

Creating Loyalty in Automotive - US - January 2020

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This report looks at the following areas:

- Consumers are in need of reassurance
- Reliability is critical to securing brand loyalty

Despite the many songs that have been written about one's love for a particular truck or car, when it comes to auto brands, consumers aren't feeling strong emotional ties to any OEM (original equipment manufacturer). Nearly 45% of consumers aren't repurchasing their vehicles from the same auto brand. Instead, they're hopping from brand to brand in the hopes of a reliable vehicle that comes from an automaker who understands their needs while providing the transparency they've been asking for.



"Consumer loyalty is prevalent in other industries, whether it's consumers shelling out \$500 for a Dyson vacuum or the diehards that only shop at Trader Joe's. Consumer loyalty, while not always obvious, is still alive and well for some brands."

- Hannah Keshishian,
Automotive Analyst

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What's included

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WHAT'S HAPPENING IN AUTO LOYALTY

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- **In an effort to meet consumer needs, automakers are decontenting vehicles and it's not likely to work**

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FOUR PILLARS OF AUTOMOTIVE LOYALTY

- **Trust**
- **Transparency**
- **Understanding**
- **Reliability**

THE CONSUMER – WHAT YOU NEED TO KNOW

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