

## FOR IMMEDIATE RELEASE

**CONTACTS:** Michelle Culver

John Bailey & Associates 248.362.4200 ext. 295 248.342.6211 (mobile) mculver@baileypr.com

## **Polk Announces Automotive Loyalty Winners**

Toyota and Honda Win Top Honors in 14th Annual Event

**SOUTHFIELD, Mich.** (January 12, 2010) – Toyota and Honda took top honors in R. L. Polk & Co.'s 14<sup>th</sup> Annual Automotive Loyalty Awards, which were presented this evening at the 2010 *Automotive News* World Congress in Detroit. Four new awards were presented including the Most Improved Loyalty to Make, which was won by Audi. In addition, three new ethnic loyalty awards were presented.

Edging out General Motors for the first time in nine years, Toyota ranked number one in Overall Loyalty to Manufacturer, indicative of the manufacturer's ability to retain previous customers. Toyota also won top honors in the Mid/Full-Size Car and Mid/Full-Size SUV categories for the Toyota Prius and Lexus RX respectively, and received the new award for brand loyalty among Asian American consumers.

"After an extremely difficult year for the auto market, winning four Polk Loyalty Awards is a real boost for us," said Jim Lentz, president and chief operating officer of Toyota Motor Sales, U.S.A., Inc. "We're especially grateful to our dealers and customers for their trust in Toyota, Lexus and Scion."

Honda also was a big winner, taking top honors in the Overall Loyalty to Make category and winning the newly introduced African American and Hispanic Loyalty to Make Awards, which recognize customer loyalty among these ethnic groups.

Audi won top honors in the Most Improved Loyalty to Make category. The award, introduced this year, honors the make that recorded the largest percentage point improvement in loyalty for the 2009 model year. Audi recorded a 4.9 percentage point increase in its customer loyalty.

Ford garnered two awards: The F-Series earned the Mid/Full-Size Pickup nod and Mustang repeated in the Sports Car category. Other repeat winners included Subaru Forester in the Compact SUV segment, Land Rover Range Rover in the Luxury SUV category, and Chrysler Town & Country which has won the Minivan segment for the past eight years.

Other winners honored in tonight's ceremony included the MINI Cooper in the Compact Car category; BMW 3 Series in the Luxury Car segment; and the Porsche 911 in the Luxury Sports Car category.

"Maintaining a solid loyal customer base is not easy, but it is essential to survive in today's competitive environment," said Stephen Polk, chairman, president and CEO of R. L. Polk & Co. "Tonight's winners are all excellent examples of what customer retention can do for your brand and your bottom line."

## **About The Polk Automotive Loyalty Awards**

The Polk Manufacturer Loyalty Excelerator™ Report, is the basis for the Polk Automotive Loyalty Awards. This report was introduced to the automotive industry in 1995 and was created to provide the latest insights into household consumer loyalty to automotive manufacturers at many different levels. It is now used to provide loyalty percentages for the entire automotive industry and allows for cross-industry comparisons of loyalty behavior. The report measures loyalty throughout the entire model year so that manufacturers may keep abreast of loyalty trends as they occur in the industry.

The Polk Automotive Loyalty Awards recognize manufacturers for superior owner loyalty performance. Loyalty is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same model or make. For a complete list of current and past Polk Automotive Loyalty Award winners, please visit <a href="http://usa.polk.com/Company/Loyalty/">http://usa.polk.com/Company/Loyalty/</a>.

## About R. L. Polk & Co.

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps

automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Mich. with operations in Australia, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. For more information, please visit <a href="https://www.polk.com">www.polk.com</a>.

**Table**Polk Automotive Loyalty Award Winners – 2009 Model Year

Categories	Winners	Loyalty %
Overall Awards		
Overall Loyalty to Manufacturer	Toyota	58.60%
Overall Loyalty to Make	Honda	54.86%
Most Improved Loyalty to Make	Audi	+ 4.9 percentage points
Hispanic Market Loyalty to Make	Honda	54.97%
Asian Market Loyalty to Make	Toyota	52.03%
African American Market Loyalty to Make	Honda	56.58%
Vehicle Segment Awards		
Compact Car	MINI Cooper	28.88%
Mid/Full-Size Car	Toyota Prius	35.85%
Luxury Car	BMW 3 Series	32.28%
Sports Car	Ford Mustang	16.30%
Luxury Sports Car	Porsche 911	24.97%
Minivan	Chrysler Town & Country	31.70%
Mid/Full-Size Pickup	Ford F-Series	35.81%
Compact SUV	Subaru Forester	35.44%
Mid/Full-Size SUV	Lexus RX	37.29%
Luxury SUV	Land Rover Range Rover	30.42%