

# Kelley Blue Book Announces 2017 Brand Image Award Winners

**Subaru, Lexus and Ford Take Top Honors with Highest Average Scores Among All 12 Brand Watch™ Factors; Best Performance, Value and Car Styling Brand Categories Produce Noteworthy Winners**

IRVINE, Calif., April 11, 2017 /PRNewswire/ -- The [2017 Brand Image Award winners](#), based on annual new-car buyer perception data, are announced today by Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers. Capturing the attention of car shoppers has never been more important to automakers. According to a recent Harris Poll study, companies with excellent reputations are more likely to earn behaviors from the public that are critical to growth and success.<sup>1</sup>



"Superior product lineups and compelling marketing communications from automakers continue to influence consumer opinion, driving interest in particular brands, and, most importantly, positively affecting vehicle consideration," said Rick Wainschel, vice president of customer analytics and insights for Kelley Blue Book. "Many of this year's winners continue to attract car shoppers based on a variety of brand attributes, and these standouts reinforce familiarity and loyalty among new-car buyers."

The 2017 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Strategic Insights' Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model familiarity and loyalty among new-car shoppers.

## 2017 Brand Image Award Winners: Non-Luxury Brands

Subaru	<a href="#">Best Overall Brand</a>
Subaru	<a href="#">Most Trusted Brand</a>
Honda	<a href="#">Best Value Brand</a>
GMC	<a href="#">Most Refined Brand</a>
Subaru	<a href="#">Best Performance Brand</a>
Mazda	<a href="#">Best Car Styling Brand</a>

## 2017 Brand Image Award Winner: Truck Brand

Ford	<a href="#">Best Overall Truck Brand</a>
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## 2017 Brand Image Award Winners: Luxury Brands

Lexus	<a href="#">Best Overall Luxury Brand</a>
Lexus	<a href="#">Most Trusted Luxury Brand</a>
Buick	<a href="#">Best Value Luxury Brand</a>
Mercedes-Benz	<a href="#">Most Refined Luxury Brand</a>
Porsche	<a href="#">Best Performance Luxury Brand</a>
Jaguar	<a href="#">Best Car Styling Luxury Brand</a>

### Subaru, Lexus and Ford Take Top Honors with Highest Average Scores Among All 12 Brand Watch Factors

For 2017, Subaru retains its Best Overall Brand crown for the second consecutive year, in addition to winning Most Trusted Brand and Best Performance Brand. As the Best Overall Brand, Subaru captured the highest average scores among all 12 Brand Watch factors, including affordability, driving comfort, driving performance, durability/reliability, exterior styling, fuel efficiency, interior layout, prestige/sophistication, reputation, ruggedness, safety and technology (factors listed in alphabetical order). The Forester, Crosstrek and Outback contributed to Subaru's overall success. Subaru has earned Most Trusted Brand and Best Performance Brand titles since 2015.

Lexus remains the Best Overall Luxury Brand for 2017, taking the title for the second consecutive year, earning the top average Brand Watch factor scores among all luxury automakers. The brand is highly regarded for its strong lineup among consumers, with, the RX, ES, NX Hybrid, IS, GS and LS as the primary drivers of Lexus' success. In addition to its top luxury award, Lexus takes home the Most Trusted Luxury Brand win for the second consecutive year. Lexus previously won Most Trusted Luxury Brand in 2013 and 2014.

For the fourth year in a row, Ford claims the top spot among truck shoppers, winning the Best Overall Truck Brand category. Ford has won eight out of the nine times Kelley Blue Book has announced this award (with only Toyota outranking them in 2013), giving truck buyers what they want in its F-150, including best-in-class towing and payload capacity, a cabin filled with luxury and tech amenities, and more.

### Best Performance, Value and Car Styling Brand Categories Produce Noteworthy Winners

Other noteworthy winners for 2017 include Porsche, Buick, Honda and Mazda. Porsche is a seven-time repeat winner in the Best Performance Luxury Brand category. Porsche earns its unprecedented Best Performance Luxury Brand win on the strength of the 911, Cayenne, Panamera and Macan models. Buick, this year's Best Value Luxury Brand, benefitted from the Verano, Encore, Regal and Enclave, all scoring within the top 20 models for value and ranking high in perceived affordability and fuel efficiency.

On the non-luxury side, Honda repeats the Best Value Brand category for the third consecutive year with help from many of its popular models, including Civic, Fit, Accord and CR-V. Mazda regains its Best Car Styling Brand title, (after losing it to Chrysler in 2016), thanks to the MAZDA6, MAZDA3 and MX-5 Miata. Mercedes-Benz, GMC and Jaguar also are repeat winners for 2017.

For more information about the 2017 Kelley Blue Book Brand Image Awards, please visit <https://www.kbb.com/new-cars/brand-image-awards/>.

To discuss this topic or any other automotive-related information with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to schedule an interview.

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<sup>1</sup> 2017 Harris Poll RQ® Summary Report

**About Kelley Blue Book** ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's [KBB.com](http://KBB.com) ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

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