

Creating Loyalty in Automotive - US - January 2020

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"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**

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.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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