



MBLM  
7 WEST 22<sup>ND</sup> STREET , 10<sup>TH</sup> FLOOR  
NEW YORK, NY 10010  
WWW.MBLM.COM

RUBENSTEIN PUBLIC RELATIONS  
CONTACT: KATI BERGOU, 212-843-9314  
KBERGOU@RUBENSTEINPR.COM

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## The Auto Industry Produces the Most Intimate Brand Relationships

*MBLM's Brand Intimacy 2015 Report Reveals 4 out of the top 10 Brands are in Automotive*

NEW YORK — October 21, 2015 — Four out of the top 10 most intimate brands are in the automotive industry, according to MBLM's [Brand Intimacy 2015 Report](#), which examines ultimate brand relationships.

The four highest ranking automotive brands are: BMW, Toyota, Harley-Davidson and GMC.

"Automotive is the highest ranking industry across all three of our markets, the U.S., Mexico and the UAE. That's pretty suggestive of the strong bonds people have with their cars and the ability of this category to connect with consumers," stated Mario Natarelli, [MBLM](#)'s managing partner. "Car brands are more than one of our most significant purchases. They represent our sensibilities and our status in life. As important as these values are to consumers, fulfillment of the brand (how well it exceeds expectations, delivers superior service, quality and efficacy) remains a top factor. Recent experiences by brands like Volkswagen will likely have profound effects on the bonds with their consumers."

In the auto industry, the top 10 is rounded out by: Jeep, Chevrolet, Ford, Mercedes-Benz, Chrysler and Honda. Also notable is that Uber ranks 14<sup>th</sup> in this category, and among those ages 18-34, it ranks in the top five.

"With all the dramatic evolution in this category enhanced by technology and from trends like car sharing and autonomous driving, intimate brands will win in the long term," added Natarelli.

This year's report contains one of the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,000 consumers and 52,000 brand evaluations across nine industries in the U.S., Mexico and UAE. MBLM's reports and interactive Brand Ranking Tool showcase the performance of almost 400 brands, revealing the characteristics and intensity of the consumer bonds.

To download the full *Brand Intimacy 2015 Report* or explore the Ranking Tool please visit: <http://mblm.com/brandintimacy/>.

### Methodology:

During the spring of 2015, Praxis Research Partners conducted an online quantitative survey among 6,000 consumers in the U.S., Mexico and the UAE. Participants were screened respondents on age (18-64) and annual household income (\$35K or more) in the U.S. and socio-economic levels in Mexico and the UAE (A, B and C socio-economic levels). Quotas were established to ensure that the sample mirrored census data for age, gender, income/SEL and region. MBLM and Praxis Research crafted the survey instrument using insight from extensive qualitative research conducted on the topic of Brand Intimacy. The survey was designed primarily to understand the extent to which consumers have relationships with brands and the strength of those relationships, from fairly detached to highly intimate. It is important to note that this study provides more than a mere ranking of brand performance, and was specifically designed to provide prescriptive guidance to marketers. The agency modeled data from approximately 52,000 brand evaluations to quantify the mechanisms that drive Brand Intimacy. Through factor analysis, structural equation modeling and other sophisticated analytic techniques, the research allows marketers

to better understand which levers need to be pulled to build intimacy between their brands and consumers.

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**About MBLM:** MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in seven countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit [mblm.com](https://mblm.com).