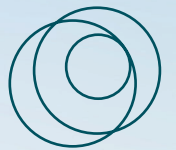


 Reputation

REPUTATION REPORT

Automotive Industry 2023



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WHY THIS REPORT MATTERS

In a rapidly evolving automotive landscape, staying ahead of the curve is imperative, and that's precisely why the Automotive Reputation Report is a must read for auto manufacturers and dealers. Our report delves into the latest trends, **analyzes 5.5 million car buyers and service reviews** to understand the evolving sentiment of customers, and offers comprehensive benchmarking insights and rankings for both global auto brands and dealerships.

Our ranking of the world's leading automotive brands and dealerships is one of the most comprehensive ranking that exists in the market today. **Reputation Score has been chosen by dealerships and OEMs as a leading performance indicator** – giving marketing executives at corporate headquarters a numerical value to assign to their overall brand health, while also providing dealership managers with detailed customer feedback and areas for improvement.

Because we have the largest location-based data set of consumer reviews in the auto industry, leveraging our AI-powered natural language processing algorithms, we've dug deep into consumer reviews to learn what automotive shoppers value the most, and why a dealership's reputation is an essential driver in their decision making process.

Read this report to **understand how the leading OEMs and dealers are powering their reputation to drive their bottom line.**

Key Findings

Reviews Are Surging



Despite record-high car prices, consumer engagement is soaring with increased shopping and unprecedented review activity. **Year over year, review volume increased by 11%**, and 2023 marked peak review volumes in the last 3 years.

Customer Feedback Drives Business

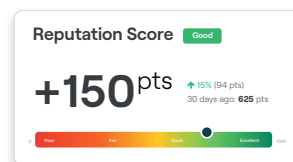


Of consumers say **reviews are important** in their choice of dealerships



Say a dealership needs **at least 4 stars** to be considered

Your Reputation Powers Revenue



=[↑]10%

The world's leading brands who raise their Reputation Score by 150 points increase sales up to 10%. Dealership locations with a high Reputation Score generate **7X more actions** on their Google Business Profiles.

Consumer Feedback Is Driving the Auto Industry

As CEO of Reputation, I love seeing our Automotive Reputation Report take shape each year. We dig into millions of consumer reviews left online everywhere — on Google, review sites, social media, and more. And we get to see what is really shaping the auto industry from the perspective of the consumer who leaves valuable feedback that drives revenue from the sales floor to the service lane.

Of course, we know automotive dealers around the world had every reason to worry going into 2023. An uncertain economy, high interest rates, and ongoing inventory shortages all posed significant threats to the industry. [The average price of a new car rose to \\$48,000](#), making this the least affordable car market in history. Not good for the consumer.

But it seems that higher prices have not slowed auto shoppers as we might have thought. [U.S. new-vehicle sales were estimated to have risen about 13% during the first half of the year](#), well ahead of the 3% growth predicted at the beginning of the year. [Global sales were on pace to achieve 6.5% growth](#).

However, we know that not all dealerships are winning. Who are the real leaders capitalizing on this robust sales growth? This is where our report comes into play. The data in this report and the subsequent rankings tell a story of who is listening and learning from their customers, and taking advantage of the opportunities in the market today.

For example, we know that with the increase in new-vehicle sales we've also seen an increase in consumer reviews. Why is this important? Well,

- 84% of customers said reviews factored into their choice of dealership in 2023.
- 93% of Gen Z is using reviews to make purchasing decisions.
- 74% of today's auto shoppers will only consider visiting a dealership with a rating of 4 or above.

More positive reviews mean more opportunities to generate sales.

Digging deeper into reviews and star ratings, we found that dealerships achieved the strongest sentiment in areas of customer service, sales, and staff. Our analysis of over 5.5 million customer reviews points to opportunities for dealerships to invest in soft skill training and to bolster the in-person experience. It also highlighted areas of opportunities. Additionally:

- Review sentiment was the lowest for pricing, service, and administration.
- Mentions of the service center in reviews was more than double that of pricing and 10x that of administration.
- More than 57% of car buyers do not get their cars serviced by dealers.

If anything, the service lane is an area of opportunity for dealers to stand out and win back some of those customers who are going elsewhere to maintain their vehicles.

We also took a closer look at consumer shopping habits and trends. As part of that, we analyzed attitudes about electric vehicles (EVs), a hot topic in the industry and a huge growth opportunity for manufacturers and dealers. According to consumers:

- 43% of are inclined to consider purchasing an EV, with an additional 66% expressing interest in hybrids
- Consumers are motivated by environmental concerns (71%) and savings on maintenance (57%)
- 7 out of 10 shoppers decide to buy an EV before visiting the lot.

Increasing interest in EVs and hybrids presents an opportunity for better messaging and campaigns around savings and environmental impact.

Our report also showcases the cream of the crop – those OEMs and dealerships that lead the industry (according to the consumer) in driving a great experience for their customers. Leveraging our proprietary Reputation Score, based on an AI-powered analysis of publicly available consumer feedback, we have ranked both OEMs and dealerships in the U.S., Canada, U.K., France, and the DACH region.

I am thrilled to share with you more of what we are seeing from the consumer feedback that is shaping today's industry. I also congratulate the top-ranked OEMs and dealerships for taking time to listen to their customers and act on their feedback. By putting feedback to work for their business they are driving foot traffic at a local level that is pushing the automotive industry forward.

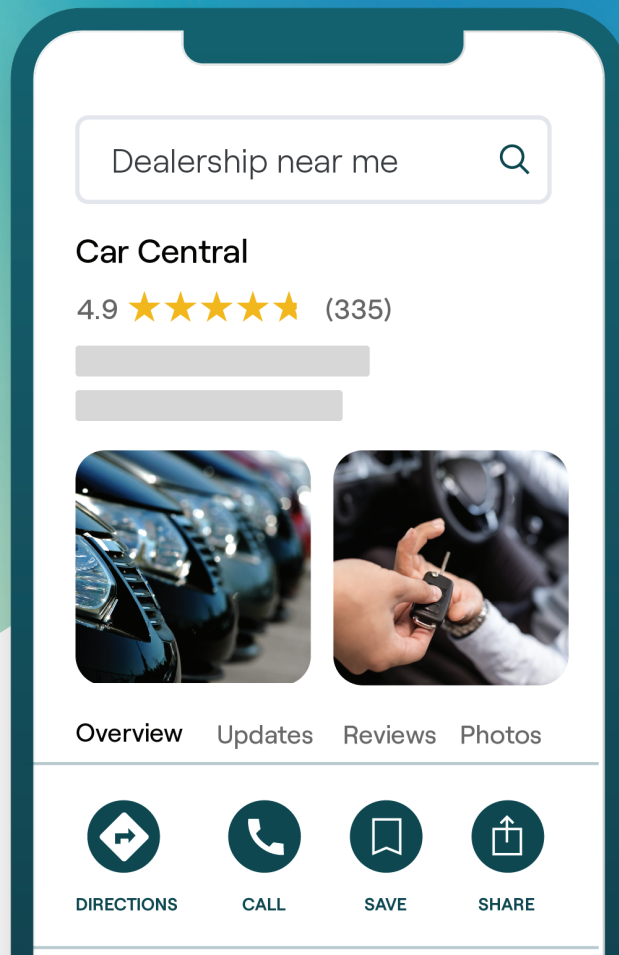


CEO, Reputation

How Is the Consumer Journey Shaping the Auto Industry?

How do consumers search for auto dealerships, and what factors influence their purchasing decision?

To find out, we partnered with Prodege, one of the leading market and consumer insights firms, to survey 1,500 consumers in the United States and United Kingdom. Here's what we found:

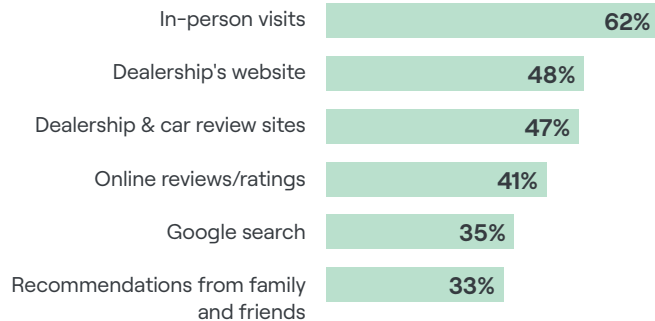


1,500

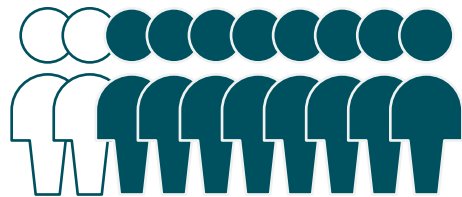
Consumers in the United States and United Kingdom Surveyed

Dealerships need to navigate a complex customer led journey – and the human touch is essential

Which three, if any, of these sources make a significant impact on deciding which dealership to buy a car from?



Reviews and star ratings drive consumer decisions



8 out of 10 respondents say that reviews are important in their choice of a dealership

- **Customers rely on a variety of sources when selecting a dealership.** While 62% of consumers consider dealership visits a crucial factor in their purchase decision, the online experience also wields significant influence. Google and online reviews/ratings rank closely behind a dealership's website and car review sites in terms of importance.

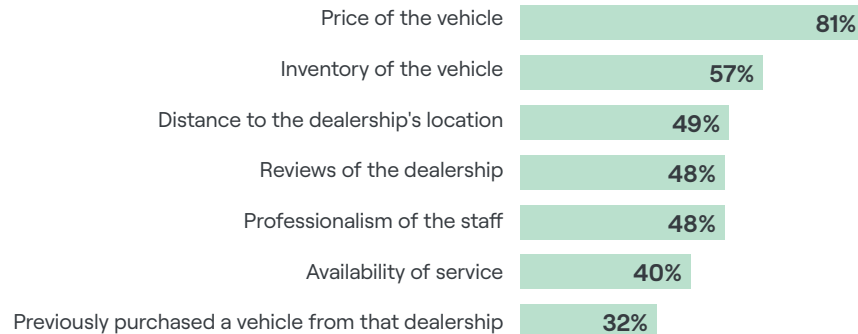
TAKEAWAY: Although most deals still happen on the lot, dealerships need a strong digital presence and the right tools to attract customers.

- **Reviews are vital for decision making:** 84% of respondents say that reviews are important in their choice of a dealership – and reviews are important for 93% of the growing Gen Z population.
- **Customers are choosy:** 74% of respondents stress the prerequisite of a 4-star rating for dealership consideration.

TAKEAWAY: Dealers need to prioritize getting reviews by asking for them consistently. Not only that, dealers need to make sure they achieve a 4-star rating, and the best way to do that is by responding and managing reviews at the local level.

Price matters – but it’s not the only factor

Which factors are important to you when searching for a dealership to purchase a vehicle?



- **Consumers are concerned about high prices:** 81% consider price a significant factor in dealership selection, although inventory, staff professionalism and reviews hold considerable sway. Dealerships can differentiate themselves by focusing on professionalism and reviews.

TAKEAWAY: Dealerships can offset the high cost of a car through a better sales and service experience. When you compare this data to the review data we share later in the report you can see customer concerns about price often revolve around transparent communication about sales, financing, and service. Be upfront about all costs, and be proactive if the cost of service is going to exceed the quoted cost.

Multi-channel feedback drives reputation

40%



of respondents are likely to provide feedback in a public forum like a review site

63%



of respondents are likely to give feedback via a private survey

- **Our consumer survey shows that shoppers leave feedback everywhere.** 63% of respondents are likely to provide feedback via a private survey – but about 4 in 10 are likely to do so in a public online forum like a review site or social media.

TAKEAWAY: Dealerships need to mine feedback everywhere consumers are willing to provide it. Consumers will give dealerships feedback when asked through a survey, but they’re also doing it on their own time via social media and review sites. This data gives dealerships a more comprehensive view.

Dealer tip: manage your brand well at every location

Dealerships, do you know what consumers are saying about each of your rooftops? As we’ve shown, consumers provide feedback through multiple channels throughout their buying journey. It’s not always easy for dealerships to know what’s being said about each location across various channels. It’s imperative that dealers gain

real-time insights and respond promptly at the location level. Doing this in a single platform gives dealerships an ability to act quickly and seamlessly and gives OEMs visibility into how individual locations are performing.

What Are Consumers Saying about Their Experiences?

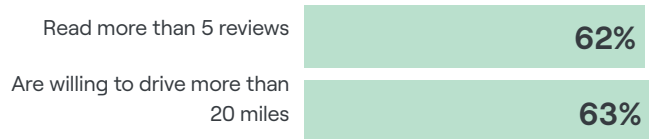
5.5M

Reviews analyzed using AI-powered natural language processing capabilities

What are car shoppers and customers saying about the auto industry?

Using Reputation's AI-powered natural language processing capability, we analyzed 5.5 million reviews across the U.S. and U.K. to uncover sentiment trends that are affecting the industry. Here's what we found.

Review volume has rebounded, and sentiment is on the upswing



↑ 4.6★

Automotive sentiment rose to 4.6 stars on average in 2023.

- **62% of consumers read more than five reviews** when they evaluate a dealership, and 63% are willing to drive more than 20 miles to visit a top-rated dealership.
- **Review volume increased by 11%** compared to last year, propelling industry sentiment to an improved 4.6 stars on average. This marks a turnaround from a dip in both volume and sentiment last year.
- **Both luxury and non-luxury vehicle segments** saw steady volume growth, with luxury cars experiencing a sharper sentiment surge.

TAKEAWAY: The review volume uptick mirrors the general upswing in car sales in 2023. As people buy, they're leaving feedback about their experiences at the location level.

The increase in sentiment reflects **dealerships' commitment to providing better service, sales, and attentive staff** – three qualities that continue to drive positive sentiment for the past three consecutive auto reports.

Dealer tip: ask for reviews

Accumulating positive reviews keeps your dealership high in the consideration set.

More reviews generally means higher sentiment, especially when dealerships learn from reviews.

How Reputation Can Help

Reputation's all-in-one platform can help you track, manage and respond to [reviews](#) across all feedback channels.

With our platform you can leverage review sentiment analysis to uncover trends, analyze performance, and prioritize the next steps.

EVs: Dealerships Can Make a Difference on the Lot

Consumer interest in electric vehicles (EVs) is surging. Dealerships have an opportunity to capitalize on that interest by being more proactive at each location.

Our data reveals a remarkable 60% increase in review volume for EVs and vehicles over the past two years. This underscores a growing fascination with this evolving category.

Here's the scoop:

- **43% of consumers** are inclined to consider purchasing an EV, with an additional **66% expressing interest** in hybrids.
- **Environmental concerns motivate 71% of consumers** to explore EVs, while **57% are enticed by potential maintenance savings**. The introduction of London's Ultra Low Emissions Zone (ULEZ) has further shaped preferences, with **42% of U.K. respondents** citing ULEZ requirements as influential in their decision-making process.
- **29% of recent EV buyers** made their purchase after engaging with a dealership and discussing EVs with a sales representative.

These insights underscore an important opportunity to make a dealership's location even more vital to the "undecided" EV shopper. Dealerships, how might you challenge your salespeople to increase their EV education and sales effectiveness? In real terms, turning just 10% of "undecideds" into a sale has real implications on a dealership's bottom line. Our survey has identified some of the attributes shoppers care about such as cost savings and making the world more sustainable.

Reputation can help dealerships by identifying shoppers' specific needs at the location level.



Strengths:

Customer Service, Sales, and Staff

Last 12 months

Customer Service



Mentions: 1,870,345
Impact: +0.26 ★

Sales



Mentions: 1,603,333
Impact: +0.18 ★

Staff



Mentions: 1,404,926
Impact: +0.16 ★

Leveraging our latest AI-based text analytics capabilities, Reputation uncovered key themes from reviews of the purchase experience.

Staff behavior emerged as the most critical factor affecting customer ratings. Notably, when customers mentioned staff behavior, particularly emphasizing attributes such as patience, knowledge, and helpfulness, their overall **experience ratings improved by 0.9 points** compared to discussions centered around pricing-related topics.

We also saw that sentiment was high when F&I staff was mentioned. Buyers also mentioned finding the vehicle they wanted, understanding financing options, and negotiating the deal as things that impacted their experience – demonstrating the importance of trust in the buying process.

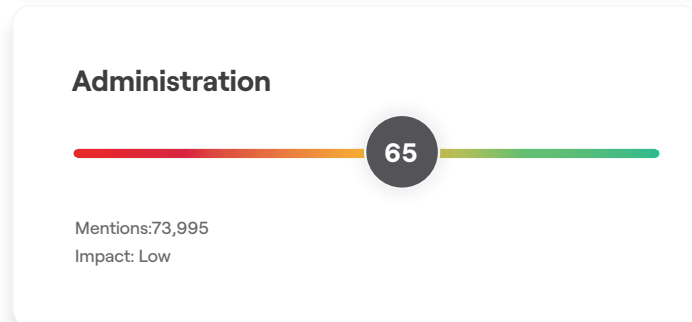
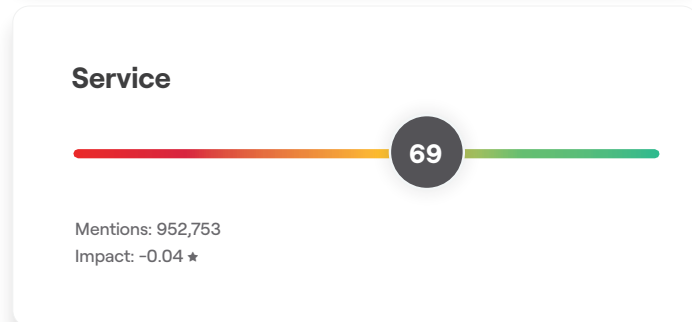
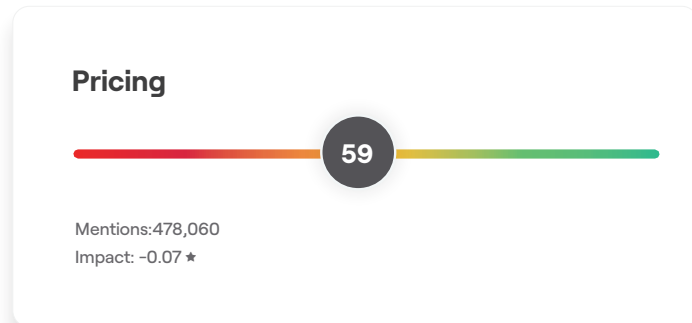
The customer sentiment and the results of the consumer survey give a clear direction of where dealerships should spend time on people development, soft skills, and communication to ensure higher scores.

TAKEAWAY: don't let technology supplant your staff. 72% of consumers we surveyed prefer to communicate with dealerships face to face. Only 8% prefer a self-service chatbot.

Weaknesses:

Pricing, Service, Administration

Last 12 months



Dealerships have a significant opportunity to improve the service lane:

- Mentions of the service center in reviews were more than double those of pricing and 10 times higher than administration, two other key areas of negative sentiment.
- **Service customers rated their experience notably lower than the average,** with a 0.4-point difference compared to customers mentioning their purchase experience.

Doing an effective repair job is just table stakes. Customers expect a great service experience. Soft skills have more of an impact on customer perceptions than service quality/workmanship to how customers rate their service experience. Good processes that reduce customer effort matter:

- **Honor appointment times**
- **Keep customers informed** about the status of their vehicle
- **Provide comfortable waiting areas** with amenities and WiFi
- **Be responsive:** 40% of consumers who use messaging to communicate with a dealership expect a response within an hour.

TAKEAWAY: More than half (57%) of consumers we surveyed do not get their cars serviced from a dealership. To win business away from independents and DIYers, dealers need to manage the intangibles of a great customer experience overall.

Understanding the Power of Reputation Score

Reputation Score is a game-changing metric powered by artificial intelligence that captures the sentiment of every conversation surrounding your business, down to the location level.

It doesn't merely skim surveys; it delves into the vast realm of unstructured data—tweets, Facebook posts, and social comments—often overlooked by conventional tools.

By leveraging this metric to understand what is happening at a location level, dealerships and OEMs have been able to increase revenues, drive efficiency, and improve operations. With prescriptive recommendations, Reputation Score isn't just a metric; it's your partner in strategic enhancement.

REPUTATION SCORE SPOTLIGHT:

Auto Reputation Score Remains Strong Year-Over-Year

Overall, dealerships' collective Reputation Score – **643** – are holding steady year over year.

Dealerships that achieved the highest Reputation Scores enjoyed an advantage over the laggards. For instance, dealership locations with a 900+ Reputation Score generated more activity on their Google Business Profiles.

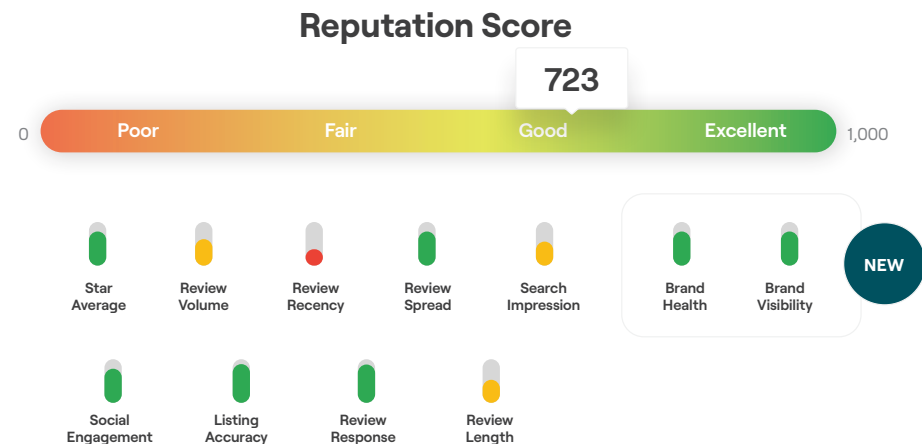
For example, they saw seven times more actions (clicks to call, clicks to visit a dealer, and clicks to visit a dealer's website) than locations with lower Reputation Scores. And the brands that increase their Reputation Score by 150 points increase sales up to 10%.

900+

Dealership locations with a 900+ Reputation Score generated more activity on their Google Business Profiles.

↑10%

Brands that increase their Reputation Score by 150 points increase sales up to 10%.



Rankings

U.S. Luxury Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	INFINITI	743	73	74	89
2	Lexus	739	75	72	81
3	BMW	689	67	70	78
4	Acura	681	72	65	75
5	Porsche	676	76	62	76
6	Audi	668	68	66	73
7	Mercedes-Benz	642	62	68	72
8	Volvo	632	70	60	69
9	Land Rover	619	65	61	70
10	Jaguar	541	65	53	67
11	Cadillac	516	61	51	83
12	Lincoln	507	64	48	58
13	Genesis	428	56	45	52
14	Tesla	400	45	45	6
AVERAGE		605	66	60	69

“ Nissan is working with our dealers to provide a best-in-class customer experience. We are proud that customer feedback has placed us on top in the 2023 Automotive Reputation Report. Nissan and our dealers are transforming the customer journey through industry-leading Nissan@Home solutions, providing the personalized and friction-free shopping, buying and ownership experiences our customers desire.”

Dan Mohnke,
Vice President, eCommerce and Customer Experience,
Nissan

“ We are thrilled with the dedication of our Honda and Acura dealers for creating an enhanced customer experience during the past year that resulted in a big leap up the industry rankings. **The tools that the Reputation platform provides have positively impacted Honda and Acura dealers while creating an even better shopping experience for our Honda customers.**”

Jessika Lauder milk,
Assistant Vice President,
Honda and Acura Marketing at American Honda Motor Company, Inc.

U.S. Non-Luxury Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Mitsubishi	711	73	68	85
2	Subaru	706	71	69	81
3	Nissan	696	64	73	85
4	Honda	683	63	72	77
5	Volkswagen	661	65	68	69
6	MINI	661	72	63	77
7	Toyota	660	62	70	74
8	Buick	651	68	64	72
9	GMC	640	68	62	70
10	Mazda	637	67	63	70
11	Chevrolet	637	67	63	69
12	Hyundai	633	57	68	73
13	Kia	629	59	67	69
14	Fiat	627	60	66	73
15	Ford	617	65	62	65
16	Ram	608	62	63	65
17	Jeep	607	62	63	65
18	Dodge	607	62	63	65
19	Chrysler	607	62	63	65
AVERAGE		642	65	66	71



Our finishing position as the number-one brand in the mass-market group of the 2023 Reputation Automotive Report is the result of many years of commitment and hard work by everyone throughout our dealer-partner network, in our U.S. and Japanese headquarters, and across our regional teams around the U.S.

I simply could not be more proud to see Mitsubishi Motors at the very top of the most influential customer satisfaction indexes in the auto industry, topping all mass-market brands and reinforcing the confidence our owners have in us."

Mark Chaffin,
President and CEO,
Mitsubishi Motors North America, Inc.

U.S. Dealer Groups Private

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Hendrick Automotive Group	869	85	87	98
2	West Herr Auto Group	823	87	75	99
3	Ken Ganley Auto Group	816	80	81	97
4	Holman Automotive Group Inc.	760	77	76	94
5	Napleton Automotive Group	745	68	79	93
6	MileOne	737	69	77	96
7	Findlay Automotive Group	733	76	72	70
8	The Herb Chambers Companies	712	73	70	84
9	AMSI	704	65	74	85
10	Serra Automotive Inc.	697	70	67	83
11	LaFontaine	679	56	77	89
12	Gee Automotive Companies	677	70	69	86
13	RML Automotive	673	58	74	87
14	Walser Automotive Group	673	63	69	92
15	Ourisman Automotive Group	663	57	72	91
16	Darcars Automotive Group	650	54	71	97
17	Ken Garff Automotive Group	628	53	69	89
18	Morgan Automotive Group	627	50	71	96
19	Greenway Automotive Group	614	51	72	70
20	Victory Automotive Group	610	57	66	62
21	Premier Automotive	601	56	63	79

West Herr is proud to be recognized by the 2023 Reputation Automotive Report as one of the top automotive dealerships in the country.

This is a testament to the commitment, effort and execution of our 3,000+ dedicated team members interacting with customers every day. We are grateful for the trust and confidence that the community has placed in us over the last 73 years in Western New York, and we will continue to work hard to earn that trust."

Scott Bieler,
President and CEO,
West Herr Automotive Group

U.S. Dealer Groups Public

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	AutoNation Inc.	784	66	89	98
2	Group 1 Automotive Inc.	761	64	85	97
3	Sonic Automotive Inc.	747	64	82	98
4	Penske Automotive Group Inc.	735	74	69	95
5	Asbury Automotive Group Inc.	716	59	81	96
6	Lithia Motors Inc	651	54	73	94
7	Berkshire Hathaway Automotive	631	50	72	98

“ We're elated to maintain our top position as the leading Public Dealer Group in Reputation Score. This achievement is a tribute to the exceptional efforts of our incredible team of 24,000 Associates across the nation. **The significance of Reputation Score as a pivotal benchmark for comprehending our online review visibility, customer feedback, and satisfaction at AutoNation cannot be overstated.**”

Steve Kwak,
COO, Franchised Business,
AutoNation

U.S. Dealerships

Rank	Dealership	City	State	Reputation Score
1	INFINITI Of Nashua	Nashua	NH	962
2	Porsche Southpoint	Durham	NC	961
3	Madison Ford	Madison	VA	961
4	Hendrick Lexus Charleston	Charleston	SC	955
5	BMW Of Kansas City South	Kansas City	MO	953
6	Hendrick Motors of Charlotte - Mercedes-Benz	Charlotte	NC	951
7	Bronco Motors Mitsubishi	Nampa	ID	945
8	Harper INFINITI, Inc.	Knoxville	TN	942
9	Lexus Of Pleasanton	Pleasanton	CA	940
10	Porsche Hunt Valley	Cockeysville Hunt Valley	MD	940
11	BMW Of Mobile	Mobile	AL	939
12	McLane Ford of Fredericksburg, LLC	Fredericksburg	TX	939
13	King Ford	Murphy	NC	938
14	Acura of Pleasanton	Pleasanton	CA	938
15	Ken Ganley Nissan, Inc.	Medina	OH	937
16	Hendrick Lexus Northlake	Charlotte	NC	936
17	MINI of Towson	Towson	MD	935
18	Rick Hendrick Toyota Sandy Springs	Atlanta	GA	934
19	Mall of Georgia MINI	Buford	GA	934
20	Fields Lexus Glenview	Glenview	IL	932
21	Davies Ford Inc. of Charleroi	Charleroi	PA	932
22	Hendrick Lexus Charlotte	Charlotte	NC	931
23	Family Toyota Of Burleson	Burleson	TX	931
24	Hendrick Volvo Cars of Charleston	Charleston	SC	930
25	Bob Ruth Ford	Dillsburg	PA	930

“ Our core motivation at Holman is always to do what's right for our people, our customers, and our community.

By amplifying the voices of our customers throughout the organization, we build meaningful relationships and foster a service-oriented culture that is continuously evolving. What an incredible honor it is for this passion of ours to be recognized by Reputation.”

Chad Jernberg,
Vice President Customer Experience,
Holman Automotive

U.S. Dealerships Continued

Rank	Dealership	City	State	Reputation Score
26	Fairfield Subaru	Fairfield	CA	930
27	Stevenson-Hendrick Mazda Wilmington	Wilmington	NC	930
28	Audi Northlake	Charlotte	NC	930
29	AutoNation Acura Hunt Valley	Cockeysville	MD	929
30	Hendrick Honda Pompano Beach	Pompano Beach	FL	929
31	Hendrick Lexus Kansas City	Merriam	KS	929
32	RC Hill Mitsubishi-Ocala	Ocala	FL	928
33	Stevenson-Hendrick Honda Wilmington	Wilmington	NC	928
34	Barbour-Hendrick Honda Greenville	Greenville	NC	927
35	South Bay Lexus	Torrance	CA	927
36	Cawood Honda	Port Huron	MI	925
37	BMW Of South Austin	Austin	TX	925
38	Hendrick Subaru Southpoint	Durham	NC	925
39	Mercedes-Benz Of Boston	Somerville	MA	925
40	Rick Hendrick BMW	Charleston	SC	924
41	Diers Ford Lincoln	Fremont	NE	924
42	Lexus Of Clearwater	Clearwater	FL	923
43	Lexus Of New Orleans	Metairie	LA	923
44	Hendrick BMW	Charlotte	NC	923
45	Sussex Honda	Newton	NJ	923
46	Lindsay Lexus Of Alexandria	Alexandria	VA	922
47	Honda Of Concord	Concord	NC	922
48	BMW of Wyoming Valley	Wilkes-Barre	PA	922
49	Mercedes-Benz Of Northlake	Charlotte	NC	922
50	Herb Chambers Porsche	Boston	MA	921

U.S. Dealerships Continued

Rank	Dealership	City	State	Reputation Score
51	BMW Of Bel Air	Bel Air	MD	920
52	Hendrick Acura Southpoint	Durham	NC	920
53	Porsche Hilton Head	Hardeeville	SC	920
54	Kaysar Ford of Sauk City	Sauk City	WI	919
55	Landmark Lincoln	Englewood	CO	919
56	Stockton Honda	Stockton	CA	918
57	Harper Porsche	Knoxville	TN	918
58	MINI of Charleston	Charleston	SC	917
59	Capitol City Honda	Olympia	WA	916
60	Metro Lexus	Cleveland	OH	916
61	South Shore Subaru	Lindenhurst	NY	916
62	Gerald Kia Of North Aurora	North Aurora	IL	916
63	West Herr Toyota Of Williamsville	Williamsville	NY	916
64	Moritz Kia Of Alliance	Fort Worth	TX	916
65	Gilbert & Baugh Ford, Inc.	Albertville	AL	915
66	Lovering Volvo Cars Meredith	Meredith	NH	915
67	Hendrick Acura	Charlotte	NC	915
68	Ken Ganley Chrysler Dodge Jeep Ram	Norwalk	OH	915
69	Garnet Ford Inc	Glen Mills	PA	914
70	Lexus Of Palm Beach	West Palm Beach	FL	914
71	Stevenson-Hendrick Toyota Jacksonville	Jacksonville	NC	914
72	AutoNation Nissan Chandler	Chandler	AZ	914
73	Gaudin Porsche Of Las Vegas	Las Vegas	NV	913
74	Faulkner Volvo Cars Trevoise	Trevoise	PA	913
75	Mercedes-Benz Of Durham	Durham	NC	913

U.S. Dealerships Continued

Rank	Dealership	City	State	Reputation Score
76	Raabe Ford	Delphos	OH	912
77	Lexus Of Cherry Hill	Mt. Laurel	NJ	912
78	RC Hill Mitsubishi-DeLand	DeLand	FL	911
79	MINI of Dallas	Dallas	TX	911
80	Ken Ganley Hyundai Parma	Parma	OH	911
81	World Subaru	Tinton Falls	NJ	911
82	Douglas INFINITI	Summit	NJ	911
83	Homer Skelton Ford of Millington, LLC	Millington	TN	911
84	Mall Of Georgia Mazda	Buford	GA	910
85	Porsche North Houston	Houston	TX	910
86	Champion Chevrolet Buick GMC	La Grange	KY	910
87	Lexus Of Omaha	Omaha	NE	909
88	Hendrick MINI	Charlotte	NC	909
89	Union County Kia	Monroe	NC	909
90	Hendrick Porsche	Charlotte	NC	909
91	Lexus Of Colorado Springs	Colorado Springs	CO	908
92	Pat Lobb Toyota Of Mckinney	Mckinney	TX	908
93	Eskridge Lexus Of Oklahoma City	Oklahoma City	OK	908
94	West Herr Nissan Of Williamsville	Williamsville	NY	908
95	Hendrick Honda	Charlotte	NC	908
96	Napleton's Volkswagen Of Sanford	Sanford	FL	908
97	Park Ford of Mahopac, Inc.	Mahopac	NY	908
98	Crown Volvo Cars	St. Petersburg	FL	907
99	Ed Napleton Honda	Oak Lawn	IL	907
100	Lester Glenn Chevrolet of Freehold	Freehold Township	NJ	907

U.S. Dealerships Continued

Rank	Dealership	City	State	Reputation Score
101	Middletown Honda	Middletown	NY	906
102	Ganley Village Chrysler Dodge Jeep Ram FIAT	Painesville	OH	906
103	Crown Chrysler Jeep Dodge Ram Dublin	Dublin	OH	906
104	Boardman Subaru	Boardman	OH	906
105	Bill Kolb Jr. Subaru	Orangeburg	NY	906
106	Porsche Orlando	Maitland	FL	906
107	Ira Lexus	Danvers	MA	905
108	Bergey's Ford, Inc.	Ambler	PA	905
109	INFINITI Of Denver	Aurora	CO	905
110	BMW Of Murrieta	Murrieta	CA	905
111	Mazda City Of Orange Park	Jacksonville	FL	905
112	Garber Chevrolet Saginaw	Saginaw	MI	905
113	Hendrick Lexus Kansas City North	Kansas City	MO	905
114	West Herr Honda Of Lockport	Lockport	NY	904
115	Moritz Kia Of Hurst	Hurst	TX	904
116	Hendrick Volkswagen Frisco	Frisco	TX	904
117	Baxter Toyota Of Lincoln	Lincoln	NE	904
118	Lexus Of Tacoma At Fife	Fife	WA	904
119	Ken Ganley Subaru North Olmsted	North Olmsted	OH	903
120	Toyota Of Brookfield	Brookfield	WI	903
121	AutoNation Honda Clearwater	Clearwater	FL	903
122	Audi Owings Mills	Owings Mills	MD	903
123	Rick Ridings Ford, Inc.	Monticello	IL	903
124	AutoNation Chevrolet Airport	Orlando	FL	903
125	Ada Nissan, Inc.	Ada	OK	903

U.S. Dealerships Continued

Rank	Dealership	City	State	Reputation Score
126	Crown Nissan	Saint Petersburg	FL	902
127	John Wiese Ford, Inc.	Sauk Centre	MN	902
128	Paul Miller Porsche	Parsippany	NJ	901
129	Lowe Cadillac Buick GMC	Rainbow City	AL	901
130	AutoNation Hyundai Columbus	Columbus	GA	901
131	Heritage Mazda Towson	Lutherville-Timonium	MD	900
132	Volkswagen Of Panama City	Panama City	FL	900
133	INFINITI Of Sarasota	Sarasota	FL	900
134	INFINITI Of Central Arkansas	Benton	AR	900
135	BMW Tucson	Tucson	AZ	900

Canada Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	BMW	707	70	70	79
2	Lexus	680	69	66	76
3	Porsche	670	70	64	65
4	Audi	666	65	67	74
5	Genesis	641	76	56	63
6	Hyundai	633	66	57	87
7	INFINITI	632	63	64	72
8	Acura	631	67	60	65
9	Mercedes-Benz	617	57	66	64
10	Buick	608	64	60	55
11	Ford	602	67	56	58
12	Mazda	600	64	57	69
13	Volvo	598	65	55	72
14	Volkswagen	597	61	59	61
15	Land Rover	594	60	62	58
16	Mitsubishi	592	62	58	63
17	Cadillac	592	63	59	68
18	Subaru	590	62	56	60
19	Honda	589	61	58	60
20	Nissan	588	60	58	65
21	Toyota	577	59	55	70
22	Kia	576	57	60	60
23	Jaguar	562	58	56	60
24	Lincoln	560	65	57	58
25	Dodge	535	58	52	60

Canada Brands Continued

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
26	GMC	535	59	52	54
27	MINI	534	62	51	73
28	Chevrolet	532	60	52	56
29	Ram	531	58	51	61
30	Chrysler	531	61	50	56
31	Jeep	530	58	51	57
32	Tesla	505	45	64	0
33	Fiat	392	47	42	52

U.K. Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Dacia	779	86	67	95
2	Hyundai Motor Group UK	765	80	72	90
3	Renault Group	731	77	67	91
4	Kia	727	75	68	91
5	MG	716	82	60	85
6	Toyota	676	70	63	90
7	Lexus	675	74	61	90
8	Volvo Cars	665	71	60	84
9	Mazda	665	73	57	81
10	Suzuki	664	78	55	77
11	Nissan	643	68	59	87
12	MINI	636	67	56	86
13	Audi	635	60	63	92
14	Honda Motor Co.	634	69	58	75
15	SEAT	614	64	57	86
16	Volkswagen	614	56	64	87
17	Vauxhall Motors	613	61	59	85
18	Land Rover	604	58	61	83
19	Tesla, Inc.	600	64	67	4
20	Škoda	599	64	56	77
21	BMW	598	51	65	85
22	Jaguar Cars	591	55	60	84
23	Fiat	590	68	53	80
24	Citroën	578	64	54	76
25	Ford Motor Company	563	62	54	71

U.K. Brands Continued

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
26	Mercedes-Benz	563	57	55	84
27	Peugeot	561	60	54	74
28	Jeep	518	53	55	70
29	Alfa Romeo	503	58	50	86
30	Mitsubishi Motors UK	500	63	44	63

U.K. Dealer Groups*

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Snows Motor Group	818	86	77	99
2	Renault Retail Group	774	80	73	94
3	JCT600	771	75	75	95
4	Evans Halshaw	770	70	81	99
5	Holdcroft Motor Group	762	84	66	91
6	Lookers	745	77	72	95
7	Steven Eagell Group	744	72	73	98
8	Listers	721	78	65	88
9	The RRG Group and Norton Way Motors	717	77	65	85
10	Stratstone	703	61	76	100
11	Inchcape plc	702	61	76	99
12	Hatfields	691	71	62	96
13	Swansway Motor Group	683	67	66	94
14	Hendy Group	680	71	62	98
15	CarStore	675	68	68	98
16	Jemca Car Group	674	61	69	99
17	Arnold Clark Automobiles Limited	673	68	66	96
18	Sytner Group	672	69	61	91
19	Lloyd Motor Group	662	67	60	100
20	Allen Motor Group	660	67	63	85
21	Harwoods Group	659	66	61	98
22	Glyn Hopkin	651	67	66	88
23	Vindis Group Ltd	649	64	63	82
24	Stellantis &You	647	57	72	98
25	Perrys Motor Sales Limited	641	52	73	99

“ Snows Motor Group is the UK’s number one-ranked dealer group for the third year running, an outstanding achievement for the group.

*Snows’ company-wide commitment to delivering exceptional customer experience has allowed us to achieve the highest consumer sentiment among dealerships across the UK. **We’re pleased to see a continued steady increase of new/returning customers and this is no doubt a reflection of our focus on online reviews.”***

Stephen Snow,
Chairman and CEO,
Snows Motor Group.

*Dealer group rankings are determined by evaluating the Top 50 largest dealer groups in the U.K. using the AM100 list (by turnover).

U.K. Dealer Groups Continued

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
26	Vertu Motors	640	62	63	92
27	Cambria Automobiles	639	72	60	35
28	Johnsons Cars	636	64	63	72
29	Dick Lovett Group	634	62	60	97
30	Mon Motors Group	634	61	62	89
31	Stoneacre Motor Group	623	68	60	96
32	Constellation Automotive Group	620	56	62	97
33	Porsche Retail Group	620	55	65	90
34	Group 1 Automotive	610	50	71	80
35	Sinclair Motor Holdings	609	57	61	84
36	Park's Motor Group	606	64	55	92
37	Rybrook Holdings	602	57	61	74
38	Jardine Motors Group	598	49	70	96
39	Peter Vardy	598	43	72	98
40	Halliwell Jones	597	53	60	95
41	HR Owen	594	74	52	24
42	Trustford (Ford Retail Ltd)	589	49	63	94
43	Marsh Wall Ltd	584	53	63	61
44	Motus Group (UK) Ltd	573	54	58	87
45	John Clark Motor Group	563	51	64	94
46	Eastern Western Motor Group	559	54	58	55
47	Greenhous Group	558	45	60	99
48	Citygate Group	545	39	64	94
49	Williams Motor Co Holdings	541	49	59	57
50	LSH Auto	462	28	60	72

U.K. Dealerships

Rank	Dealership	City	Reputation Score
1	Brentwood Kia	Brentwood	916
2	Snows Mazda Portsmouth	Portsmouth	914
3	Bristol Street Motors Dacia York	York	914
4	Stoneacre Chesterfield (Unit 9)	Chesterfield	913
5	Glyn Hopkin Renault Colchester	Colchester	912
6	Porsche Centre York	York	911
7	Roadside Garages (Coleraine)	Coleraine	911
8	Howards Kia	Weston-super-Mare	909
9	County Renault	Barnstaple	909
10	Dacia Swansea	Swansea	907
11	Porsche Centre Leeds	Leeds	906
12	JCT600 Leeds Ferrari	Leeds	905
13	Snows Car Centre Salisbury	Salisbury	904
14	Rolls-Royce Motor Cars Leeds	Leeds	904
15	Howards MG Taunton	Taunton	902
16	Snows Peugeot Basingstoke	Basingstoke	899
17	Dacia Cardiff	Cardiff	899
18	Mercedes-Benz Van Centre	Exeter	899
19	Holden Renault	Norwich	898
20	Listers SEAT Worcester	Worcester	897
21	Snows SEAT Southampton	Southampton	897
22	Snows Peugeot Newbury	Newbury	894
23	Drayton Motors Kia Scunthorpe	Scunthorpe	894
24	Acorn Kia Crewe	Crewe	894
25	Kia Wallasey	Wallasey	893

U.K. Dealerships Continued

Rank	Dealership	City	Reputation Score
26	Bentley Leeds	Leeds	893
27	Snows Volvo Southampton	Southampton	893
28	Porsche Centre Teesside	Stockton-on-Tees	893
29	Snows Kia Newbury	Newbury	892
30	Mantles Kia Royston	Royston	891
31	Snows Peugeot Portsmouth	Portsmouth	891
32	Mitchells Renault & Dacia Lowestoft	Lowestoft	890
33	Lookers Renault Newcastle	Newcastle upon Tyne	889
34	Evans Halshaw Vauxhall Gateshead	Gateshead	889
35	Listers Honda Northampton	Northampton	889
36	Kia Grimsby	Grimsby	889
37	Shelbourne Motors Renault Portadown	Craigavon	889
38	Ayr Audi	Ayr	889
39	Howards Hyundai Yeovil	Yeovil	888
40	Snows SEAT Yeovil	Yeovil	888
41	Charles Hurst Kia Belfast	Belfast	886
42	Snows Toyota Paignton	Paignton	886
43	Ford Transit Centre Wolverhampton	Wolverhampton	886
44	Lexus Ipswich	Ipswich	885
45	Listers Volkswagen Loughborough	Loughborough	884
46	Vantage Kia Scarborough	Scarborough	884
47	Evans Halshaw Ford Grantham	Grantham	884
48	Aston Martin London Mayfair	London	883
49	Snows Toyota Honiton	Honiton	883
50	Lexus Hedge End	Southampton	883

France Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Dacia	777	91	60	99
2	Renault	717	78	61	97
3	Hyundai	689	70	68	77
4	Audi	680	72	60	95
5	Mazda	672	70	64	75
6	Škoda	668	74	60	83
7	Toyota	653	71	58	88
8	Honda Motor Co.	645	73	61	58
9	Kia	642	65	63	85
10	BMW	639	67	62	77
11	Lexus	639	76	58	87
12	Volvo	633	71	62	72
13	Nissan	623	68	61	69
14	Volkswagen	619	68	58	78
15	Seat	603	66	57	81
16	Suzuki	601	72	57	69
17	Mercedes-Benz	599	62	58	69
18	Citroën	592	68	59	45
19	Peugeot	591	66	61	46
20	Opel	588	63	59	66
21	MG	582	70	54	89
22	Ford	581	68	56	56
23	Land Rover	567	52	59	88
24	MINI	565	71	52	69
25	Fiat	547	65	56	53

France Brands Continued

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
26	Alfa Romeo	524	61	53	61
27	Jeep	510	60	54	66
28	Tesla	505	48	60	2
29	Jaguar	497	59	53	79
30	Subaru	448	63	48	53
31	Mitsubishi	431	64	53	53

France Dealerships

Rank	Dealership	City	Reputation Score
1	Dacia Saint-Cloud - RRG	St Cloud	877
2	Dacia Menton - RRG	Menton	871
3	Renault Levallois - RRG	Levallois Perret	871
4	Dacia Paris Lefebvre - RRG	Paris 15	868
5	Garage Peugeot - SARL AD2C	Tavaux	864
6	Centre Alpine Strasbourg	Illkirch-Graffenstaden	861
7	Garage Davtyan - Citroën	Marseille	861
8	Citroën Garage Boutelier	Valenciennes	858
9	Studio Alpine Boulogne - RRG	Boulogne Billancourt	858
10	Dacia Fresnes - RRG	Fresnes	858
11	La Defense - RRG	Nanterre	857
12	Garage Benjamin Micoud	Voreppe	855
13	KIA - Laganier	Ales	854
14	Volkswagen - Groupe Carlet	Riom	853
15	Espace Auto D'Oliveira	Reims	853
16	Hyundai Muret - Sipa Automobiles	Muret	853
17	Mazda - Groupe Jeannin	Auxerre	852
18	Mitsubishi Motors Brest	Brest	851
19	Hyundai Villeneuve St Georges - OCF Automobiles	Villeneuve-Saint-Georges	850
20	Nissan Laudis Centre	Cahors	850
21	Citroën Stellantis &You	Pessac	849
22	Garage Monplaisir SAS	Nancy	849
23	Dacia Maurepas - RRG	Maurepas	849
24	Nissan MMC Provence	Carpentras	848
25	Centre Alpine Bruges - RRG	Bruges	848

France Dealerships Continued

Rank	Dealership	City	Reputation Score
26	Renault Forbach - KEOS	Forbach	847
27	ŠKODA - Laganier	Alès	847
28	Espace Automobile Desnoyer	Villerest	847
29	Peugeot Nomblot Montceau	Montceau Les Mines	847
30	Espace Automobile Nimois Sarl	Nîmes	847

DACH Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Dacia	764	95	55	98
2	Renault	752	89	58	97
3	Volkswagen	646	72	59	63
4	Mazda	645	81	54	51
5	BMW	642	67	62	68
6	Mitsubishi	640	83	54	59
7	Volvo	635	74	56	61
8	Škoda	628	73	55	62
9	Toyota	624	78	53	54
10	MINI	623	70	58	68
11	SEAT	613	70	56	56
12	Kia	612	74	54	53
13	Honda Motor Co.	605	80	50	47
14	Hyundai	605	77	51	61
15	Ford	601	77	52	51
16	Subaru	600	81	53	55
17	Audi	598	68	54	60
18	Nissan	596	78	50	60
19	Opel	593	74	53	54
20	Mercedes-Benz	592	67	56	59
21	Lexus	579	74	54	61
22	Suzuki	573	80	48	51
23	Jeep	569	70	51	54
24	MG	565	73	53	58
25	Fiat	562	72	49	50

DACH Brands Continued

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
26	Citroën	561	76	49	47
27	Land Rover	551	65	52	75
28	Alfa Romeo	548	68	51	55
29	Peugeot	521	77	45	49
30	Jaguar	508	63	50	72
31	Tesla	475	51	52	2

DACH Dealerships

Rank	Dealership	City	Reputation Score
1	Porsche Zentrum Magdeburg	Magdeburg	926
2	Autohaus Herzog GmbH & Co. KG	Neustadt in Holstein	919
3	Autohaus Lenz GmbH & Co. KG	Oelde	909
4	Autohaus Büchling GmbH	Siegburg	908
5	Autohaus Strobel OHG	Auerbach/Vogtland	907
6	Autohaus Nieß GmbH	Hoyerswerda	906
7	Autohaus Mendler - Ein Unternehmen der Autohaus Widmann + Winterholler GmbH	Kaufbeuren	897
8	Hermann Menton GmbH & Co KG	Tübingen	889
9	Auto Gemein GmbH	Krefeld	886
10	Auto-Epple Erich Epple Rutesheim	Rutesheim	885
11	SPORRER Technik e.K.	Zwiesel	883
12	Autohaus Beauty Car GmbH	Königsbrunn	882
13	MINI Kassel	Kassel	878
14	Voets Autozentrum Magdeburg Nord GmbH	Magdeburg	878
15	Autohaus Hansa Nord Bad Segeberg	Bad Segeberg	876
16	Autohaus Dinkel GmbH & Co. KG	Großheirath	874
17	Autohaus Ebner - Dacia Eisenstadt	Eisenstadt	874
18	Hermann Menton GmbH & Co KG	Reutlingen	874
19	Autohaus Frascoia GmbH & Co. KG	Kappelrodeck	873
20	Michael Hadad Autohandel GmbH	Berlin	873
21	Autohaus H. Oesterhelweg e.K.	Gütersloh	873
22	ahg Autohandelsgesellschaft mbH	Calw	873
23	Porsche Zentrum Braunschweig	Braunschweig	871
24	Motorrad Lenting	Lenting	870
25	Autohaus Luxner GmbH	Strass im Zillertal	869

DACH Dealerships Continued

Rank	Dealership	City	Reputation Score
26	Autocenter Mothor GmbH	Stendal	868
27	MINI Hamburg Filiale Elbvororte	Hamburg	867
28	Autohaus Schramel GmbH	Lorch (Württ.)	866
29	ahg Autohandelsgesellschaft mbH	Offenburg	866
30	MINI Bonn	Bonn	866

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