

Insights 4 Less, LLC Most Loved Automotive Brand Study MexicoSM Non-Luxury Brands 1Q 2019

Press Release: 16 April 2019



Volkswagen remains Most Loved Non-Luxury Automotive Brand in 1Q 2019

MIAMI, FLORIDA, 16 April 2019 – Love is the cornerstone in the Consumer-Brand relationship, explaining a significant portion of why consumers are more likely to purchase a particular brand.

“Volkswagen remains the Most Loved Non-Luxury Automotive Brand in Mexico for two consecutive quarters, followed closely by industry sales leader Nissan,” said Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC. “The Most Loved Brands are in a position to benefit from greater sales and/or profitability success. On the other hand, competitors are constantly challenging the leaders in a race to own the number one position so that they too can benefit from greater sales and profitability.”

Following are some of the Mexico Non-Luxury 1Q 2019 study findings:

- Toyota (46%) for the first time in the history of the study moves up to the number three position leading Chevrolet (42%) and adding pressure to leaders Volkswagen (55%) and Nissan (52%).
- Mazda (39%) improved by six points, moving above Jeep (35%) and Kia (33%).
- Hyundai (27%) remains the tenth Most Loved Brand and has not been able to improve upon this position with sales just inside the top 10.

Study results are based on the responses of 600 New Vehicle intenders in Mexico.
The study was fielded from 27 February – 11 March 2019.

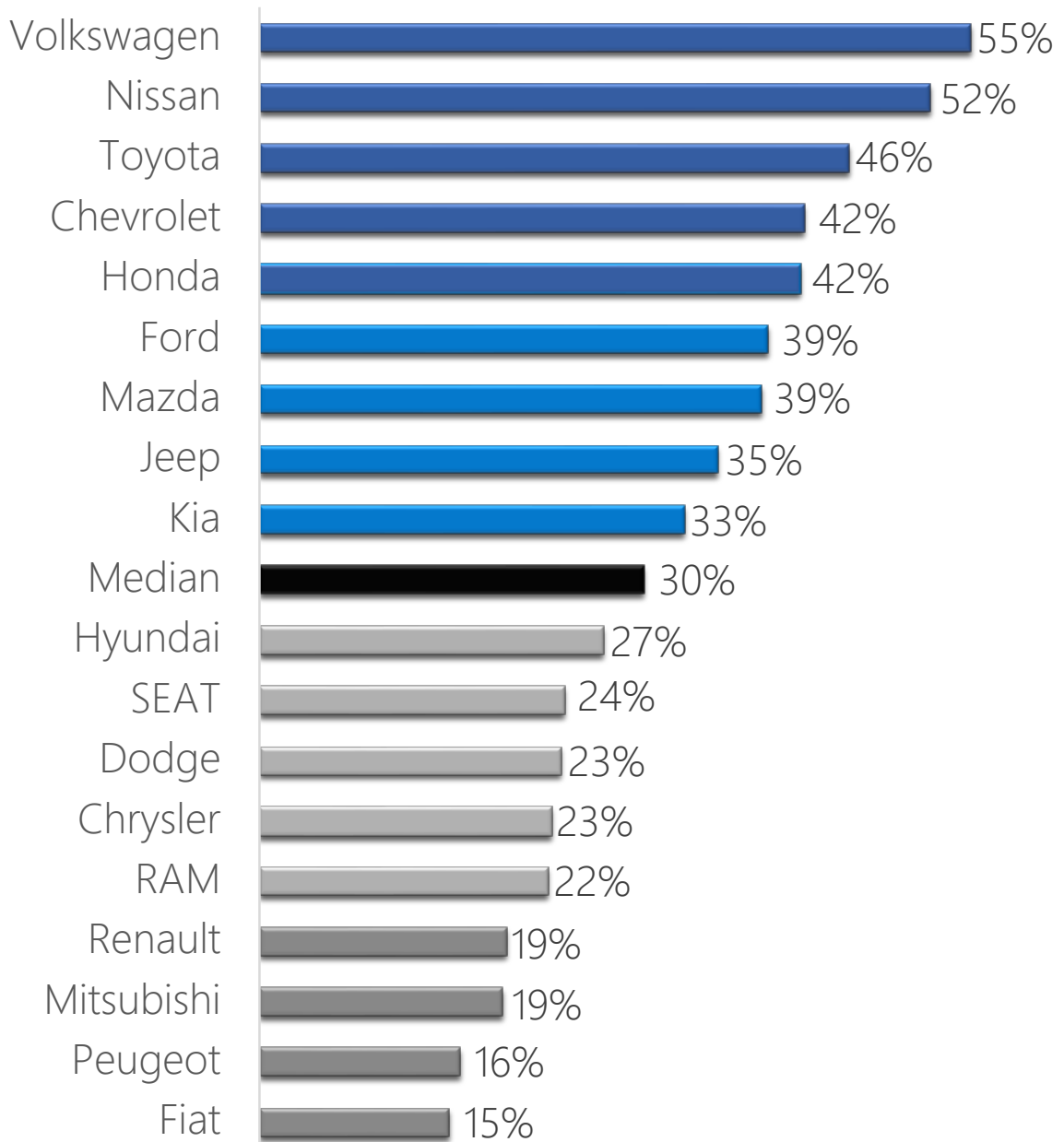
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Most Loved Automotive Brand Rankings - Mexico Non-Luxury Automotive Brands - 1Q 2019



Source: Insights 4 Less, LLC. Most Loved Automotive Brands Mexico StudySM
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