

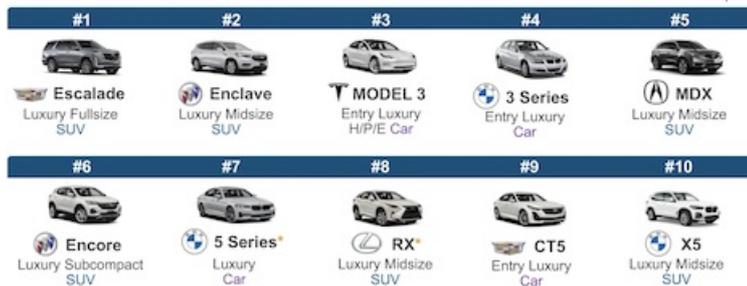
AUTOMOTIVE

BMW models top luxury auto shopper poll, Tesla slides

November 16, 2022

TOP 10 MODELS CONSIDERED

* New to Top 10



*new models vs. Q2 2022

Top 10 models considered among U.S. luxury marques for the third-quarter 2022: Source: Kelley Blue Book

By LUXURY DAILY NEWS SERVICE

German automaker BMW's models maintained their lead as the number one high-end vehicle brand among U.S. shoppers in the third quarter, according to "Q3 2022 Kelley Blue Book Brand Watch" report.

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The **Kelley Blue Book Brand Watch** survey considers, in part, shopping behavior to determine how vehicles and brands rate against each other.

"BMW continues to stand firm in its position as the most-shopped luxury [auto] brand," said Vanessa Ton, senior research and market intelligence manager at Cox Automotive, in a statement.

"The automaker increased (its) lead over the competition during Q3 2022," she said.

For nearly 100 years, both automotive industry professionals and consumers have turned to Kelley Blue Book for its vehicle valuation and information.

On track

Twenty-two percent of shoppers considered buying a **BMW**, up from 21 percent in the previous quarter.

What is more, three BMW models the 3 series, 5 series and X5 were in the top 10 list of most-shopped vehicles in its class. This makes it the most represented brand on the list.

By contrast, **Tesla** has fallen to the back of the list, with the lowest number of shoppers considering purchases from the brand.

The Tesla Model Y and Model S fell off the list of the top 10 most shopped.

Ten percent fewer shoppers considered buying a Tesla than did in the second quarter, dropping it from 5th place to 6th on the list.

Ms. Ton considers several factors that may have contributed to this decline, including steep rise in prices, a lack of new products and other brands offering a larger selection of new electric vehicles.

Despite the setback, Ms. Ton remains confident that Tesla will right itself, sooner or later.

"We have seen Tesla's shopping numbers drop before and they always eventually rebound," she said in the statement. "It will be interesting to see if they rebound more slowly or quickly this time around."

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