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Love Conquereth All – Most Loved Vehicles in America

San Diego – [Strategic Vision](#) is pleased to release the most powerful and natural concept in understanding human decisions. While Ella Fitzgerald suggests what is most appropriate for this Valentine's Day, is that "Birds do it; bees do it; ... let's do it, let's fall in love," the title "Most Loved Vehicles in America" reflects how hard people can fall in Love with what they drive. Maybe their vehicles should get chocolates and a card. The "Most Loved Vehicle in America" is the Tesla Model S.

Dr. Darrel Edwards, Ph.D. reports, "We completed over a decade of research and consulting in determining how to capture the ways that people talk about their loves. We discovered that the natural language was in a 'Love-Hate' context with nuances in-between." Vehicle buyers speak their minds, saying whether they Hate or Love their vehicles, or particular aspects of the vehicle and the experiences they deliver. According to Dr. Edwards, "The report of Most Loved Vehicles in America captures a vehicle's total emotional response from buyer-drivers. The industry is mature enough to actually accept 'True Love' as a core comprehensive, interactive and discriminating emotional response."

Each point, as measured on The Edwards Commitment Scale™, ranges from 1=Hate it, 2=a Failure, 3=Unsatisfactory, 4=Satisfactory, 5=Excellent, 6=Delightful and 7=Love it. Each point discriminates the quality and depth of the emotional response from the next. Many vehicles can be Excellent, fewer Delightful, with the best-of-the-best creating Love. The development of the integrity of the scale included its use in travel, hospitality, medical, educational and particular automotive categories and dedicated studies for a number of Fortune 100 companies. Love increases validity of the measurement and our understanding by 42 percent on average.

Often called upon as an industry spokesperson, Alexander Edwards, President of Strategic Vision says, "There is tremendous room for improvement among vehicles with truck platforms. Love is a dynamic tool for addressing where improvements can be made. 'Love' should be on any brand's internal scorecard and really is the pinnacle of achievement. We have been able to demonstrate the power of Love to predict commitment, advocacy and loyalty. Love is about the bottom line. Ignore it at your own risk."

"In our full-year automotive study, the winners both surprise and delight some pundits in the industry. Love creates vehicles that have a strong position in their markets and is ultimately expressed in being Loyal," says Christopher Chaney, Executive Vice President for Strategic Vision.

It is obvious when examining the particular aspects of the Tesla, that the Tesla developers addressed important features that are LoveWorthy®. Tesla’s “Love” score of 852 out of 1000 is nothing short of astounding. Manufacturers appear to be striving to have their customers Love their experiences with their vehicles.

The scores are calculated using the reported Love score for each of the attributes delivered by the vehicle and the dealership experiences weighted by each vehicle’s outcome scores – commitment, overall satisfaction, total top emotional responses, proposed repurchase loyalty and actual repurchase loyalty – to provide a Most Loved Index™. The greater the number of aspects of the vehicle and its delivery of important aspects determined for each model-segment, the stronger the *leverageable position* for the brand and its particular models, the stronger the ability to deliver motivating communications and more dollars per unit of work from assembly to sales and service. The following list contains the number one ranked vehicles “Most Loved” in their segments as rated by new vehicle buyers for the majority of categories (4 points are required to determine a significant difference):

Micro Car	Chevrolet Spark	612
Small Car	Nissan Sentra / Dodge Dart	587
Small Multi-Function Car	Hyundai Elantra GT Hatchback	611
Small APT Car	Nissan Leaf / Toyota Prius C	541/540
Mid-Size Car	Hyundai Sonata / Volkswagen Jetta/Passat	548/547
Mid-Size Multi-Function Car	Honda Accord Crosstour / VW Jetta SportWagen	503/501
Mid-Size APT Car	Chevrolet Volt	601
Large Car	Dodge Charger	684
Near-Luxury Car	Lexus ES 350/Hyundai Genesis	734/732
Luxury Car	Hyundai Equus	821
Specialty Coupe	Dodge Challenger	702
Premium Coupe	BMW 3-Series Coupe / Audi A5 Coupe	695/693
Standard Convertible	MINI Cooper Roadster / Convertible	692/691
Premium Convertible/Roadster	Mercedes SL Class	753

MLI – add two

Standard Pickup	Honda Ridgeline	448
Full-Size Pickup	Ram 1500	582
Heavy Duty Pickup	Ram 2500/3500 / Ford F250/350	521/519
Entry SUV	Toyota FJ Cruiser	564
Entry CUV	Nissan Juke	593
Mid-Size SUV	Ford Explorer / Dodge Durango / Jeep G. Cherokee	582/581/580
Mid-Size CUV	Ford Flex / Hyundai Santa Fe	561/558
Full-Size Utility	Nissan Armada	602
Near-Luxury Utility	Infiniti FX 35/37	686
Luxury SUV	Cadillac Escalade ESV	772
Luxury CUV	BMW X6	721
Minivan	Toyota Sienna	562
Most Loved Vehicle (Industry)	Tesla Model S	852

Strategic Vision is a research-based consultancy with over 42 years of experience in understanding the consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers, education, medicine and politics. Its unique expertise is in identifying consumers' comprehensive, motivational systems, including the product attributes, personal benefits, value/emotions and images that drive perceptions and behaviors. ValueCentered Psychology® (the foundation of all Strategic Vision studies) was created by Dr. Darrel Edwards in 1968, with research methods defined by Dr. Edwards and co-founders J. Susan Johnson and Sharon Shedroff. For further information, contact Dr. Darrel Edwards, Christopher Chaney, J. Susan Johnson, Sharon Shedroff and Alexander Edwards at (858) 576-7141 or visit www.strategicvision.com.