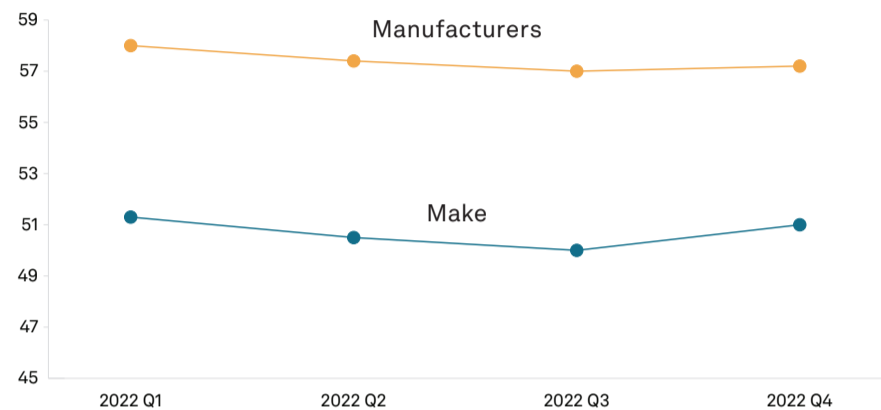


S&P Global Mobility 2022 Automotive Loyalty Awards

2022 loyalty trends and growth opportunities

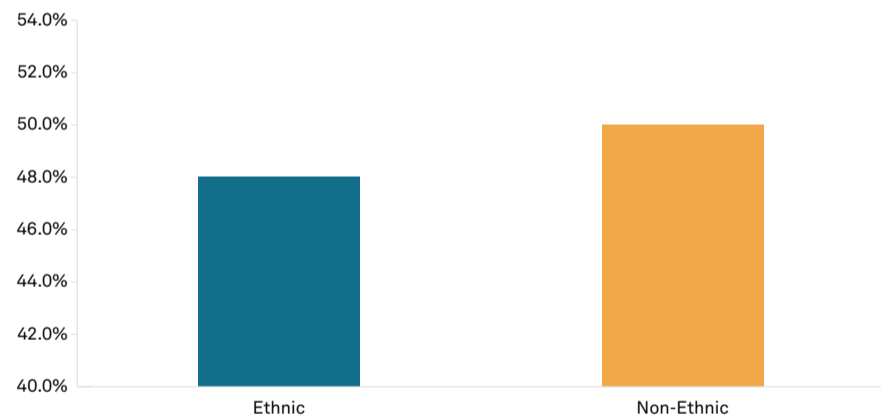
Loyalty Trends

Automotive Loyalty trended downward for most of 2022, however, improved inventory resulted in an increase in return to market activity, boosting levels in Q4 2022.



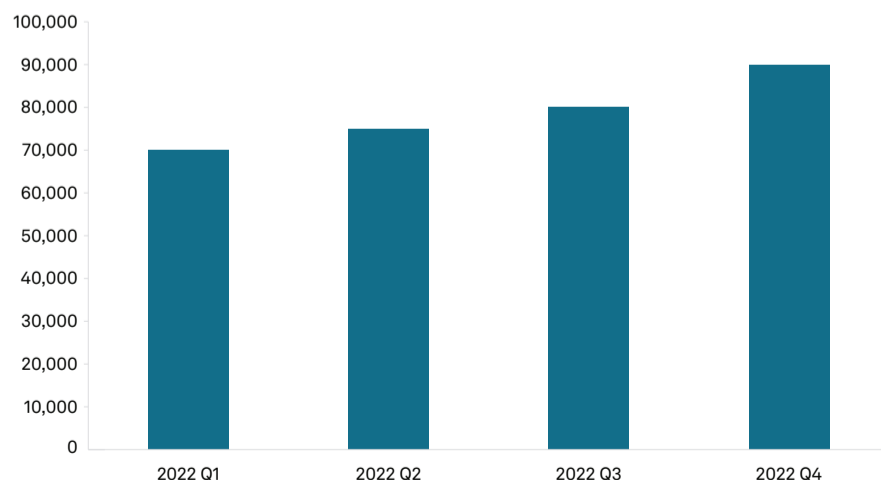
Make Loyalty Comparison: Ethnic vs. Non-Ethnic

As retail market share continues to grow among ethnic households, their loyalty to their previous purchased brand remains lower than non-ethnic households.



BEV Conquest Volume Trend

BEV conquest volume increased by an average of 10% each quarter throughout 2022 moving the fuel type closer to overtaking Hybrid vehicles as the second highest shareholder among the group.



Congratulations to the winners of the 2022 Automotive Loyalty Awards

Manufacturer and Make loyalty awards

Manufacturer and Make loyalty awards	Winners
Overall Loyalty to Manufacturer	General Motors
Overall Loyalty to Make	Tesla
Ethnic Loyalty to Make	Tesla
Most Improved Loyalty to Make	Tesla
Overall Loyalty to Dealer	Subaru
Highest Conquest Percentage	Tesla
Alternative Powertrain Loyalty to Make	Tesla
Most Improved Alternative Powertrain Loyalty to Make	Mercedes-Benz

Segment loyalty awards

Segment loyalty awards	Winners
Small Utility	Chevrolet Equinox
Mid-Size Utility	Subaru Outback
Full-Size Utility	Chevrolet Tahoe
Mid-Size P/U	Honda Ridgeline
Light-Duty P/U	Ford F-Series
Heavy-Duty P/U	Chevrolet Silverado 2500/3500
Van	Mercedes-Benz Sprinter
Sports Car	Dodge Challenger
Small Car	Chevrolet Bolt
Large Car	Nissan Altima
Luxury Small Utility	Tesla Model Y
Luxury Mid-Size Utility	Lincoln Nautilus
Luxury Full-Size Utility	Land Rover Range Rover
Luxury Sports Car	Chevrolet Corvette
Luxury Small Car	Tesla Model 3
Luxury Mid-Size Car	Lexus ES
Luxury Full-Size Car	Mercedes-Benz S-Class

● Repeat winners from the 2021 awards



Learn more about loyalty trends and award winners.
Watch our loyalty summit: spglobal.com/loyalty2023

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