



Owner Retention. Recognized.

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

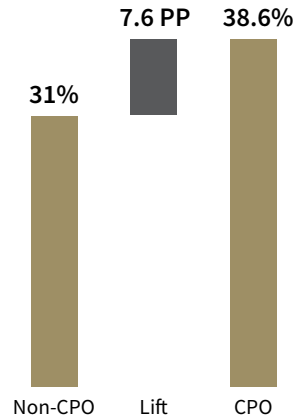
Winners announced Tuesday, 16 January
at the 2018 Automotive News World Congress

ihs.com/automotive

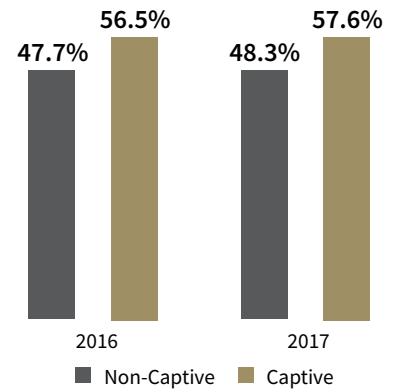


Driving Loyal Owners

Certified pre-owned customers lift a brand's loyalty rate by **7.6 percentage points** over non-CPO buyers

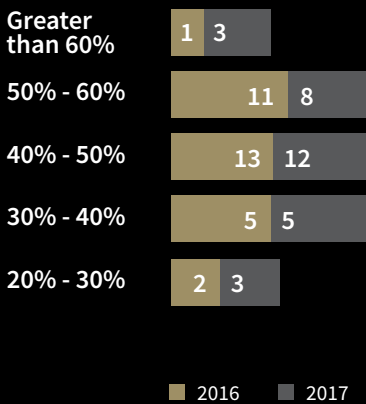


Owners that finance their vehicle through a captive lender have a make loyalty rate that is **9.3 percentage points** higher than those who finance through a non-captive lender



Benchmarking Loyalty Performance

of makes per loyalty rate range



8.4 million customers returned to market in the 2017 model year

53.6% of those customers repurchased from a brand they already own

Garage mates – a huge influencer of defection



Loyalty to brand
 62.0% One car
 63.3% Two cars, same brand
 44.4% Two cars, different brands



Brands using automotiveMastermind can deploy IHS Markit solutions to drive higher dealer retention rates by up to **4 percentage points**

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Congratulations to the winners of the 2017 Model Year Loyalty Awards

MANUFACTURER AND MAKE LOYALTY AWARDS	2017 WINNER
Overall Loyalty to Manufacturer	GENERAL MOTORS
Overall Loyalty to Make	FORD
Highest Conquest Percentage	JEEP
Ethnic Market Loyalty to Make	TOYOTA
Overall Loyalty to Dealer	LINCOLN
Hispanic Market Loyalty to Make	TOYOTA
Asian Market Loyalty to Make	TOYOTA
African American Market Loyalty to Make	TOYOTA
Most Improved Loyalty to Make	BUICK
Most Improved Conquest Percentage	JAGUAR

SEGMENT MODEL LOYALTY AWARDS	2017 WINNER
Luxury Compact CUV	LINCOLN MKC
Luxury Full-Size SUV	LAND ROVER RANGE ROVER
Luxury Mid-Size CUV	LINCOLN MKX
Luxury Mid-Size SUV	LEXUS GX
Luxury Sport Car	PORSCHE 911
Luxury Traditional Compact Car	LINCOLN MKZ
Luxury Traditional Full-Size Car	MERCEDES-BENZ S-CLASS
Luxury Traditional Mid-Size Car	LEXUS ES
Luxury Traditional Sub-Compact	BMW X1
Compact CUV	CHEVROLET EQUINOX
Compact SUV	JEEP WRANGLER
Full-Size Three-Quarter To One-Ton Pickup	FORD F-SERIES
Full-Size Half-Ton Pickup	RAM 1500
Full-Size SUV	GMC YUKON DENALI XL
Mid-Size CUV	SUBARU OUTBACK
Mid-Size Pickup	HONDA RIDGELINE
Mid-Size SUV	JEEP GRAND CHEROKEE
Mid-Size Van	HONDA ODYSSEY
Sport Car	VW GTI
Mid-Size Sport Car	DODGE CHALLENGER
Traditional Compact Car	CHEVROLET VOLT
Traditional Full-Size Car	NISSAN MAXIMA
Traditional Mid-Size Car	HONDA ACCORD
Traditional Sub-Compact Car	MINI COUNTRYMAN

■ Repeat winners from the 2016 model year awards





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About IHS Markit (www.ihsmarkit.com)

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

Automotive offerings and expertise at IHS Markit span every major market and the entire automotive value chain—from product planning to marketing, sales and the aftermarket. For additional information, please visit www.ihsmarkit.com/automotive or email automotive@ihsmarkit.com.