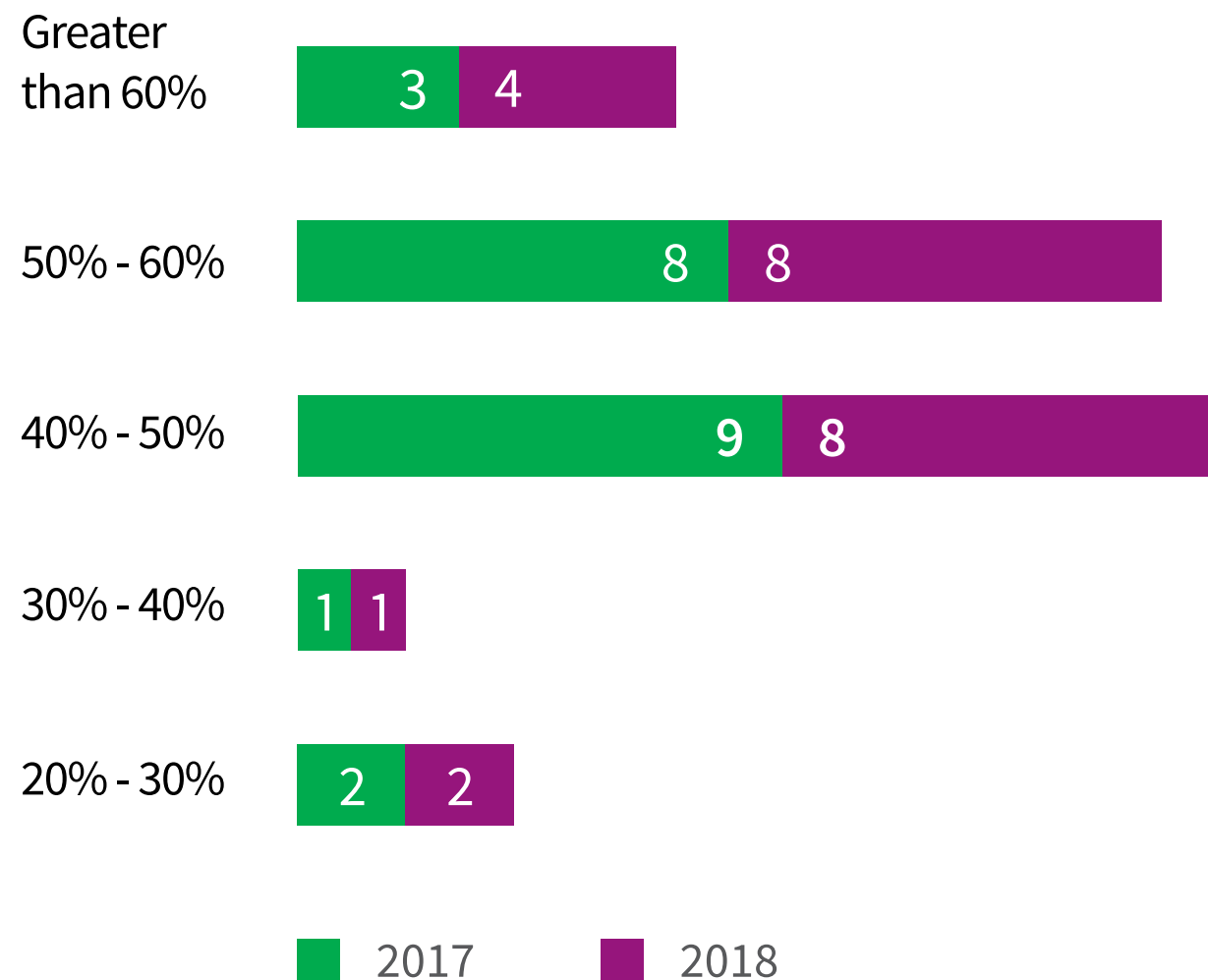


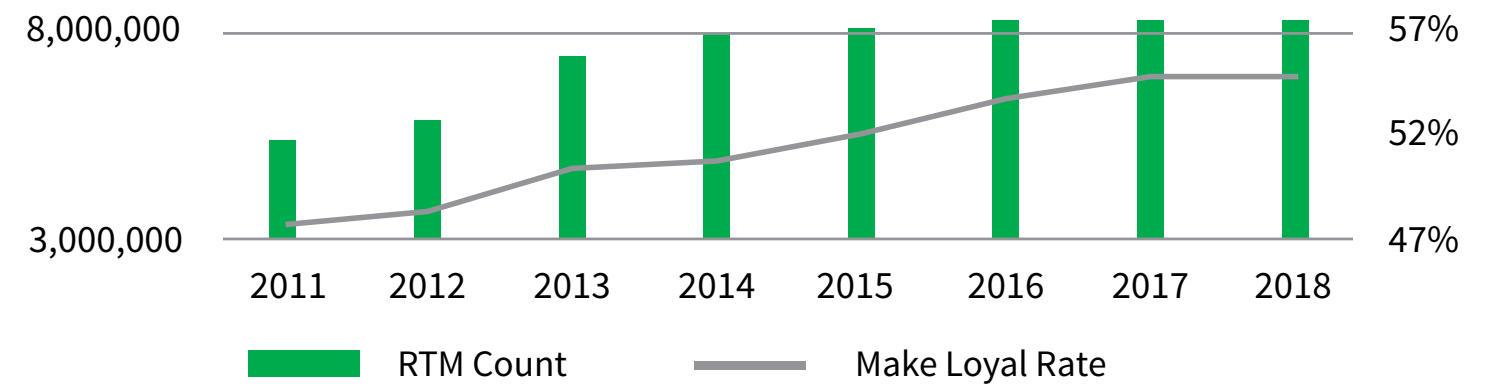


Driving loyal owners

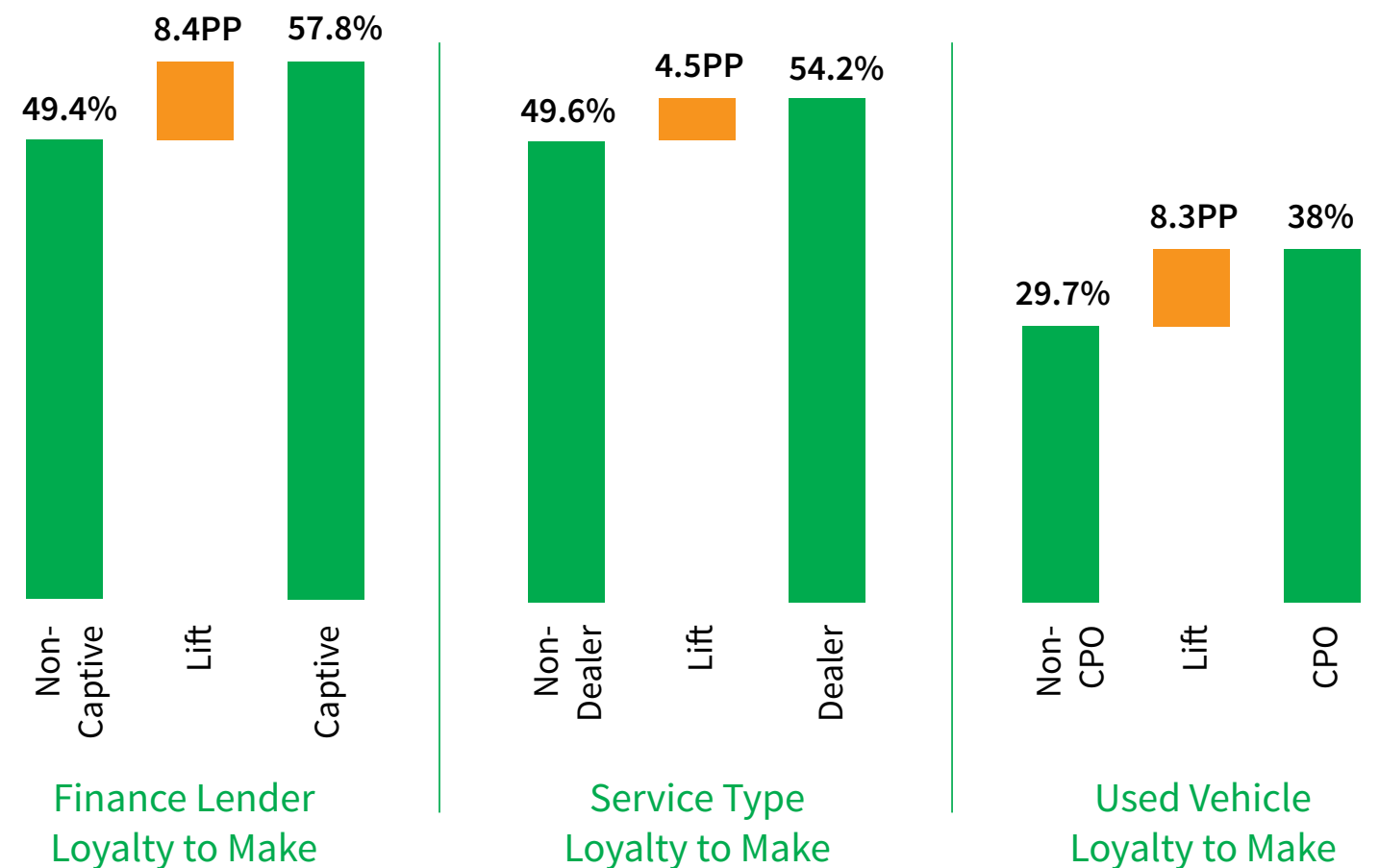
Benchmarking Loyalty Performance # of makes per loyalty rate range



Loyalty is flattening and return-to-market customers are decreasing, but there is still something you can do to increase owner retention.



Strategies that work well for driving loyalty



Learn more about IHS Markit's loyalty practice at ihsmarkit.com/auto-loyalty