BMW										
make   make   make   rate   rate	U.S. Auto Ma	nufact	turer L	oyalty.	Rates	by Make 2021				
BMW		make loyalty	make loyalty	mfg loyalty	mfg loyalty		make loyalty	make loyalty	mfg loyalty	mfg loyalty
Mini	ASTON MARTIN	44.9%	34.9%	44.9%	34.9%	RIVIAN	100.0%	0.0%	100.0%	0.0%
FERRARI	Mini Rolls-Royce	28.5% 41.7%	42.9% 35.4%	39.0% 54.6%	51.9% 56.6%	Chrysler Dodge Fiat	19.9% 25.7% 4.4%	28.2% 26.1% 6.8%	53.1% 62.5% 27.9%	57.3% 64.6% 35.1%
Color	FERRARI	63.6%	63.3%	63.6%	63.3%	Maserati	46.3%	26.6%	64.6%	44.2%
Buick	Lincoln	59.7%	66.4%	71.3%	77.1%	Other	0.0%	0.0%	50.0%	
Cadillac						SUBARU	63.6%	70.1%	63.6%	70.1%
Chevrolet.   55.5%   67.7%   66.5%   77.3%   Lexus   58.9%   60.7%   67.2%   68.6%     GMC.   44.9%   55.6%   64.5%   74.1%   Toyota   65.0%   60.2%   68.9%     Other   0.0%   0.0%   0.0%   33.9%   35.6%     GENERAL MOTORS   52.1%   62.9%   65.4%   75.7%   TOYOTA MOTOR N.A.   63.7%   64.8%   68.7%   68.6%     Acura   51.1%   56.6%   59.8%   65.8%   Audi   39.2%   52.9%   48.1%   60.3%     Honda   61.2%   67.3%   63.6%   69.3%   Bentley   58.5%   53.1%   70.2%   72.7%     AMERICAN HONDA   60.1%   66.1%   63.2%   68.9%   Bentley   58.5%   53.1%   70.2%   72.7%     American   61.0%   29.1%   78.7%   61.3%   Oblican   37.8%   51.8%   62.8%   77.2%     MERICEDS   66.9%   70.8%   70.5%   71.9%	Buick	53.8%	52.3%	67.1%	73.4%	TESLA	76.5%	77.7%	76.5%	77.7%
Acura 51.1% 56.6% 59.8% 65.8% Honda 61.2% 67.3% 63.6% 69.3% Bentley 58.5% 53.1% 70.2% 72.7% AMERICAN HONDA. 60.1% 66.1% 63.2% 68.9% Lamborghini 37.8% 51.8% 62.8% 77.2% Porsche 46.7% 53.7% 52.0% 59.7% Hyundai. 63.7% 64.6% 70.8% 69.6% Volkswagen 52.7% 57.8% 56.5% 61.6% Kia. 64.9% 67.6% 70.5% 71.9% HYUNDAI-KIA 64.2% 65.7% 70.8% 70.6% VOLVO 54.2% 57.4% 55.1% 50.0% 42.9% Land Rover 38.4% 50.2% 39.9% 52.7% Other 0.0% 0.0% 0.0% JAGUAR LAND ROVER 34.8% 45.5% 38.2% 50.9% WANXIANG 50.0% 42.9% 50.0% 42.9% MAZDA. 55.4% 55.7% 55.4% 55.7% 55.4% 55.7% OTHER 0.0% 0.0% 0.0% 0.0% Mercedes-Benz 49.9% 59.1% 50.0% 59.2% Mercedes-Benz 49.9% 59.3% 51.2% 59.6% MITSUBISHI 53.0% 42.0% 59.7% 58.8% 60.5% Audi 39.2% 52.9% Mercedes-Benz USA 50.9% 42.0% 59.7% 58.8% 60.5%	Chevrolet GMC Other	55.5% 44.9% 0.0%	67.7% 55.6% 0.0%	66.5% 64.5% 28.4%	77.3% 74.1% 37.0%	Toyota Other	65.0% 0.0%	66.0% 0.0%	69.2% 38.9%	68.9% 35.6%
Honda										
Genesis	Honda	61.2%	67.3%	63.6%	69.3%	Bentley Lamborghini	58.5% 37.8%	53.1% 51.8%	70.2% 62.8%	72.7% 77.2%
HYUNDAI-KIA   64.2%   65.7%   70.8%   70.6%   VOLVO   54.2%   57.4%   55.1%   57.4%     Jaguar   16.6%   26.1%   29.4%   43.8%   Karma   50.0%   42.9%   50.0%   42.9%     Land Rover   38.4%   50.2%   39.9%   52.7%   Other   0.0%   68.7%     Freightliner   43.9%   19.5%   75.6%   63.4%   63.4%   64.9%   68.7%   68.7%     Mercedes-Benz   49.9%   59.1%   50.0%   59.2%   59.6%   59.6%   59.6%   59.6%   59.6%	Hyundai	63.7%	64.6%	70.8%	69.6%	Volkswagen	52.7%	57.8%	56.5%	
Land Rover 38.4% 50.2% 39.9% 52.7% Other 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 42.9% 50.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 68.7%   Freightliner 43.9% 19.5% 75.6% 63.4% 63.4% 64.9% 64.9% 68.7%   Mercedes-Benz 49.9% 59.1% 50.0% 59.2% 77.1% 71.9% <td></td> <td></td> <td></td> <td></td> <td></td> <td>VOLVO</td> <td>54.2%</td> <td>57.4%</td> <td>55.1%</td> <td>57.4%</td>						VOLVO	54.2%	57.4%	55.1%	57.4%
MCLAREN   41.5%   44.7%   41.5%   44.7%     Freightliner   43.9%   19.5%   75.6%   63.4%     Maybach   0.0%   0.0%   0.0%   0.0%     Mercedes-Benz   49.9%   59.1%   50.0%   59.2%     Mercedes-Benz vans   73.6%   75.5%   74.2%   77.1%     Other   0.0%   0.0%   14.3%   12.1%     MERCEDES-BENZ USA   50.9%   59.3%   51.2%   59.6%     MITSUBISHI   53.0%   42.0%   42.0%     Infiniti   33.9%   42.5%   40.6%   47.8%     Nissan   58.3%   59.7%   58.8%   60.5%	Land Rover	38.4%	50.2%	39.9%	52.7%	Other	0.0%	0.0%	0.0%	
Freightliner 43.9% 19.5% 75.6% 63.4%   Maybach 0.0% 0.0% 0.0% 0.0%   Mercedes-Benz 49.9% 59.1% 50.0% 59.2%   Mercedes-Benz vans 73.6% 75.5% 74.2% 77.1%   Other 0.0% 0.0% 14.3% 12.1%   MERCEDES-BENZ USA 50.9% 59.3% 51.2% 59.6%   MITSUBISHI 53.0% 42.0% 53.0% 42.0%   Infiniti 33.9% 42.5% 40.6% 47.8%   Nissan 58.3% 59.7% 58.8% 60.5%	MAZDA	55.4%	55.7%	55.4%	55.7%	OTHER	0.0%	0.0%	0.0%	0.0%
Freightliner 43.9% 19.5% 75.6% 63.4%   Maybach 0.0% 0.0% 0.0% 0.0%   Mercedes-Benz 49.9% 59.1% 50.0% 59.2%   Mercedes-Benz vans 73.6% 75.5% 74.2% 77.1%   Other 0.0% 0.0% 14.3% 12.1%   MERCEDES-BENZ USA 50.9% 59.3% 51.2% 59.6%   MITSUBISHI 53.0% 42.0% 53.0% 42.0%   Infiniti 33.9% 42.5% 40.6% 47.8%   Nissan 58.3% 59.7% 58.8% 60.5%	MCLAREN	41.5%	44.7%	41.5%	44.7%	U.S. INDUSTRY TOTAL	58.6%	62.4%	64.9%	68.7%
Infiniti	Freightliner	43.9% 0.0% 49.9% 73.6% 0.0%	19.5% 0.0% 59.1% 75.5% 0.0%	75.6% 0.0% 50.0% 74.2% 14.3%	63.4% 0.0% 59.2% 77.1% 12.1%					
Nissan 58.3% 59.7% 58.8% 60.5%	MITSUBISHI	53.0%	42.0%	53.0%	42.0%					
2007		58.3%								

POLESTAR...... 30.8% 0.0% 53.8% 0.0%