

Map Shows Which States Are Most Loyal To American Car Brands

New study from Autowise.com compares searches for major American and Japanese car brands in each U.S. state.

ROGERS, ARKANSAS, USA, September 20, 2018 /EINPresswire.com/ -- Ford continues to be America's favorite car brand, with over 2.4 millions new Fords hitting U.S. roads last year. But the U.S. giant faces stiff competition from Japanese firms Toyota, Honda, and Nissan, who between them sold over 5 million new cars in 2017.

Indeed, in the battle of the brands, Chevrolet is the only other U.S. name currently in America's top 5.

Car magazine Autowise.com decided to take a look at which U.S. states were most loyal to American brands, and which preferred the Japanese firms. Using public data from Google, they worked out the relative percentage of searches for Ford/Chevrolet vs Toyota/Honda/Nissan in each state:

It's no surprise to find that Michigan is the state with the most searches for US brands (71%) — Ford's headquarters are in Dearborn, a suburb of Detroit.

The Dakotas were also big on U.S. brands, with Ford/Chevrolet receiving 58% of searches for the top 5 brands in South Dakota, and 57% in North Dakota.

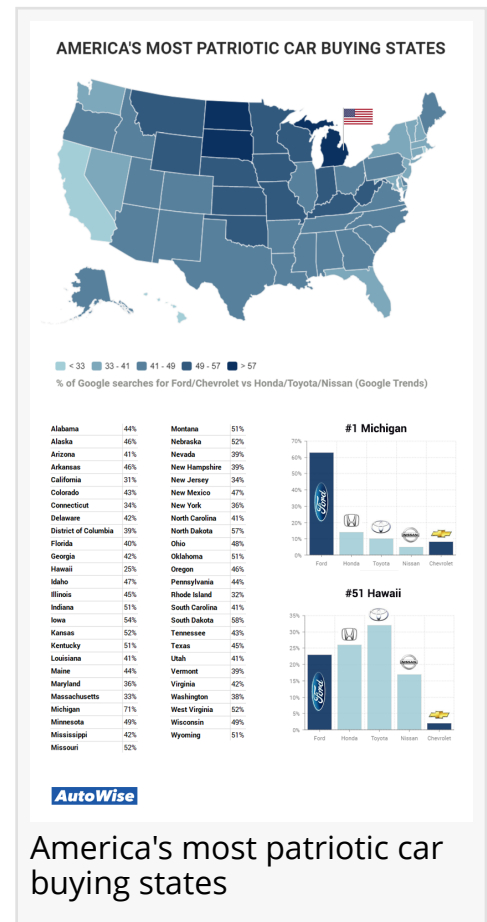
American brands fared less well in California, where Toyota/Honda/Nissan received 69% of searches, while in Hawaii, the Japanese brands received 3x more total searches than Ford and Chevrolet.

But, while these states may be less loyal to American brands, this does not mean they are doing less to support U.S. car manufacturing.

The 3 big Japanese car companies have major factories in the U.S., and domestic manufacturing is at a record high. According to the Japan Automobile Manufacturers Association, Japanese automakers assembled 3.8 million vehicles in their U.S. factories in 2017, while 1.7 million cars and trucks were imported.

Meanwhile, one of Ford's most popular cars, the Fusion, is manufactured exclusively at their Hermosillo plant in Mexico, with recent rumours suggesting that production may move to China in 2020.

And in 2017, Time Magazine reported that just 64% of Ford cars sold in 2016 were assembled in the United States. According to the same study, Tesla was the only firm which manufactured 100% of their cars in the US.



America's most patriotic car buying states

David McSweeney
Autowise.com
email us here
9149845163

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