

FULL YEAR

2016 Customer Love Index™ Report:

2016 FY Model Car and Truck Results

2016 Most Loved Vehicle Award™ Winners

Full-Year Data: *October 2015 - April 2016 Buyers*

Public Announcement: November 14, 2016

Contacts: Alexander Edwards, Christopher Chaney, or Karl Miller

(858) 576-7141

Calculation of the Customer Love Index™

The Customer Love Index™ has a top score of 1000. Generally, a score of 350-425 is considered to be average, a score of 425-475 is considered to be good, and a score of 475-525 is considered to be excellent. A score above 525 is exceptional. As some vehicle segments do more to generate a feeling of love for the vehicle than others, the best way to measure the success or failure of a particular vehicle is to compare it to its direct competition.

The index has five parts:

1. Customer assessment of the complete ownership experience (product characteristics including reliability and the dealership experience).
2. Customer assessment of short-term and long-term monetary issues.
3. Customer assessment of the emotional delivery of the vehicle across 24 different ValueEmotions.
4. Overall customer sentiment and emotional involvement with vehicle.
5. Measurement of customer advocacy for the brand and dealership.

The five parts work together to show how well a vehicle is doing on factors that create a feeling of love. Parts 1 and 2 combine to form a little more than half of the calculation, and use the Edwards Commitment Scale™ while measuring vehicle attributes. This seven-point super-ordinal scale uses words and phrases often expressed by consumers as they describe how they feel about an experience:

7. I love it
6. Delightful
5. Excellent
4. Satisfactory
3. Unsatisfactory
2. A failure
1. I hate it

Parts 3, 4, and 5 all directly measure the strength and nature of the customer's emotional connection to the vehicle.

Rules for winning a segment's Most Loved Vehicle Award™ are then applied to the current data:

- The vehicles are 2016 (with some 2015) models available in the October 2015 to April 2016 time period.
- The vehicle model had to have a statistically adequate sample (typically N= 75+ for most models and segments).
- Winners in a segment were those vehicles scoring highest in the Customer Love Index with a statistical difference from others in the group.
- Usually, a three point difference in CLI will determine a winner.
 - If there is only a two point difference between the top CLI scores in a segment, the vehicles are considered to be tied for Most Loved Vehicle winner.

The total sample included in this Customer Love analysis of the New Vehicle Experience Study™ is 38,763 respondents.

2016 Most Loved Vehicle Award™ Winners

	<i>Award Classes:</i>	<i>Most Loved Vehicle in Class</i>	<i>CLI</i>
1	Micro Car	→ smart fortwo Coupe	388
2	Small Car	→ Honda Civic Coupe	461
3	Small Multi-Function Car	→ Scion iM	438
4	Small APT Car	→ Ford C-MAX Energi	485
5	Mid-Size Car	→ Subaru WRX*	463
6	Mid-Size Multi-Function Car	→ Subaru Outback*	386
7	Mid-Size APT Car	→ Chevrolet Volt	428
8	Full-Size Car	→ Dodge Charger*	489
9	Near-Luxury Car	→ BMW 3-Series Sedan	510
10	Near-Luxury APT Car	→ Lincoln MKZ Hybrid	511
11	Luxury Car	→ Mercedes S-Class Sedan*	574
12	Luxury Multi-Function Car	→ Volvo XC70	415
13	Specialty Coupe	→ Dodge Challenger	567
14	Premium Coupe	→ Chevrolet Corvette Coupe*	582
15	Standard Convertible	→ Ford Mustang Convertible*	517
16	Premium Convertible/Roadster	→ Audi A5 Cabriolet	516
17	Standard Pickup	→ Toyota Tacoma	353
18	Full-Size Pickup	→ Ford F-150	429
19	Heavy Duty Pickup	→ Nissan Titan XD	462
20	Entry SUV	→ Jeep Wrangler Unlimited	427
21	Entry CUV	→ Subaru Crosstrek	459
22	Mid-Size SUV	→ Dodge Durango*	419
23	Mid-Size CUV	→ Kia Sorento	424
24	Full-Size Utility	→ Chevrolet Tahoe	471
25	APT Utility	→ Toyota Highlander Hybrid	409
26	Near-Luxury Utility	→ BMW X4	481
27	Luxury SUV	→ Land Rover Range Rover	460

28	Luxury CUV	→	Mercedes GLE-Class Coupe	546
29	Minivan	→	Toyota Sienna	349
30	Best Model	→	Tesla Model S	652
31	Best Brand Under \$26,000	→	smart	394
32	Best Mass-Market Brand	→	MINI*	498
33	Best Luxury Brand	→	Porsche*	545
34	Best Full-Line Corporation	→	Volkswagen Group of America*	410

* Also won in 2015

Millennial Awards

			<i>Gen Y CLI Score</i>
Top 5 Mass-Market Vehicles	→	Nissan Juke	542
	→	Volkswagen Golf GTI	532
	→	Subaru Crosstrek	516
	→	Subaru Legacy	510
	→	Jeep Wrangler Unlimited	506
Top 5 Luxury Vehicles	→	Mercedes C-Class Sedan	583
	→	BMW 3-Series Sedan	581
	→	BMW X1	560
	→	BMW X5	552
	→	Infiniti Q50 Sedan	551

Corporations

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Volkswagen Group of America	410	51	35	51
Ford Motor Company	401	51	49	53
INDUSTRY	391	49	41	52
Hyundai Motor Corporation	388	46	34	51
General Motors Corporation	385	50	46	52
Toyota Motor Sales	385	50	46	54
Nissan Motor Corporation	384	47	28	51
American Honda Motor	370	45	40	54
Chrysler Group	360	48	35	47
Corporations of Luxury Models only:				
BMW Group	496	65	45	57
Daimler AG	456	61	45	53

Brands under \$26,000

Combined car and truck scores

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
smart	394	47	35	53
INDUSTRY	391	49	41	52
Kia	389	46	33	52
Hyundai	387	46	35	51
Scion	385	47	31	44
Volkswagen	366	44	33	46
Fiat	334	41	19	45
Mitsubishi	307	37	21	44

Mass-Market Brands

Combined car and truck scores

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Mini	498	64	40	59
Subaru	410	50	42	60
Ford	399	50	49	53
INDUSTRY	391	49	41	52
Buick	387	51	40	51
Nissan	382	46	29	51
Chevrolet	381	49	47	52
Honda	374	45	42	55
Toyota	367	47	46	54
Dodge	354	45	33	45
Jeep	354	47	33	47
Mazda	352	47	27	46
Chrysler	339	47	37	42

Luxury Brands

Combined car and truck scores

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Porsche	545	70	47	63
BMW	494	65	46	56
Jaguar	461	60	28	51
Audi	459	64	39	55
Mercedes-Benz	457	62	45	53
Lexus	449	60	48	57
Lincoln	432	57	46	53
Land Rover	418	55	26	50
Cadillac	414	59	44	52
INDUSTRY	391	49	41	52
Infiniti	388	55	22	48
Volvo	386	53	30	48
GMC	382	50	46	50
Ram	374	53	40	52
Acura	340	46	29	45
Tesla*	633	74	64	78

* Brand has insufficient models to be considered a segment winner

Brands (All)

Combined car and truck scores

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Porsche	545	70	47	63
Mini	498	64	40	59
BMW	494	65	46	56
Jaguar	461	60	28	51
Audi	459	64	39	55
Mercedes-Benz	457	62	45	53
Lexus	449	60	48	57
Lincoln	432	57	46	53
Land Rover	418	55	26	50
Cadillac	414	59	44	52
Subaru	410	50	42	60
Ford	399	50	49	53
smart	394	47	35	53
INDUSTRY	391	49	41	52
Kia	389	46	33	52
Infiniti	388	55	22	48
Buick	387	51	40	51
Hyundai	387	46	35	51
Volvo	386	53	30	48
Scion	385	47	31	44
GMC	382	50	46	50
Nissan	382	46	29	51
Chevrolet	381	49	47	52
Ram	374	53	40	52
Honda	374	45	42	55
Toyota	367	47	46	54
Volkswagen	366	44	33	46
Dodge	354	45	33	45
Jeep	354	47	33	47
Mazda	352	47	27	46
Acura	340	46	29	45
Chrysler	339	47	37	42
Fiat	334	41	19	45
Mitsubishi	307	37	21	44
Tesla*	633	74	64	78

* Brand has insufficient models to be considered a winner

Micro Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
smart fortwo Coupe	388	48	38	54
Chevrolet Spark	372	41	37	46
Fiat 500 Hatchback	362	46	28	49
Micro Car Segment	371	42	35	48

Small Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Honda Civic Coupe	461	65	55	65
Ford Fiesta Sedan	422	54	52	43
Honda Civic Sedan	416	49	46	59
Kia Forte Sedan	409	46	38	48
Hyundai Elantra Sedan	406	48	34	50
Nissan Sentra	398	45	34	55
Hyundai Accent Sedan	367	34	45	35
Chevrolet Sonic	362	43	45	41
Nissan Versa Sedan	358	38	33	51
Toyota Corolla	357	46	37	52
Ford Focus Sedan	345	42	52	49
Mazda3 Sedan	340	49	26	44
Chevrolet Cruze	335	39	43	52
Mitsubishi Lancer	289	40	25	45
Kia Rio Sedan	237	28	13	40
Dodge Dart	224	31	12	36
Small Car Segment	375	44	38	52
Kia Forte Coupe	na			
Honda Civic Si Coupe	na			
Honda Civic Si Sedan	na			

* Convertibles and station wagons excluded

Small Multi-Function Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Scion iM	438	58	41	50
Hyundai Elantra Hatchback	398	43	44	51
Ford Focus Hatchback	374	42	44	49
Honda Fit	374	40	38	52
Mazda3 Hatchback	364	48	26	48
Fiat 500L	362	41	30	38
Volkswagen Golf	345	46	31	39
Nissan Versa Note	340	37	25	46
Kia Soul	340	39	28	53
Scion xB	337	41	43	45
Ford Fiesta Hatchback	319	43	41	35
Scion iA	318	30	15	36
Toyota Yaris	317	31	53	49
Mitsubishi Mirage	266	27	21	44
Volkswagen Golf Sportwagen	219	28	22	31
Small Multi-Function Car Segment	347	41	33	48
Hyundai Accent Hatchback	na			
Kia Forte Hatchback	na			
Kia Rio Hatchback	na			

Small Alternative Powertrain (APT) Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Ford C-MAX Energi	485	51	45	53
Honda CR-Z	477	53	54	40
Ford C-MAX Hybrid	368	42	40	50
Toyota Prius c	328	41	24	57
Nissan Leaf	253	25	13	35
Small APT Car Segment	343	39	26	47
Chevrolet Spark EV	na			
Fiat 500e	na			
Ford Focus Electric	na			
Honda Civic Hybrid	na			
Kia Soul EV	na			
Mitsubishi I-MiEV	na			
smart fortwo E Passion Coupe	na			
Volkswagen e-Golf	na			

Mid-Size Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Subaru WRX	463	62	43	65
Subaru Legacy	426	49	44	63
Kia Optima	423	50	33	51
Nissan Altima Sedan	400	48	34	57
Honda Accord Sedan	391	49	41	59
Hyundai Sonata	388	49	34	51
Volkswagen Jetta Sedan	386	42	39	51
Ford Fusion	384	49	45	49
Subaru Impreza Sedan	375	45	32	60
Mazda6	370	46	27	48
Chevrolet Malibu	354	48	44	51
Toyota Camry	344	43	47	58
Buick Verano	344	48	37	45
Buick Regal	343	46	37	48
Chrysler 200 Sedan	328	47	35	37
Volkswagen Passat	300	40	37	46
Mid-Size Car Segment	382	47	40	54
Honda Accord Coupe	na			

* Convertibles and station wagons excluded

Mid-Size Multi-Function Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Subaru Outback	386	47	40	57
Honda Crosstour	381	53	45	48
Subaru Impreza Wagon	346	43	41	58
Mid-Size Multi-Function Car Segment	379	47	40	57

Mid-Size Alternative Powertrain (APT) Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Chevrolet Volt	428	50	40	48
Hyundai Sonata Hybrid	419	47	40	55
Toyota Prius	408	46	58	60
Toyota Camry Hybrid	356	42	54	59
Toyota Prius v	337	47	44	54
Kia Optima Hybrid	327	31	23	48
Ford Fusion Plug-in	321	37	28	43
Ford Fusion Hybrid	318	33	29	45
Mid-Size APT Car Segment	387	45	48	55
Chevrolet Malibu Hybrid	na			
Honda Accord Hybrid	na			
Hyundai Sonata Plug-in Hybrid	na			
Toyota Prius Plug-in	na			
Volkswagen Jetta Hybrid	na			

Full-Size Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Dodge Charger	489	65	56	58
Nissan Maxima	471	61	38	57
Buick LaCrosse	423	61	47	57
Chevrolet Impala	388	51	49	52
Ford Taurus	367	52	54	52
Hyundai Azera	321	46	35	51
Full-Size Car Segment	436	57	50	55

Near-Luxury Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
BMW 3-Series Sedan	510	67	49	59
Mercedes CLA-Class	499	65	47	54
Audi A3 Sedan	474	62	40	55
Lincoln MKZ	471	59	49	59
Hyundai Genesis Sedan	470	62	44	59
Lexus IS Sedan	462	66	35	53
Mercedes C-Class Sedan	454	58	41	54
Chevrolet SS	443	62	45	55
Lexus ES	427	60	42	57
Infiniti Q50 Sedan	424	57	23	52
Audi A4	422	60	33	56
Kia Cadenza	409	55	39	49
Lincoln MKS	398	60	57	55
Chrysler 300	391	57	43	48
Acura ILX	383	51	26	45
Toyota Avalon	368	53	48	52
Volvo S60	361	51	28	48
Acura TLX	349	44	35	42
Cadillac ATS Sedan	345	52	41	44
Near-Luxury Car Segment	431	58	41	53
Infiniti Q40 Sedan	na			
Volkswagen CC	na			

* Convertibles and station wagons excluded

Near-Luxury Alternative Powertrain (APT) Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Lincoln MKZ Hybrid	511	64	44	53
BMW i3	437	48	30	47
Toyota Avalon Hybrid	353	44	33	51
Near-Luxury APT Car Segment	410	49	39	53
Audi A3 e-tron	na			
BMW ActiveHybrid 3	na			
Infiniti Q50 Hybrid	na			
Lexus CT 200h	na			
Mercedes B-Class	na			

Luxury Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Mercedes S-Class Sedan	574	79	67	65
BMW 7-Series Sedan	538	71	58	62
Audi A7	508	68	67	59
Hyundai Equus	483	70	33	64
Lexus GS	482	65	45	58
Audi A6	481	63	43	56
BMW 5-Series Sedan	473	62	46	54
Lexus LS	463	57	57	59
Jaguar XF	459	61	30	52
Mercedes E-Class Sedan	448	62	47	55
Jaguar XJ	423	59	27	50
Cadillac CTS Sedan	421	58	45	52
Cadillac XTS	394	57	43	50
Luxury Car Segment	468	63	47	56
Acura RLX	na			
Audi A8	na			
Cadillac CT6 Sedan	na			
Infiniti Q70 Sedan	na			
Infiniti Q70L	na			
Kia K900	na			
Mercedes Maybach	na			
Volvo S80	na			

Luxury Multi-Function Car

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Volvo XC70	415	57	39	53
BMW 3-Series Gran Turismo	412	62	44	46
Volvo V60	335	40	28	47
Luxury Multi-Function Car Segment	463	63	45	54
Audi allroad	na			
BMW 3-Series Sports Wagon	na			
BMW 5-Series Gran Turismo	na			
Mercedes E-Class Wagon	na			
Porsche Panamera	na			

Specialty Coupe

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Dodge Challenger	567	71	47	63
MINI Cooper 4 Dr Hardtop	520	67	44	58
MINI Cooper Clubman	513	62	53	64
MINI Cooper 2 Dr Hardtop	500	65	37	59
Ford Mustang Coupe	492	67	53	59
Scion FR-S	491	72	29	46
Volkswagen Beetle	490	64	38	51
Hyundai Veloster	464	50	37	54
MINI Cooper Countryman	460	61	35	56
Volkswagen Golf GTI	437	56	23	44
Scion tC	430	62	44	50
Volkswagen Golf R	421	61	29	48
Chevrolet Camaro Coupe	420	59	49	54
Specialty Coupe Segment	479	63	43	56
Fiat 500 Abarth Hatchback	na			
MINI Cooper Coupe	na			
MINI Cooper Hardtop	na			
MINI Cooper Paceman	na			
Subaru BRZ	na			

* Convertibles and station wagons excluded

Premium Coupe

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Chevrolet Corvette Coupe	582	69	49	67
BMW 4-Series Coupe	566	74	54	60
Lexus RC	525	71	50	71
BMW 4-Series Gran Coupe	524	68	49	59
BMW 2-Series Coupe	508	67	50	61
Jaguar F-Type Coupe	495	56	24	51
Cadillac ATS Coupe	475	72	54	58
Audi A5 Coupe	470	74	31	63
Hyundai Genesis Coupe	466	57	35	57
Nissan Z Coupe	400	60	38	43
Premium Coupe Segment	533	69	48	62
Audi R8 Coupe	na			
Audi RS 5 Coupe	na			
Audi TT	na			
BMW 6-Series Coupe	na			
BMW 6-Series Gran Coupe	na			
Cadillac CTS Coupe	na			
Cadillac ELR	na			
Dodge Viper	na			
Infiniti Q60 Coupe	na			
Mercedes AMG GT S	na			
Mercedes C-Class Coupe	na			
Mercedes CLS-Class	na			
Mercedes E-Class Coupe	na			
Mercedes S-Class Coupe	na			
Nissan GT-R	na			
Porsche 911 Coupe	na			
Porsche Cayman	na			

Standard Convertible

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Ford Mustang Convertible	517	64	48	57
Mazda Miata MX-5	435	54	26	50
Volkswagen Beetle Convertible	423	55	24	53
Buick Cascada	407	58	41	48
Standard Convertible Segment	444	58	34	51
Chevrolet Camaro Convertible	na			
Fiat 500 Abarth Convertible	na			
Fiat 500 Convertible	na			
MINI Cooper Convertible	na			
MINI Cooper Roadster	na			
smart fortwo Cabriolet	na			
Volkswagen Eos	na			

Premium Convertible/Roadster

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Audi A5 Cabriolet	516	71	39	55
Chevrolet Corvette Convertible	512	64	48	61
BMW 2-Series Convertible	509	65	45	56
BMW 4-Series Convertible	494	68	43	59
Mercedes SLK-Class	489	69	43	60
Jaguar F-Type Convertible	465	63	30	51
Mercedes E-Class Cabriolet	446	66	34	59
Premium Convertible Segment	499	67	43	59
Audi A3 Cabriolet	na			
Audi R8 Convertible	na			
Audi TT Roadster	na			
BMW 6-Series Convertible	na			
BMW Z4 Roadster	na			
Infiniti Q60 Convertible	na			
Lexus IS Convertible	na			
Mercedes SL-Class	na			
Nissan Z Convertible	na			
Porsche 911 Cabriolet	na			
Porsche Boxster	na			

Standard Pickup

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Toyota Tacoma	353	49	46	52
Chevrolet Colorado	336	44	43	47
GMC Canyon	303	40	33	40
Nissan Frontier	266	38	20	44
Standard Pickup Segment	335	46	42	49

Full-Size Pickup

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Ford F-150	429	56	52	60
Toyota Tundra	405	59	56	61
GMC Sierra 1500	403	53	50	54
Chevrolet Silverado 1500	396	55	48	56
Ram 1500	381	53	38	52
Nissan Titan	367	54	46	53
Full-Size Pickup Segment	403	55	48	56

Heavy Duty Pickup

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Nissan Titan XD	462	64	42	58
Chevrolet Silverado 2500/3500	426	59	58	60
Ram 2500/3500	387	56	50	54
GMC Sierra 2500/3500	371	55	54	56
Ford F-250/350	349	49	51	49
Heavy Duty Pickup Segment	382	54	53	54

Entry SUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Jeep Wrangler Unlimited	427	61	44	58
Jeep Wrangler	393	50	37	58
Jeep Cherokee	333	42	33	44
Jeep Renegade	332	43	23	46
Jeep Patriot	314	43	35	39
Entry SUV Segment	359	48	35	48
Nissan Xterra	na			

Entry CUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Subaru Crosstrek	459	55	48	64
Nissan Juke	412	50	32	50
Subaru Forester	402	49	44	61
Nissan Rogue Select	397	45	34	47
Honda HR-V	395	48	45	53
Ford Escape	392	48	46	53
Buick Encore	386	48	38	51
Kia Sportage	376	47	35	52
Nissan Rogue	368	45	24	48
Volkswagen Tiguan	352	46	26	44
Toyota RAV4	351	45	50	50
Chevrolet Trax	343	45	44	42
Mazda CX-3	342	49	27	47
Mazda CX-5	337	45	29	46
Mitsubishi Outlander Sport	319	40	19	44
Fiat 500X	312	43	18	44
Hyundai Tucson	308	39	27	49
Honda CR-V	304	37	37	51
Jeep Compass	268	34	37	34
Entry CUV Segment	363	45	39	51

Mid-Size SUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Dodge Durango	419	47	33	45
Toyota 4Runner	405	54	48	57
Honda Pilot	389	46	45	53
Ford Explorer	375	53	45	51
Jeep Grand Cherokee	357	49	27	44
Nissan Pathfinder	332	46	28	45
Mid-Size SUV Segment	379	50	39	49

Mid-Size CUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Kia Sorento	424	54	38	57
Ford Flex	412	50	55	55
Ford Edge	397	45	52	56
GMC Acadia	386	48	45	48
Nissan Murano	384	54	25	50
Hyundai Santa Fe	376	45	44	56
Toyota Highlander	361	48	49	51
Hyundai Santa Fe Sport	356	40	36	53
GMC Terrain	346	43	40	47
Chevrolet Equinox	337	42	43	50
Chevrolet Traverse	335	43	51	53
Dodge Journey	274	39	26	35
Mid-Size CUV Segment	362	46	44	51
Mazda CX-9	na			
Mitsubishi Outlander	na			
Toyota Venza	na			

Full-Size Utility

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Chevrolet Tahoe	471	68	54	54
GMC Yukon XL	449	55	59	53
Ford Expedition	412	56	59	55
Toyota Sequoia	384	50	44	57
GMC Yukon	381	52	37	52
Chevrolet Suburban	360	52	53	52
Nissan Armada	333	54	25	45
Full-Size Utility Segment	415	57	51	53

Alternative Powertrain (APT) Utility

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Toyota Highlander Hybrid	409	37	41	61
Subaru Crosstrek Hybrid	386	40	43	58
Toyota RAV4 Hybrid	382	43	44	61
APT Utility Segment	385	41	43	60

Near-Luxury Utility

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
BMW X4	481	64	52	59
Audi Q3	460	61	31	52
Lexus RX	453	61	57	56
BMW X1	447	62	42	55
BMW X3	439	62	39	51
Mercedes GLC-Class	428	58	40	51
Lincoln MKC	427	56	39	53
Mercedes GLA-Class	415	53	34	45
Audi Q5	414	63	34	51
Lincoln MKX	407	54	43	52
Lexus NX	402	53	45	51
Buick Enclave	400	55	44	54
Cadillac SRX	398	59	42	53
Land Rover Range Rover Evoque 5-Door	386	49	13	46
Infiniti QX60	380	53	23	46
Volvo XC60	364	54	30	47
Land Rover Discovery Sport	342	39	15	42
Acura RDX	330	47	26	47
Acura MDX	316	44	29	45
Infiniti QX50	313	46	17	44
Near-Luxury Utility Segment	403	56	41	50
Cadillac XT5	na			
Infiniti QX70	na			
Land Rover LR2	na			
Land Rover Range Rover Evoque Coupe	na			
Mercedes GLK-Class	na			
Volkswagen Touareg	na			

Luxury SUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Land Rover Range Rover	460	59	34	53
Land Rover LR4	450	65	33	53
Land Rover Range Rover Sport	438	65	34	54
Lexus GX	416	52	49	63
Mercedes GLE-Class	414	60	38	55
Volvo XC90	409	55	29	49
Infiniti QX80	365	58	25	49
Lincoln Navigator	352	54	52	49
Luxury SUV Segment	430	60	43	54
Cadillac Escalade	na			
Cadillac Escalade ESV	na			
Lexus LX	na			
Lincoln Navigator L	na			
Mercedes G-Class	na			
Toyota Land Cruiser	na			

Luxury CUV

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Mercedes GLE-Class Coupe	546	73	64	61
Porsche Macan	515	68	54	63
BMW X6	508	71	50	61
Audi Q7	496	64	47	60
BMW X5	488	64	47	56
Mercedes GL-Class	437	64	48	52
Luxury CUV Segment	489	66	50	56
Lincoln MKT	na			
Mercedes GLS-Class	na			
Mercedes ML-Class	na			
Porsche Cayenne	na			

Minivan

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Toyota Sienna	349	41	32	49
Kia Sedona	334	43	35	51
Chrysler Town & Country	317	41	34	45
Honda Odyssey	290	39	34	53
Dodge Grand Caravan	163	19	26	36
Minivan Segment	298	37	32	48
Chrysler Pacifica	na			
Mazda5	na			
Nissan Quest	na			

Top 5 Mass-Market Vehicles

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Nissan Juke	542	72	42	49
Volkswagen Golf GTI	532	68	31	47
Subaru Crosstrek	516	60	58	63
Subaru Legacy	510	61	52	64
Jeep Wrangler Unlimited	506	73	59	66
Millennial Industry Score	435	50	42	52

Top 5 Luxury Vehicles

	2016 CLI	Vehicle Emotional Delivery	Vehicle Loyalty Intention	Brand Advocacy
Mercedes C-Class Sedan	583	71	58	55
BMW 3-Series Sedan	581	74	61	67
BMW X1	560	70	57	57
BMW X5	552	70	48	65
Infiniti Q50 Sedan	551	71	31	60
Millennial Industry Score	435	50	42	52