



Kelley Blue Book  
**KBB.COM**  
The Trusted Resource

# BrandWatch 2015 Q2 Topline Report

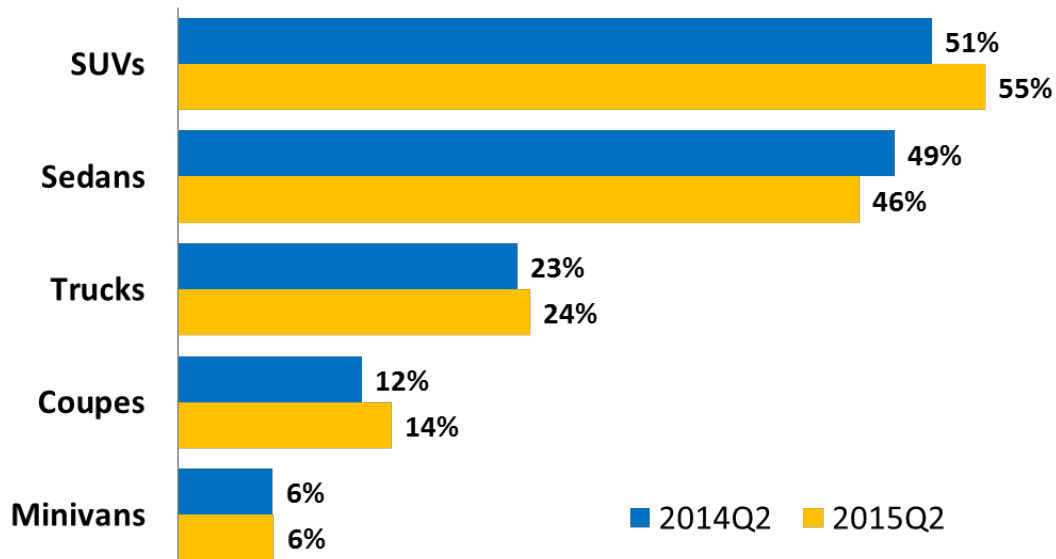


Kelley Blue Book  
**KBB.COM**  
The Trusted Resource

# Non-Luxury Vehicles



# Non-Luxury Segment Consideration



Segments	Last Year's Top Model (2014 Q2)	This Year's Top Model (2015 Q2)
SUVs	Honda CR-V	Honda CR-V
Sedans	Honda Accord	Honda Accord
Trucks	Ford F-150	Ford F-150
Coupes	Ford Mustang	Ford Mustang
Minivans	Chrysler Town & Country	Toyota Sienna

## Highlights:

- **Honda** vehicles dominated the SUV and Sedan segment. The **CR-V** and **Accord** continued to defend their first place standing in year over year consideration
- **Ford F-150** and **Mustang** were also top in Trucks and Coupes segments
- **Toyota Sienna** beat out **Chrysler Town & Country** for top Minivan consideration

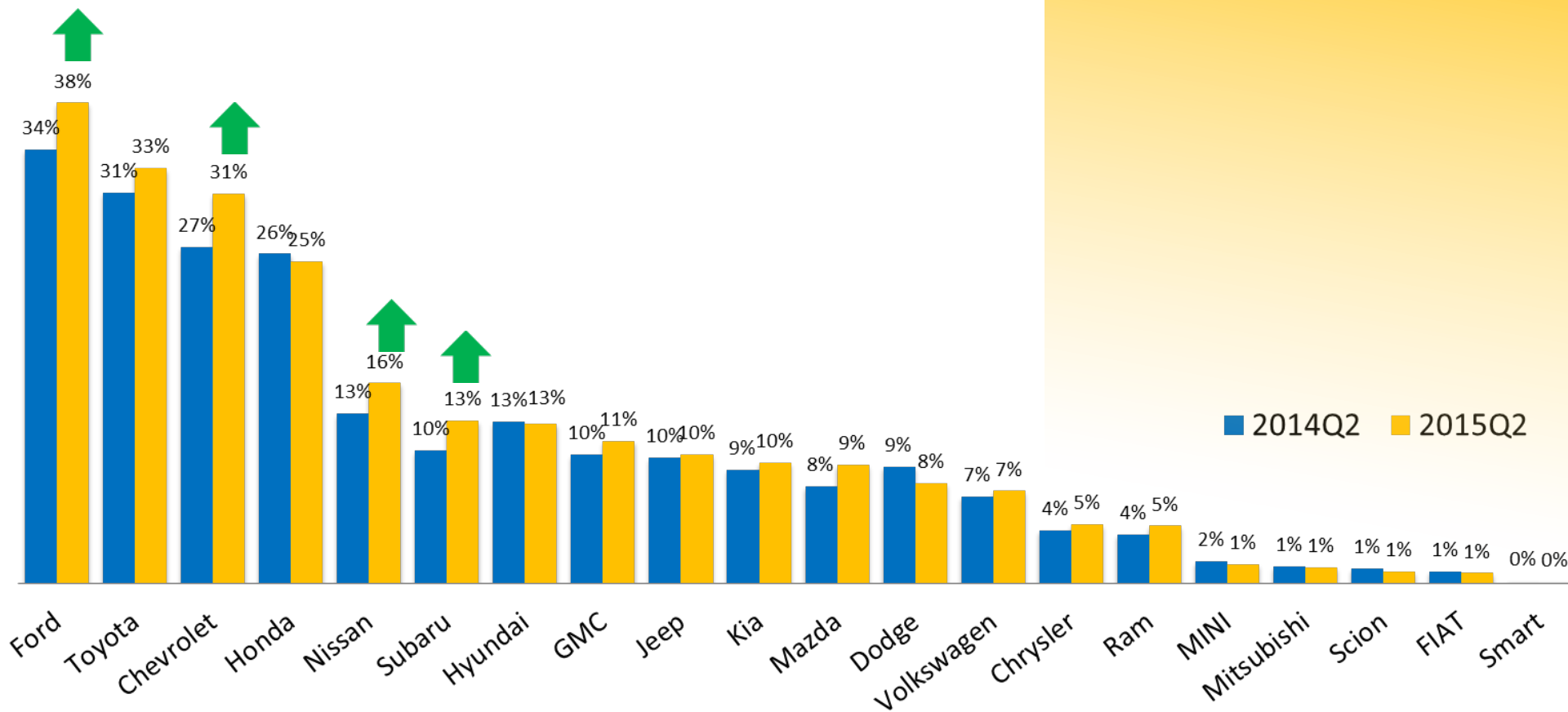
Source: BrandWatch; All Non-Luxury Makes; 2014Q2 n=2764, 2015Q2 n=2760  
 Q: Please select at most 5 vehicles that you are currently shopping.



# Non-Luxury Brand Consideration

## Highlights:

- **Ford, Chevrolet, Nissan, and Subaru** all show significant year over year gains in consideration



Source: BrandWatch; All Non-Luxury Makes; 2014Q2 n=2764, 2015Q2 n=2760  
 Q: Please select at most 5 vehicles that you are currently shopping.



# Top 10 Considered Non-Luxury Vehicles

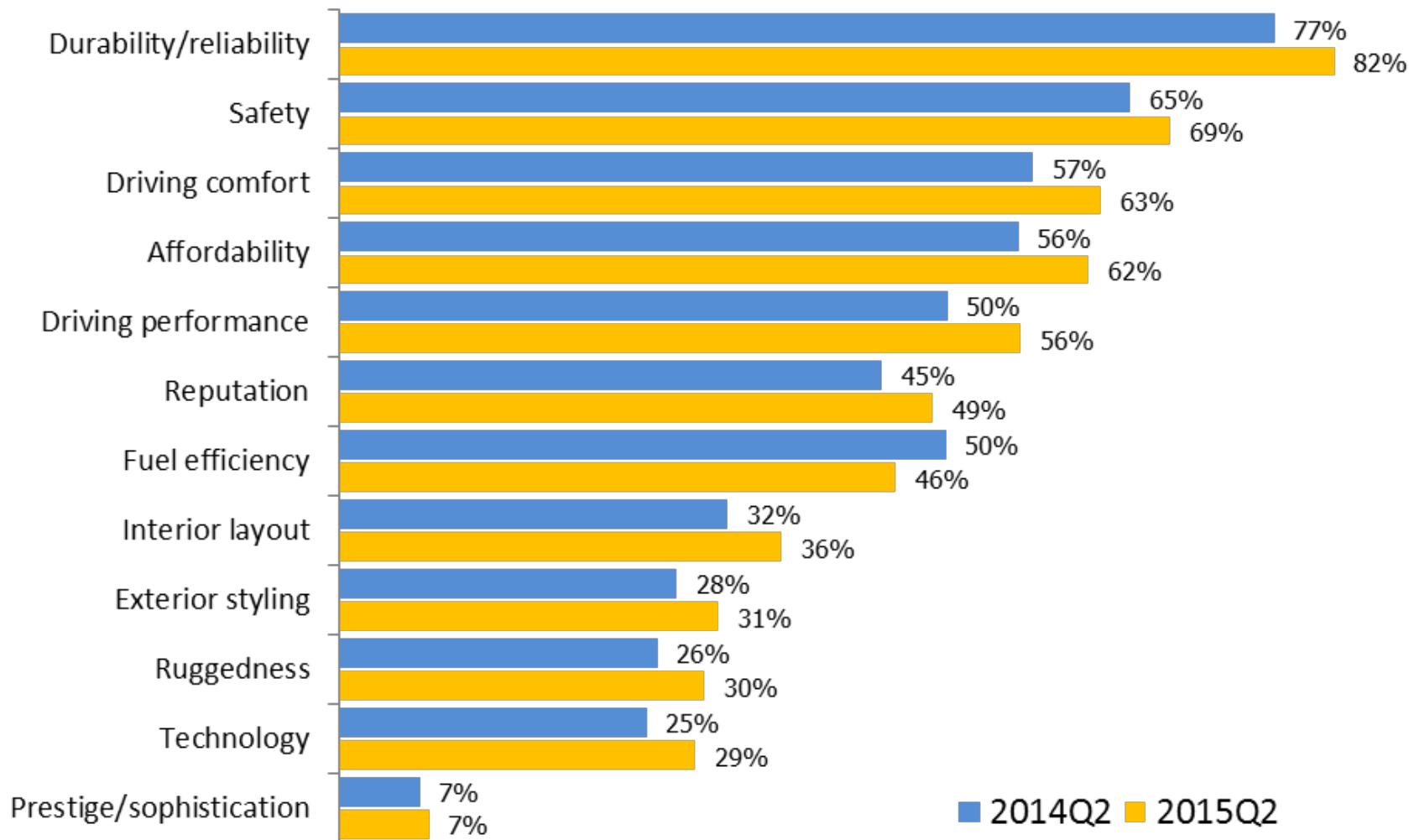
Top 10 Non Luxury Models		This Year 2015Q2	Last Year 2014Q2
Ford F-150		1	1
Honda CR-V		2	2
Chevrolet Silverado 1500	↑	3	4
Honda Accord Sedan	↑	4	5
Toyota Camry	↑	5	6
Ford Escape	↓	6	3
Toyota RAV4		7	7
Ford Fusion	↑	8	13
Subaru Forester	↓	9	8
Subaru Outback	↑	10	12

- **Ford F-150 and Honda CR-V** maintained their standing in consideration year over year.
- **Ford Fusion and Subaru Outback** jumped into the top 10 list this quarter
- Whereas **Toyota Highlander and Jeep Grand Cherokee** dropped out of the top 10 all together





# Factor Importance Non-Luxury Brands



Source: BrandWatch; All Non-Luxury Makes; 2014Q2 n=2764, 2015Q2 n=2760

Q: Please review the list below and rate how important are each of the factors to you in deciding on your next new car



# Top Ranked Non-Luxury Brand For Each Factor of Importance

Factors	Top Ranked (2015 Q2)	Top Ranked (2014 Q2)
Durability/Reliability	Honda	Honda
Safety	Subaru	Subaru
Driving Comfort	GMC	Chrysler
Affordability	Kia	Kia
Driving Performance	Subaru	Volkswagen
Fuel Efficiency	Honda	Honda
Reputation	Honda	Honda
Interior Layout	Chrysler	Chrysler
Technology	Honda	Toyota
Exterior Styling	Ram	Ram
Ruggedness	Ram	Jeep
Prestige/Sophistication	GMC	MINI

- Several brands maintained their top rank year over year
  - **Durability/Reliability, Fuel Efficiency, Reputation - Honda**
  - **Safety - Subaru**
  - **Affordability - Kia**
  - **Interior Layout - Chrysler**
  - **Exterior Styling – Jeep**
- Despite the airbag recall, Honda is number one in Durability/Reliability and Reputation, however, Subaru held top spot for Safety in consumers' minds

Source: BrandWatch; All Non-Luxury Makes; 2014Q2 n=2764, 2015Q2 n=2760

Q: Please review the list below and rate how important are each of the factors to you in deciding on your next new car



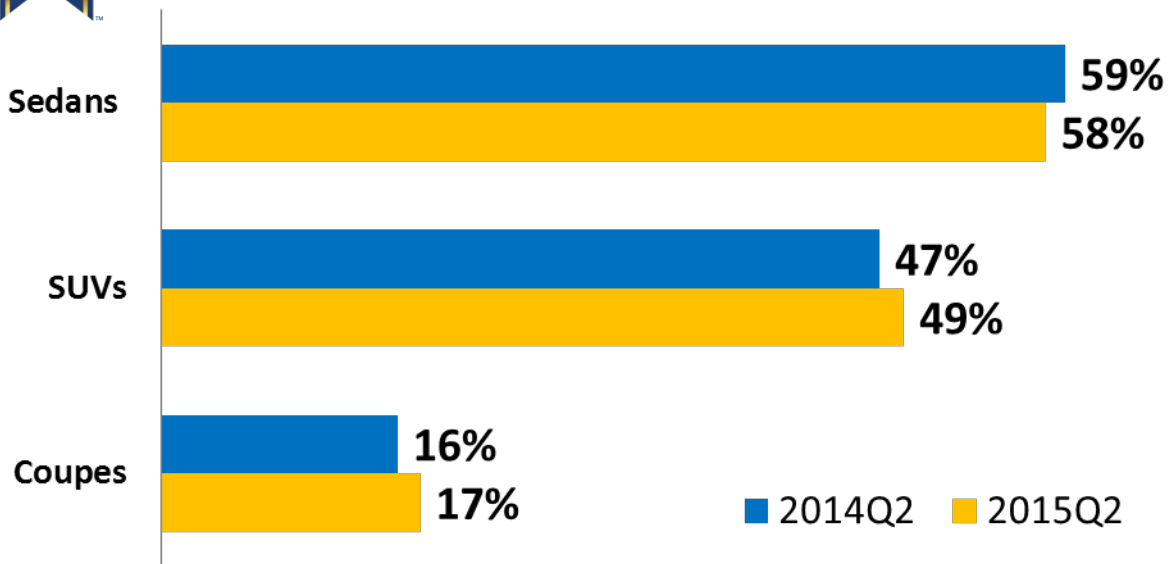
Kelley Blue Book  
**KBB.COM**  
The Trusted Resource

# Luxury Vehicles





# Luxury Segment Consideration



### Highlights:

- **BMW** displayed its dominance in the sedan segment with the **BMW 3 Series**
- **Buick** took over the SUV segment with the **Enclave**
- **Audi A5** was top in its segment

Segments	Last Year's Top Model (2014 Q2)	This Year's Top Model (2015 Q2)
Sedans	BMW 3 Series	BMW 3 Series
SUVs	Buick Enclave	Buick Enclave
Coupes	Audi A5	Audi A5

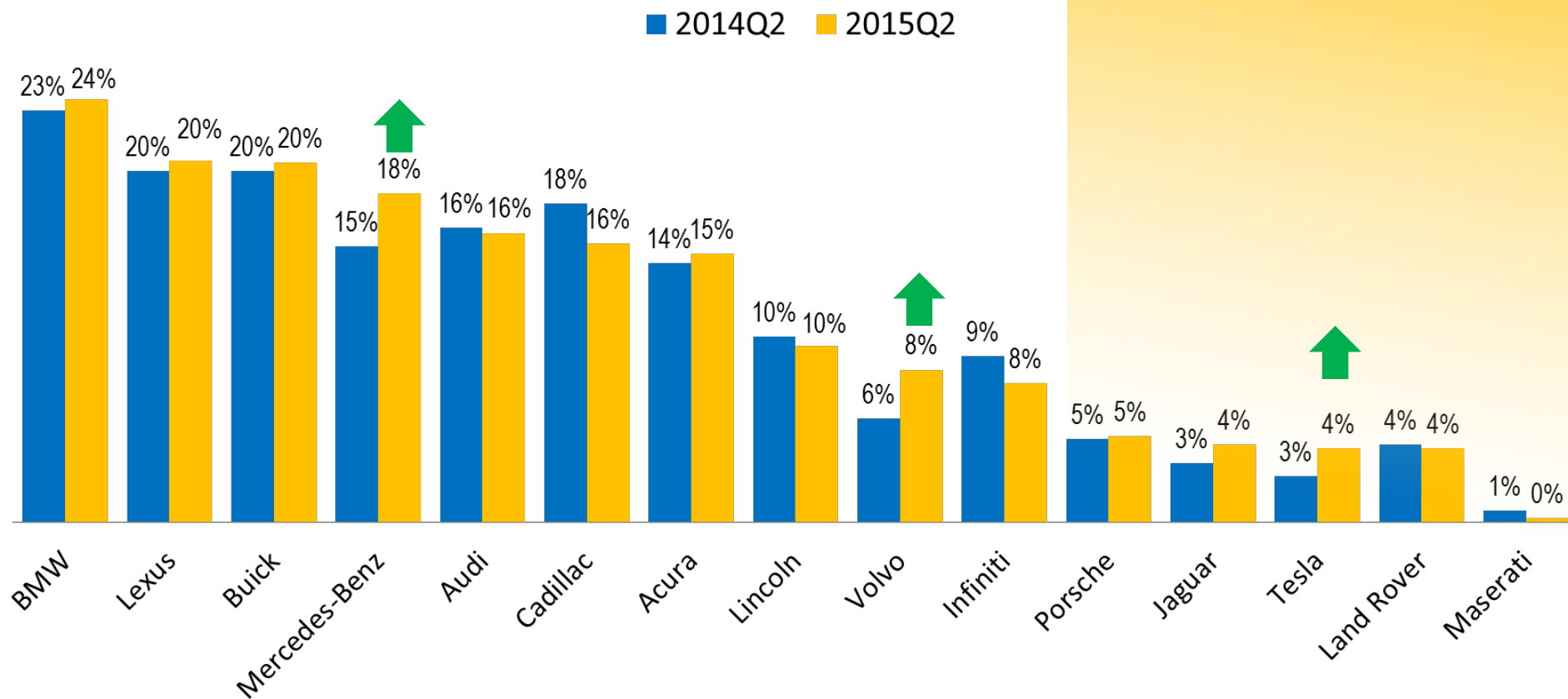
Source: BrandWatch; All Luxury Makes; 2014Q2 n=953, 2015Q2 n=1051  
 Q: Please select at most 5 vehicles that you are currently shopping.



# Luxury Brand Consideration

### Highlights:

- Mercedes-Benz, Volvo, and Tesla all show significant gains in year over year consideration



Source: BrandWatch; All Luxury Makes; 2014Q2 n=953, 2015Q2 n=1051  
 Q: Please select at most 5 vehicles that you are currently shopping.



# Top 10 Considered Luxury Vehicles

Top 10 Luxury Models		This Year 2015Q2	Last Year 2014Q2
BMW 3 Series		1	1
Buick LaCrosse	↑	2	9
Lexus RX	↑	3	8
Buick Enclave	↓	4	2
Acura MDX	↓	5	4
BMW 5 Series	↓	6	5
Cadillac CTS Sedan	↓	7	3
Mercedes-Benz E-Class Sedan	↑	8	17
Acura TLX	↑	9	15
Tesla Model S	↑	10	19

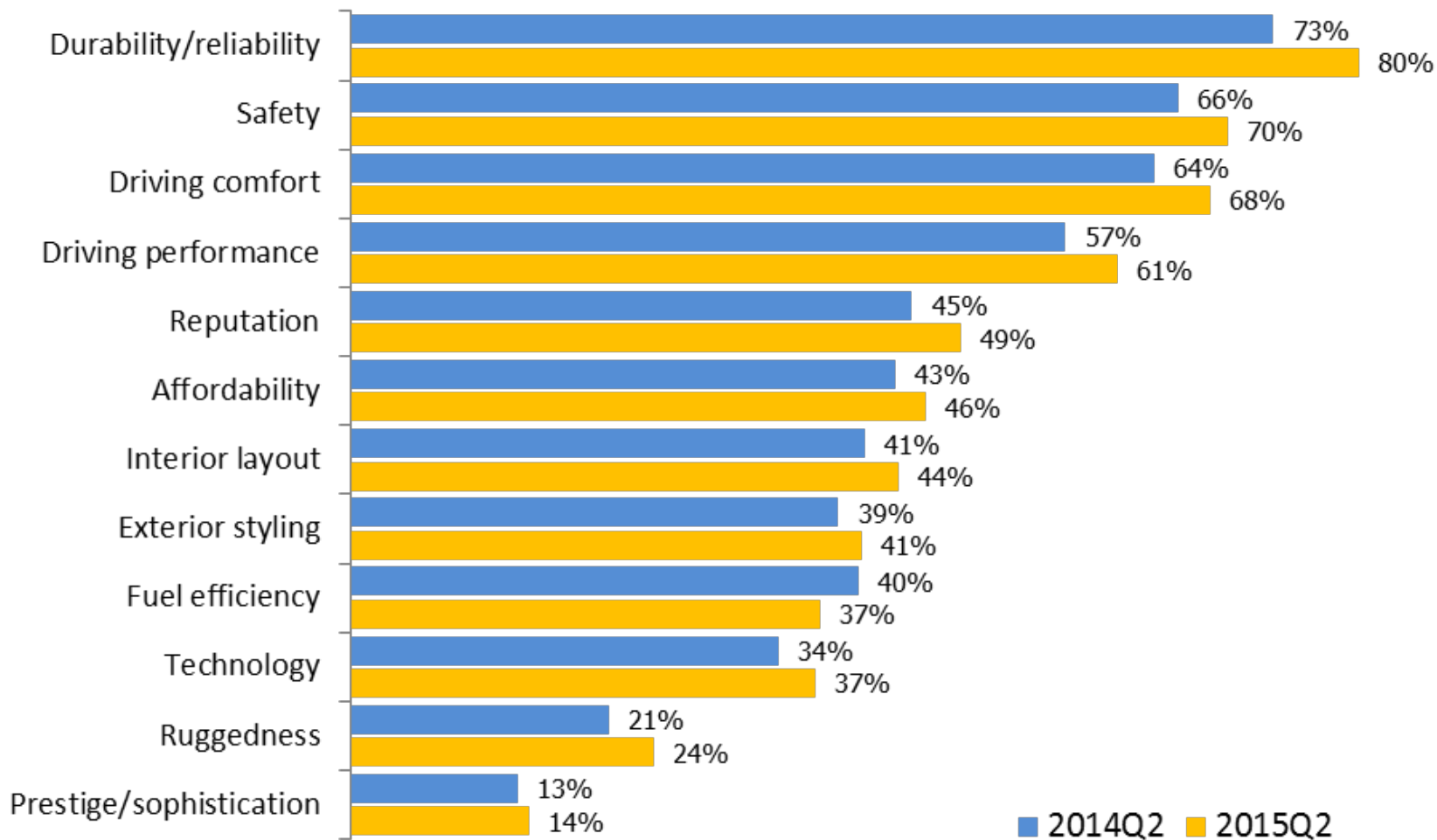
- **BMW 3 Series** was 1<sup>st</sup> in year over year consideration
- **Mercedes-Benz E-Class, Acura TLX, and Tesla Model S** all made significant gains to enter the top 10 list
- **Buick Encore, Cadillac SRX, and Audi A4** dropped out of the top 10 list



Source: BrandWatch; All Luxury Makes; 2014Q2 n=953, 2015Q2 n=1051  
 Q: Please select at most 5 vehicles that you are currently shopping.  
 Note: Arrows signify an increase or decrease in rank from 2014Q2 to 2015Q2



# Factor Importance Luxury Brands



Source: BrandWatch; All Luxury Makes; 2014Q2 n=953, 2015Q2 n=1051

Q: Please review the list below and rate how important are each of the factors to you in deciding on your next new car



# Top Ranked Luxury Brand For Each Factor of Importance

Factors	Top Ranked (2015 Q2)	Top Ranked (2014 Q2)
Durability/Reliability	Lexus	Acura
Safety	Volvo	Volvo
Driving Comfort	Lexus	Mercedes-Benz
Driving Performance	Porsche	Porsche
Reputation	Lexus	Porsche
Interior Layout	Mercedes-Benz	Porsche
Affordability	Buick	Buick
Exterior Styling	Jaguar	Porsche
Technology	Lexus	Porsche
Fuel Efficiency	Acura	Buick
Ruggedness	Land Rover	Land Rover
Prestige/Sophistication	Mercedes-Benz	Porsche

- **Lexus** was top ranked in 4 out of the 12 factor of importance
- A few brands maintained their top rank year over year
  - **Safety – Volvo**
  - **Driving Performance - Porsche**
  - **Affordability - Buick**
  - **Ruggedness – Land Rover**

Source: BrandWatch; All Luxury Makes; 2014Q2 n=953, 2015Q2 n=1051

Q: Please review the list below and rate how important are each of the factors to you in deciding on your next new car