

25th Annual Automotive Loyalty Awards

Owner Retention. Recognized.

IHS Markit recognizes manufacturers for superior performance in owner retention. Congratulations to the winners of the 2020 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	Ford & Toyota
Asian Market Loyalty to Make	Tesla
Hispanic Market Loyalty to Make	Toyota
Most Improved Loyalty to Make	Alfa Romeo
Highest Conversion of Conquests to Loyalists	Genesis
Overall Loyalty to Dealer	Lincoln
Highest Conquest Percentage	Tesla
Highest Alternative Powertrain Loyalty to Make	Tesla

■ Repeat winners from the 2019 awards, although some segment names have been adjusted

SEGMENT LOYALTY AWARDS	WINNER
Small Utility	Subaru Forester
Mid-Size Utility	Subaru Outback
Full-Size Utility	Ford Expedition
Mid-Size Pickup	Toyota Tacoma
Light-Duty Pickup	Ram 1500
Heavy-Duty Pickup	Ford F Series
Van	Chrysler Pacifica
Sports Car	Ford Mustang
Small Car	Chevrolet Bolt
Large Car	Toyota Camry
Luxury Small Utility	Acura RDX
Luxury Mid-Size Utility	Lexus RX
Luxury Full-Size Utility	Land Rover Range Rover
Luxury Sports Car	Chevrolet Corvette
Luxury Small Car	Lincoln MKZ
Luxury Mid-Size Car	Lexus ES
Luxury Full-Size Car	Genesis G90



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