

U.S. Auto Manufacturer Loyalty Rates by Make 2021

	CY make loyalty rate	PY make loyalty rate	CY mfg loyalty rate	PY mfg loyalty rate		CY make loyalty rate	PY make loyalty rate	CY mfg loyalty rate	PY mfg loyalty rate
ASTON MARTIN	44.9%	34.9%	44.9%	34.9%	RIVIAN	100.0%	0.0%	100.0%	0.0%
BMW.....	60.4%	64.6%	61.1%	65.6%	Alfa Romeo.....	46.4%	45.5%	58.5%	59.3%
Mini.....	28.5%	42.9%	39.0%	51.9%	Chrysler.....	19.9%	28.2%	53.1%	57.3%
Rolls-Royce.....	41.7%	35.4%	54.6%	56.6%	Dodge.....	25.7%	26.1%	62.5%	64.6%
BMW GROUP	57.6%	62.4%	59.2%	64.2%	Fiat.....	4.4%	6.8%	27.9%	35.1%
FERRARI	63.6%	63.3%	63.6%	63.3%	Jeep.....	53.1%	52.5%	63.5%	64.0%
Ford.....	69.7%	71.4%	71.3%	73.1%	Maserati.....	46.3%	26.6%	64.6%	44.2%
Lincoln.....	59.7%	66.4%	71.3%	77.1%	Ram.....	59.3%	61.3%	77.6%	77.8%
Mercury.....	0.0%	0.0%	28.0%	31.2%	Other.....	0.0%	0.0%	50.0%	50.0%
FORD MOTOR CO.	68.9%	70.7%	71.2%	73.2%	STELLANTIS	48.0%	47.3%	66.0%	66.4%
Buick.....	53.8%	52.3%	67.1%	73.4%	SUBARU	63.6%	70.1%	63.6%	70.1%
Cadillac.....	46.8%	59.3%	60.7%	72.0%	TESLA	76.5%	77.7%	76.5%	77.7%
Chevrolet.....	55.5%	67.7%	66.5%	77.3%	Lexus.....	58.9%	60.7%	67.2%	68.6%
GMC.....	44.9%	55.6%	64.5%	74.1%	Toyota.....	65.0%	66.0%	69.2%	68.9%
Other.....	0.0%	0.0%	28.4%	37.0%	Other.....	0.0%	0.0%	38.9%	35.6%
GENERAL MOTORS	52.1%	62.9%	65.4%	75.7%	TOYOTA MOTOR N.A. ...	63.7%	64.8%	68.7%	68.6%
Acura.....	51.1%	56.6%	59.8%	65.8%	Audi.....	39.2%	52.9%	48.1%	60.3%
Honda.....	61.2%	67.3%	63.6%	69.3%	Bentley.....	58.5%	53.1%	70.2%	72.7%
AMERICAN HONDA	60.1%	66.1%	63.2%	68.9%	Lamborghini.....	37.8%	51.8%	62.8%	77.2%
Genesis.....	61.0%	29.1%	78.7%	61.3%	Porsche.....	46.7%	53.7%	52.0%	59.7%
Hyundai.....	63.7%	64.6%	70.8%	69.6%	Volkswagen.....	52.7%	57.8%	56.5%	61.6%
Kia.....	64.9%	67.6%	70.5%	71.9%	VOLKSWAGEN GROUP	47.5%	55.6%	53.3%	61.0%
HYUNDAI-KIA	64.2%	65.7%	70.8%	70.6%	VOLVO	54.2%	57.4%	55.1%	57.4%
Jaguar.....	16.6%	26.1%	29.4%	43.8%	Karma.....	50.0%	42.9%	50.0%	42.9%
Land Rover.....	38.4%	50.2%	39.9%	52.7%	Other.....	0.0%	0.0%	0.0%	0.0%
JAGUAR LAND ROVER	34.8%	45.5%	38.2%	50.9%	WANXIANG	50.0%	42.9%	50.0%	42.9%
MAZDA	55.4%	55.7%	55.4%	55.7%	OTHER	0.0%	0.0%	0.0%	0.0%
MCLAREN	41.5%	44.7%	41.5%	44.7%	U.S. INDUSTRY TOTAL	58.6%	62.4%	64.9%	68.7%
Freightliner.....	43.9%	19.5%	75.6%	63.4%					
Maybach.....	0.0%	0.0%	0.0%	0.0%					
Mercedes-Benz.....	49.9%	59.1%	50.0%	59.2%					
Mercedes-Benz vans...	73.6%	75.5%	74.2%	77.1%					
Other.....	0.0%	0.0%	14.3%	12.1%					
MERCEDES-BENZ USA	50.9%	59.3%	51.2%	59.6%					
MITSUBISHI	53.0%	42.0%	53.0%	42.0%					
Infiniti.....	33.9%	42.5%	40.6%	47.8%					
Nissan.....	58.3%	59.7%	58.8%	60.5%					
NISSAN GROUP	55.9%	57.7%	57.1%	59.1%					
POLESTAR	30.8%	0.0%	53.8%	0.0%					