

Lexus Named Most Trusted Luxury Brand by 2014 Kelley Blue Book Brand Image Awards

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TORRANCE, Calif., (April 9, 2014) – It's not easy to earn consumers' trust. That's why Lexus is honored to be named Most Trusted Luxury Brand for the second consecutive year in the 2014 Kelley Blue Book Brand Image Awards.

Strong shopper perception of the ES sedan, IS sedan, RX luxury utility vehicle, and LX 570 luxury utility vehicle helped Lexus secure consumer confidence.

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.

The 2014 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Market Intelligence's 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.

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