

26th Annual Automotive Loyalty Awards

Owner Retention. Recognized.

IHS Markit recognizes manufacturers for superior performance in owner retention. Congratulations to the winners of the 2021 Automotive Loyalty Awards:



MANUFACTURER AND MAKE LOYALTY AWARDS	WINNER
Overall Loyalty to Manufacturer	General Motors
Overall Loyalty to Make	Ford
African American Market Loyalty to Make	Toyota
Asian Market Loyalty to Make	Tesla
Hispanic Market Loyalty to Make	Toyota
Most Improved Loyalty to Make	Genesis
Overall Loyalty to Dealer	Honda
Highest Conquest Percentage	Tesla
Highest Alternative Powertrain Loyalty to Make	Tesla
Most Improved Alternative Powertrain Loyalty to Make	Volkswagen

SEGMENT LOYALTY AWARDS	WINNER
Small Utility	Ford Bronco
Mid-Size Utility	Jeep Grand Cherokee
Full-Size Utility	Ford Expedition
Mid-Size Pickup	Honda Ridgeline
Light-Duty Pickup	Ram 1500
Heavy-Duty Pickup	Ram 2500/3500
Van	Toyota Sienna
Sports Car	Dodge Challenger
Small Car	Chevrolet Bolt
Large Car	Toyota Camry
Luxury Small Utility	BMW X3
Luxury Mid-Size Utility	Lexus RX
Luxury Full-Size Utility	Cadillac Escalade
Luxury Sports Car	Chevrolet Corvette
Luxury Small Car	Acura TLX
Luxury Mid-Size Car	Lexus ES
Luxury Full-Size Car	Mercedes-Benz S-Class

■ 2020 Automotive Loyalty Award winners

2022 IHS Markit Automotive Loyalty Summit

Recognizing the 2021 Automotive Loyalty Award winners and industry analysis presentation

Webinar | March 3, 2022 | 1 pm ET

Register now: ihsmarkit.com/loyaltysummit22