



# 100 Years

of innovative automotive insights  
1920 - 2020

## In the 1930s

FDR rode in the first official presidential vehicle – the 1939 Lincoln K-series Sunshine Special. Since then, there have been 15 presidential vehicles including 8 Lincolns and 6 Cadillacs.

## Today

IHS Markit helps automakers build, measure and improve vehicle owner loyalty.



Source: The Henry Ford

## Owner Retention. Recognized.

Congratulations to the winners of the 2019 Automotive Loyalty Awards from IHS Markit



### Manufacturer and Make Loyalty Awards 2019 Winner

Overall Loyalty to Manufacturer	General Motors
Overall Loyalty to Make	Ford
Ethnic Market Loyalty to Make	Toyota
Overall Loyalty to Dealer	Lincoln
Highest Conquest Percentage	Tesla

### Segment Model Loyalty Awards 2019 Winner

Car	Honda Civic
CUV	Chevrolet Equinox
Luxury Car	Lexus ES
Luxury CUV	Lexus RX
Luxury Sport Car	Porsche 911
Luxury SUV	Land Rover Range Rover
Pickup	Ram 1500, 2500, 3500
Sport Car	Ford Mustang
SUV	Jeep Grand Cherokee
Van	Chrysler Pacifica

Automotive Loyalty Awards from IHS Markit recognize manufacturers for superior performance in owner retention.

[ihsmarkit.com/auto-loyalty](https://ihsmarkit.com/auto-loyalty)