

Most important factors driving the choice of brand for next vehicle

Drivers of brand choice	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Product quality	48%	54%	62%	47%	55%	71%	61%
Vehicle features	31%	32%	48%	50%	33%	52%	38%
Vehicle performance (e.g., fuel efficiency, battery range)	17%	20%	41%	42%	45%	45%	37%
Quality of overall ownership experience	31%	29%	35%	9%	21%	36%	36%
Brand familiarity	36%	35%	37%	19%	26%	34%	31%
Price	6%	31%	22%	42%	23%	32%	31%
Previous sales experience	13%	40%	29%	20%	24%	21%	24%
Previous service experience	28%	21%	28%	21%	13%	27%	21%
Brand image (i.e., environmentalism, purpose, sustainability)	36%	18%	46%	23%	27%	39%	17%
Availability of battery electric vehicles/hybrid options	19%	12%	34%	16%	19%	25%	15%
Brand advertising	29%	8%	31%	9%	11%	21%	11%
Brand affiliations (e.g., sponsorships, partners)	23%	5%	26%	4%	6%	15%	7%

 Most commonly cited