



Cars Americans Love

How does your list of favorites compare to a research company's results?

([PRWEB](#)) April 21, 2004 -- Global brand research and development organization NameQuest recently published its "America's Top 20 Most-Loved Automobile Brands" list. According to NameQuest president, John P. Hoepfner, "General Motors has 40% of the top ten with Chevrolet rated highest among contenders for value and trust. Robert Lutz is obviously making an impact at GM, especially with the formerly stodgy Cadillac brand ranked #4."

Mercedes-Benz rated highest in perceived quality, while KIA rated lowest. NameQuest also compared brand preference scores with automaker advertising spending and found no correlation. Trust, quality and value were found to be more potent factors than advertising in shaping consumers' brand preference.

NameQuest Brand Preference Ranking:

1. Chevrolet; 2. Mercedes-Benz; 3. Jaguar; 4. Cadillac; 5. Jeep; 6. Volkswagen; 7. Oldsmobile; 8. Lexus; 9. Toyota; 10. GMC; 11. Chrysler; 12. Land Rover; 13. Volvo; 14. Pontiac; 15. Honda; 16. Dodge; 17. Ford; 18. Audi; 19. Buick; 20. Saturn

Ford To Offer More Hybrids

Ford Motor Company plans to begin marketing its Escape HEV (hybrid electric vehicle) this summer, the first high volume hybrid from the Big 3 automakers. The company hopes to sell 20,000 hybrid Escapes annually and plans are also underway to introduce a 2007 model year hybrid version of the Mariner, as well as a third to-be-named hybrid in 2006.

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By Permission.

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