

2010 Brand Keys Customer Loyalty Engagement Index

The annual Brand Keys Customer Loyalty Engagement Winners are those brands best able to engage consumers and create loyal customers. Initiated in 1997, the Brand Keys Customer Loyalty Engagement Index is fielded annually in the spring and fall. The current Index examines customers' relationships with 518 brands in 71 categories.

The Brand Keys data paints a detailed picture of the category drivers that engage customers, engender loyalty and drive real profits. <http://www.brandkeys.com/awards/>

These drivers not only define how the consumer will view the category, compare offerings, and, ultimately, buy, but also identify the expectations the consumer holds for each driver. The brand whose drivers come closest to meeting (or even exceeding) those of the category Ideal is always the one whose customers will demonstrate the highest levels of engagement and loyalty over the next 12 to 18 months.

2010 Brands Listed by Category

This year's Automotive category winners are listed in **RED**.

Automotive

Hyundai

Toyota

Subaru

Ford

Saab

BMW

Mercedes

Audi

Honda

Volkswagen

Kia

Nissan

Mitsubishi

Jeep

Mazda

Chevrolet

Volvo

Chrysler

General Motors