



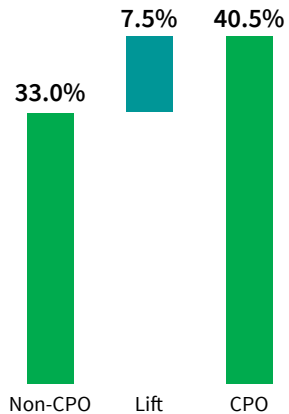
IHS Markit™

AUTOMOTIVE

# Driving your loyal owners

Certified pre-owned customers lift a brand's loyalty rate by

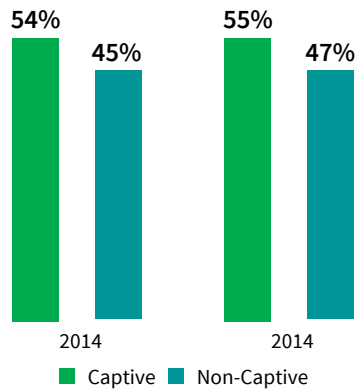
**7.5 percentage points** over non-CPO buyers



Owners that finance their vehicle through a captive lender have a make loyalty rate that is

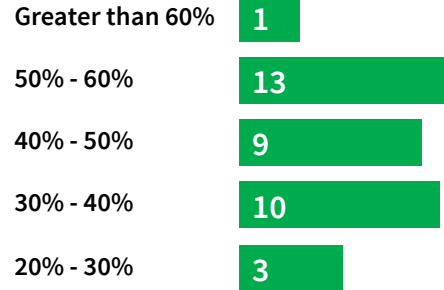
**8.3 percentage points**

higher than those who finance through a non-captive lender



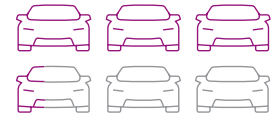
## Benchmarking loyalty performance

# of makes per loyalty rate range



**8.2 million**

customers returned to market in the 2015 model year



**51.5%**

of those customers repurchased from a brand they already own

Understand What "Type" of Loyal Customers are Returning to Market

