

MBUSA KPI Report Card



	2020	2021	2022	2023
Mercedes-Benz Brand Monitor				
Brand Core & Traditional Strengths				
Maintain lead in <i>Desire</i>	#1	#1	#1	
Maintain lead in <i>Up-to-date, modern luxury</i>	#1	#1	#1	
Maintain lead in <i>Energizing comfort</i>	#1	#1	#1	
Maintain lead in <i>Perceivable quality</i>	#1	#1	#1	
Maintain lead in <i>Exemplary safety</i>	#1	#1	#1	
Maintain lead in <i>Exclusivity</i>	#2	#2	#1	
Technology				
Improve in <i>Leads in terms of alternative drivetrains</i>	#3	#3	#4	
Improve in <i>A leader in autonomous driving</i>	#2	#2	#2	
Aesthetics				
Improve in <i>Trendsetting design</i>	#1	#2	#3	
Maintain lead in <i>Intelligently integrates tradition & future</i>	#1	#1	#1	
Maintain lead in <i>Luxurious experience at all touchpoints</i>		#1	#1	
Sustainability				
Improve in <i>Represents holistic sustainability</i>	#2	#2	#3	



	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23
BCE360°					
Maintain lead in <i>Brand strength</i>	#1	#1	#1	#1	
Maintain lead in <i>Luxury brand experience</i>	#1	#1	#1	#1	
Improve in <i>Experience Quality</i>	#3	#2	#2	#2	
Improve <i>XQ Awareness</i>	#2	#2	#2	#2	
Maintain lead in <i>XQ Consideration Retail</i>	#3	#3	#3	#1	
Maintain lead in <i>XQ Consideration Digital</i>	#3	#2	#2	#1	
Maintain lead in <i>XQ Consideration (Overall)</i>	#3	#3	#2	#1	
NPS					
Improve NPS	#5	#5	#5	#5	

Mercedes-Benz



	2020	2021	2022	2023
Mercedes-Benz Brand Monitor				
Maintain lead in <i>Desirable</i>			#1	
Maintain lead in <i>Progressive, advanced luxury</i>			#1	
Maintain lead in <i>Most liked</i>			#1	



Mercedes-AMG Brand Monitor				
Improve in <i>Desirable</i>			#2	
Maintain lead in <i>Unique synthesis of luxury and performance</i>			#1	
Improve in <i>Most liked</i>			#2	
Improve in <i>Is a brand that brings thrill into my life</i>			#4	



Mercedes-Maybach Brand Monitor				
Improve in <i>Desirable</i>			#3	
Improve in <i>Sophisticated luxury</i>			#3	
Improve in <i>Most liked</i>			#3	
Improve in <i>Is a brand I respect</i>			#3	
Improve in <i>Is a brand whose perfection creates a unique aura</i>			#3	
Improve in <i>Creates magic</i>			#3	



Ace Metrix				
Maintain lead in luxury auto advertising	#1	#1	#1	
Mercedes-Benz Non-Event Norm	561	596	637	



LAMP POST
INSIGHTS

	2020	2021	Q2'22	Q4'22
Lamp Post				
Maintain lead in <i>Overall brand love</i>	#1	#1	#1	#1
Maintain lead in <i>Drive desire</i>	#1	#1	#1	#1
Maintain lead in <i>Luxury composite score*</i>	#1	#1	#1	#1
Improve <i>Technology leadership composite score*</i>		#2	#2	#2
Improve in <i>Electric awareness</i>				#3
Improve in <i>Electric leadership</i>				#2
Maintain lead in <i>Overall brand consideration</i>	#1	#1	#2	#1