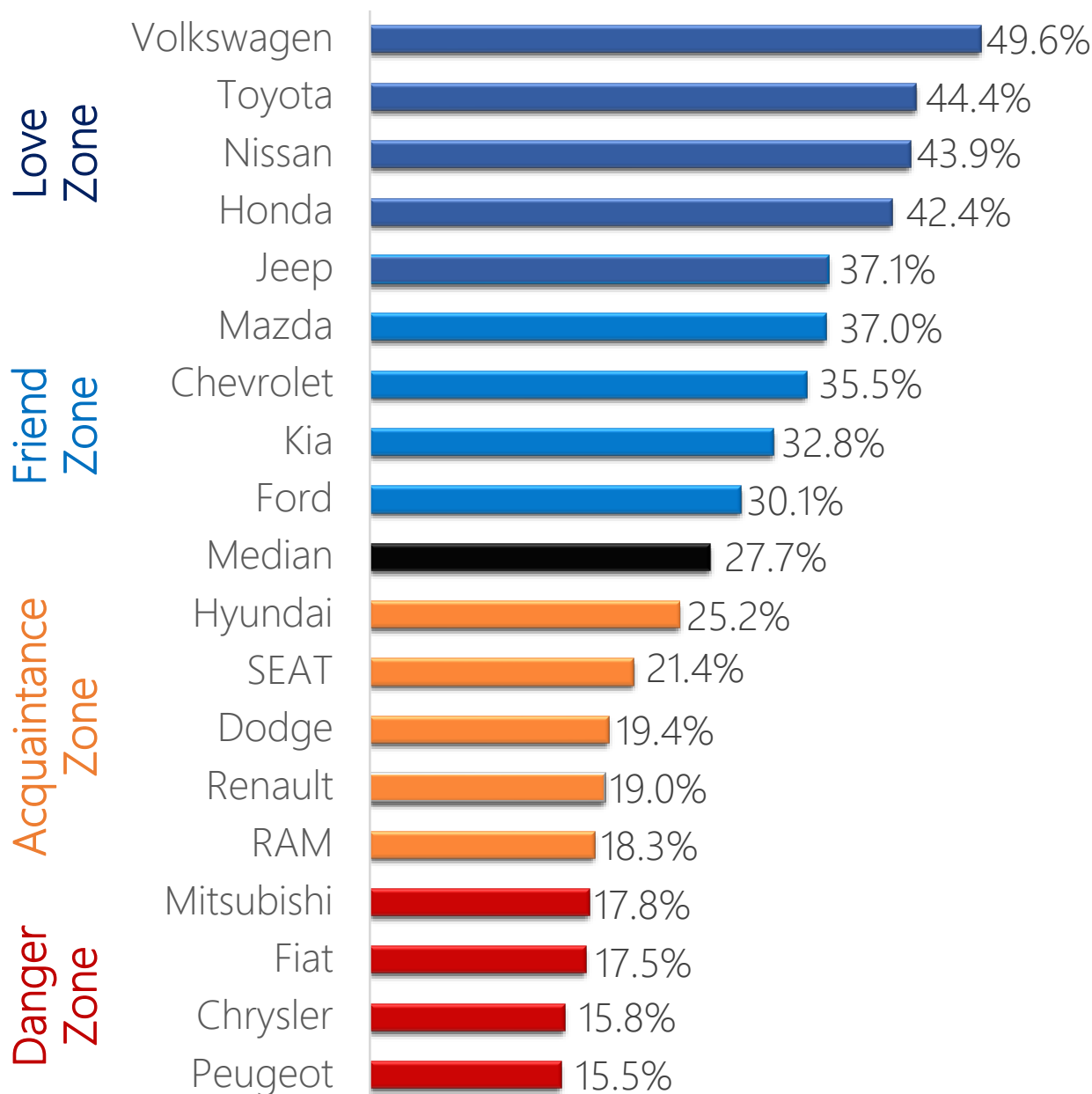
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## Most Loved Automotive Brand Rankings - Mexico Non-Luxury Automotive Brands - 3Q 2019



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