

2024 WIDEWAIL BRAND SCORECARD REPORT

Which OEM has the best reputation?
We studied 4 million reviews to find out.

INTRODUCTION

● **4,159,135** Google reviews

● **1,108,197** Reviews Topic Tagged

● **17,903** Dealerships

● **32** OEMs

In the 2024 Brand Scorecard Report, Widewail assesses the reputation of 32 of the most popular automakers to determine which brand has the best online reputation.

The Report ranks each automotive brand based on Widewail's reputation Health Score out of 100 that measures the quality of its reputation today based on core reputation metrics from Google. Brands are ranked nationally, by segment and by region.

Each of the 32 automakers has a unique brand scorecard which showcases its health score, strengths and weaknesses, model reputation, brand rivalry and standout performance regionally.

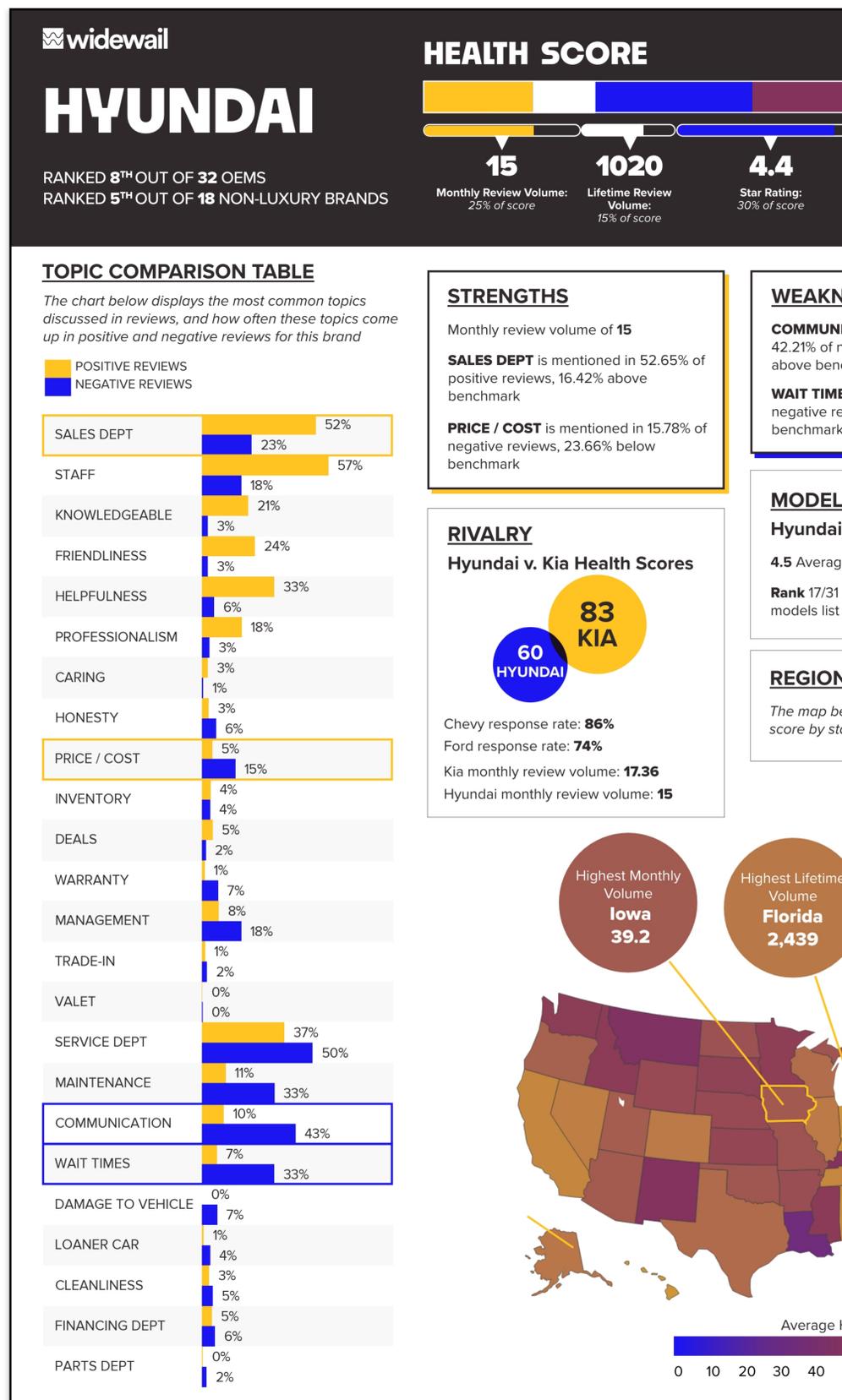


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TOP BRANDS PER
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TOP BRANDS PER
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TOP BRANDS PER
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HOW TO READ A
BRAND SCORECARD

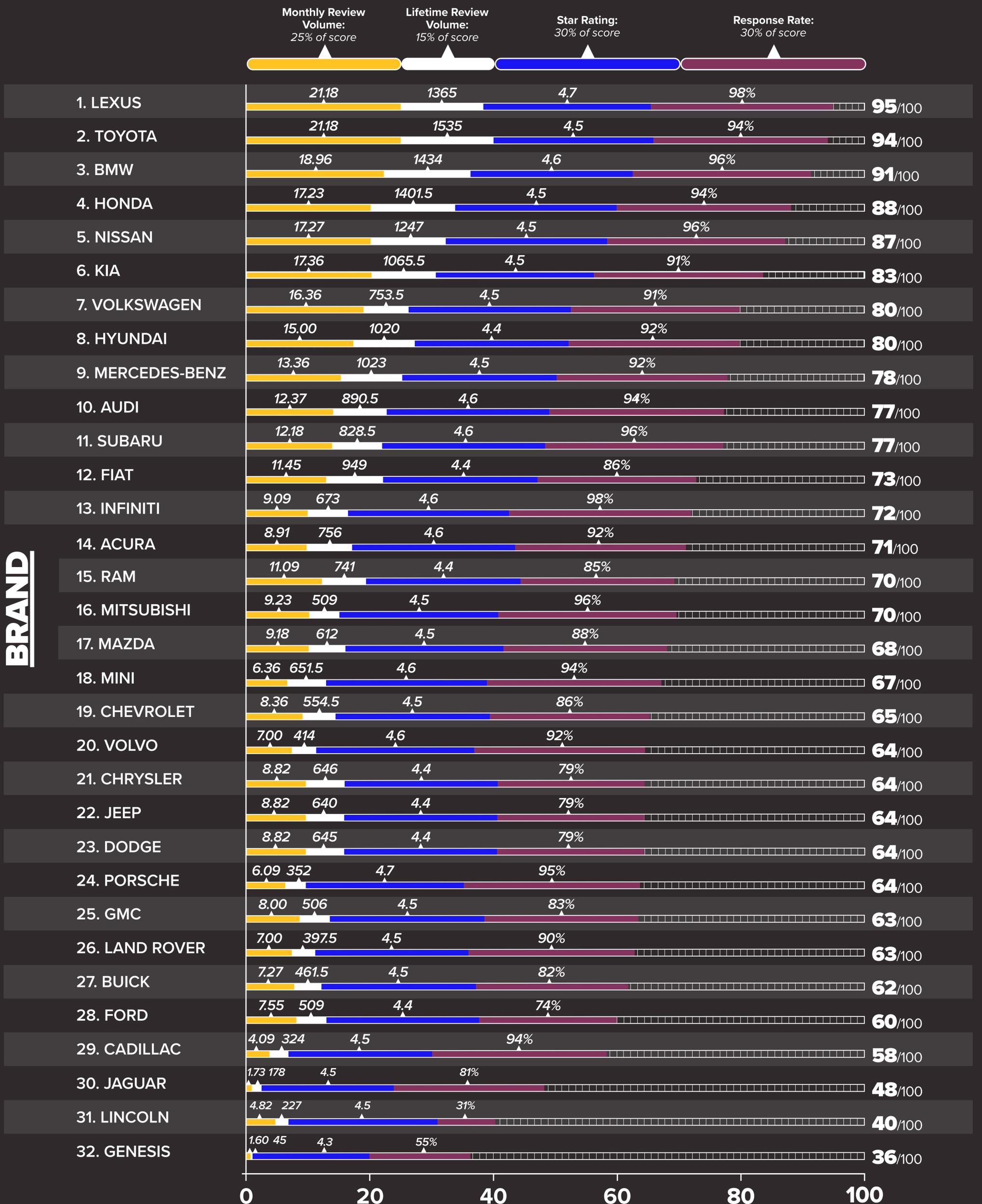


BRAND SCORECARDS



METHODOLOGY

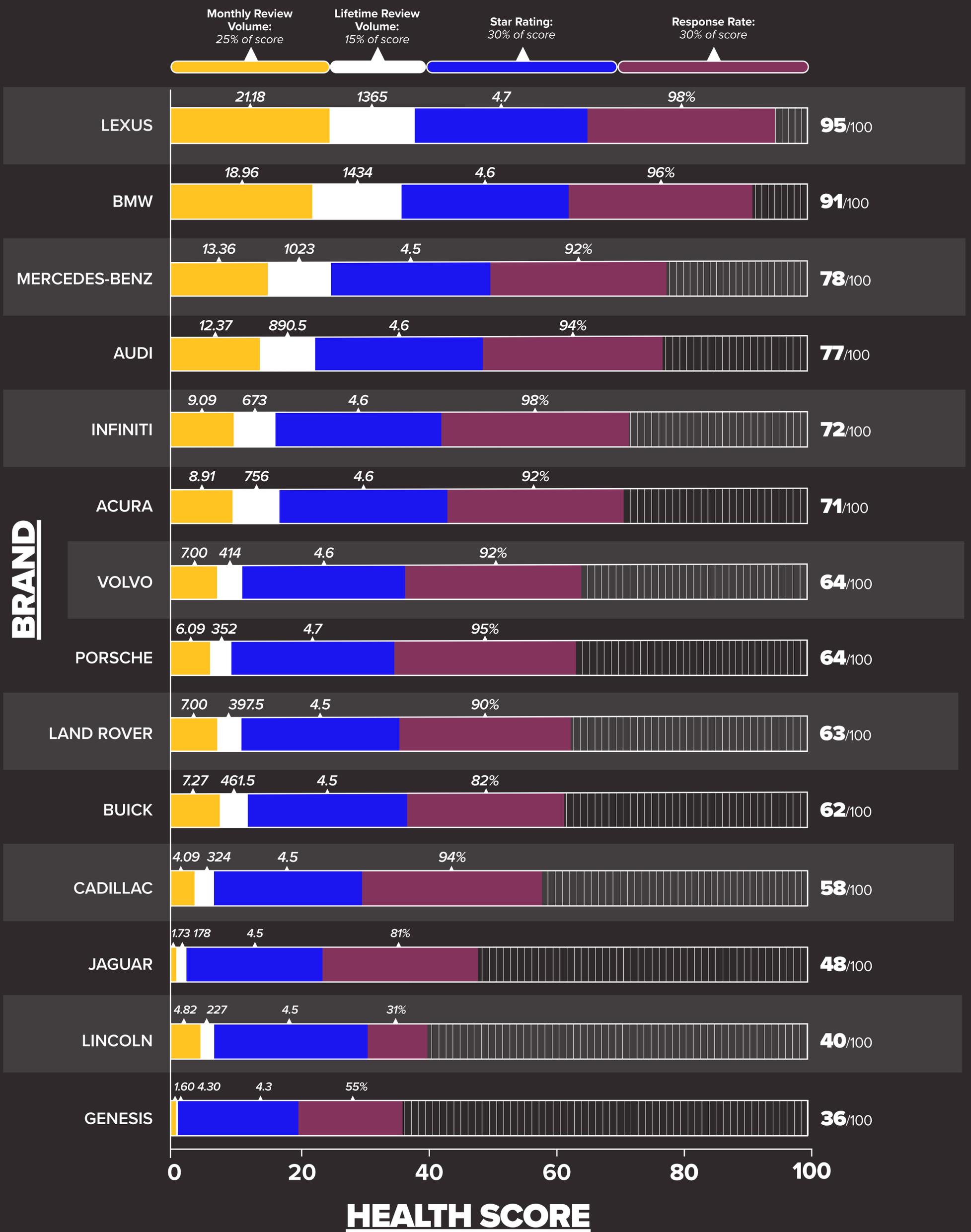
NATIONAL AUTOMAKER REPUTATION RANKINGS, 2024



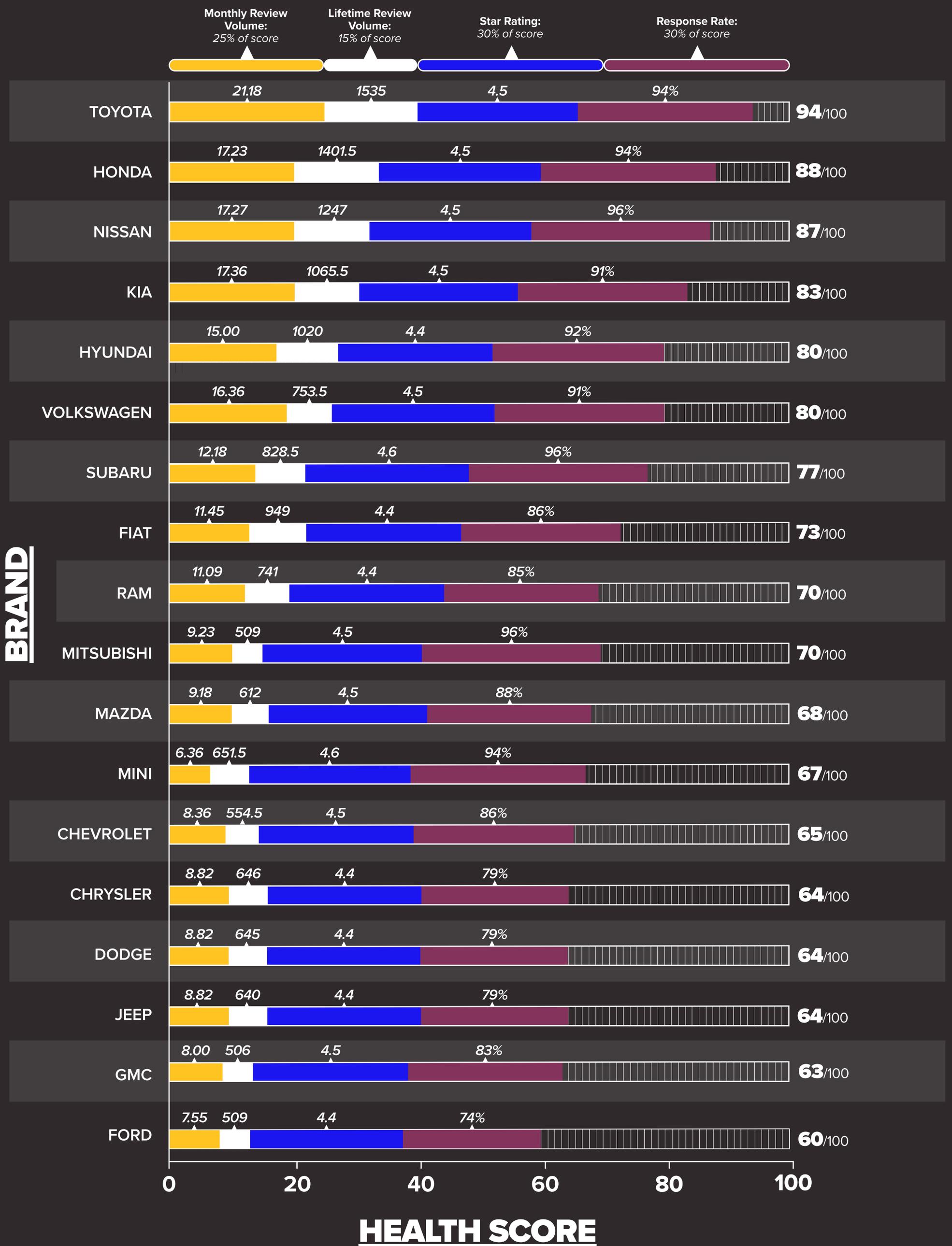
BRAND

HEALTH SCORE

LUXURY AUTOMAKER REPUTATION RANKINGS, 2024



NON-LUXURY AUTOMAKER REPUTATION RANKINGS, 2024



TOP BRANDS PER STATE

Region: Northeast

These tables display the top 5 brands per state, ranked by state-level health score

Connecticut		
1	BMW	92.56
2	NISSAN	71.46
3	VOLVO	70.55
4	LEXUS	67.41
5	SUBARU	66.24

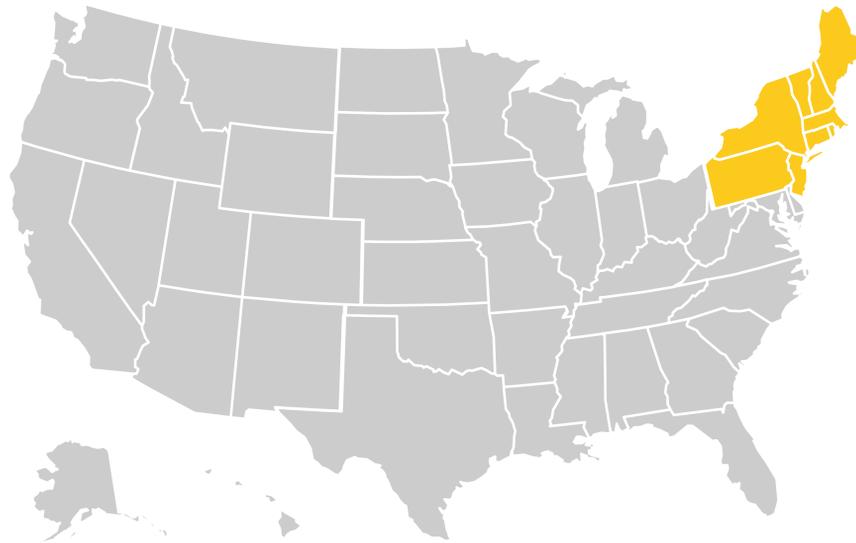
Massachusetts		
1	LEXUS	98.80
2	BMW	75.70
3	ACURA	74.07
4	AUDI	71.72
5	MERCEDES-BENZ	69.56

Maine		
1	TOYOTA	91.41
2	HYUNDAI	88.32
3	HONDA	78.74
4	KIA	76.16
5	FIAT	69.95

New Hampshire		
1	MINI	93.28
2	AUDI	84.31
3	INFINITI	80.78
4	TOYOTA	78.76
5	PORSCHE	77.59

New Jersey		
1	HONDA	88.53
2	BMW	86.04
3	LEXUS	80.13
4	NISSAN	79.28
5	SUBARU	78.04

New York		
1	TOYOTA	93.80
2	SUBARU	92.04
3	MERCEDES-BENZ	89.50
4	BMW	88.43
5	ACURA	88.13



Pennsylvania		
1	LEXUS	92.46
2	KIA	82.66
3	TOYOTA	81.56
4	INFINITI	80.94
5	NISSAN	80.09

Rhode Island		
1	BMW	96.70
2	FIAT	80.28
3	KIA	80.14
4	MITSUBISHI	75.50
5	LEXUS	71.10

Vermont		
1	TOYOTA	96.01
2	FIAT	87.08
3	HYUNDAI	83.69
4	SUBARU	71.85
5	RAM	67.60

TOP BRANDS PER STATE

Region: Midwest

These tables display the top 5 brands per state, ranked by state-level health score

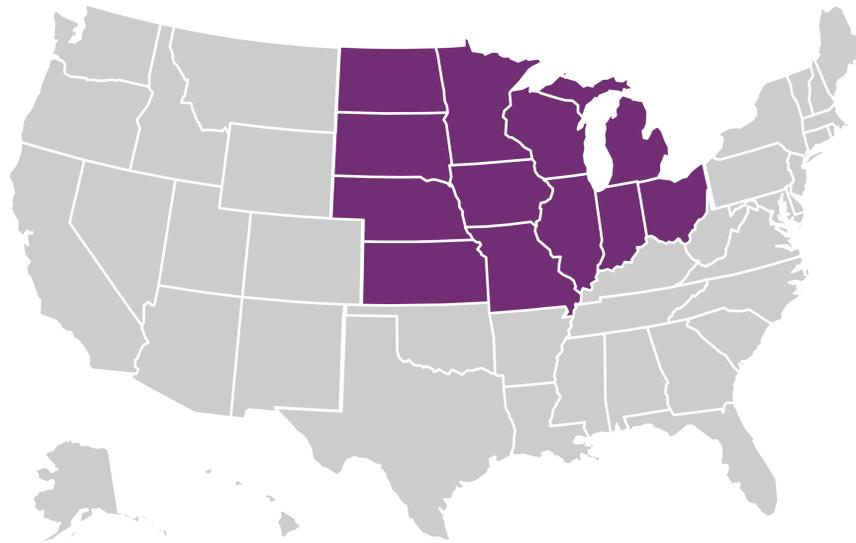
Iowa		
1	MERCEDES-BENZ	85.89
2	NISSAN	67.27
3	HONDA	67.05
4	MITSUBISHI	65.70
5	HYUNDAI	64.70

Illinois		
1	TOYOTA	92.64
2	HONDA	88.95
3	NISSAN	88.41
4	LEXUS	87.82
5	BMW	85.85

Indiana		
1	KIA	90.45
2	HONDA	88.11
3	VOLKSWAGEN	86.64
4	NISSAN	85.51
5	TOYOTA	84.69

Kansas		
1	BMW	85.42
2	FIAT	82.19
3	CADILLAC	77.37
4	LEXUS	74.53
5	NISSAN	73.96

Michigan		
1	LEXUS	86.59
2	RAM	73.07
3	KIA	72.32
4	CHEVROLET	71.97
5	SUBARU	71.89



Minnesota		
1	LEXUS	97.66
2	BMW	62.47
3	SUBARU	62.22
4	KIA	62.13
5	VOLVO	61.37

Missouri		
1	HONDA	81.68
2	KIA	76.87
3	BMW	76.67
4	LEXUS	76.48
5	NISSAN	76.48

North Dakota		
1	RAM	93.73
2	HYUNDAI	61.52
3	GMC	60.64
4	FIAT	57.11
5	NISSAN	56.29

Nebraska		
1	FIAT	86.44
2	LEXUS	78.26
3	VOLVO	76.61
4	KIA	73.21
5	BMW	66.52

Ohio		
1	KIA	93.49
2	FIAT	85.59
3	NISSAN	78.21
4	LEXUS	74.58
5	HONDA	73.12

South Dakota		
1	FIAT	88.29
2	MAZDA	82.89
3	HONDA	76.74
4	AUDI	72.85
5	MITSUBISHI	69.26

Wisconsin		
1	TOYOTA	92.81
2	LEXUS	88.55
3	NISSAN	88.44
4	KIA	79.83
5	VOLVO	79.77

TOP BRANDS PER STATE

Region: South

These tables display the top 5 brands per state, ranked by state-level health score

Alabama

1	LEXUS	93.55
2	TOYOTA	89.38
3	HYUNDAI	82.18
4	SUBARU	79.32
5	NISSAN	74.29

Arkansas

1	BMW	79.81
2	VOLVO	77.93
3	SUBARU	76.31
4	KIA	70.01
5	INFINITI	69.59

Delaware

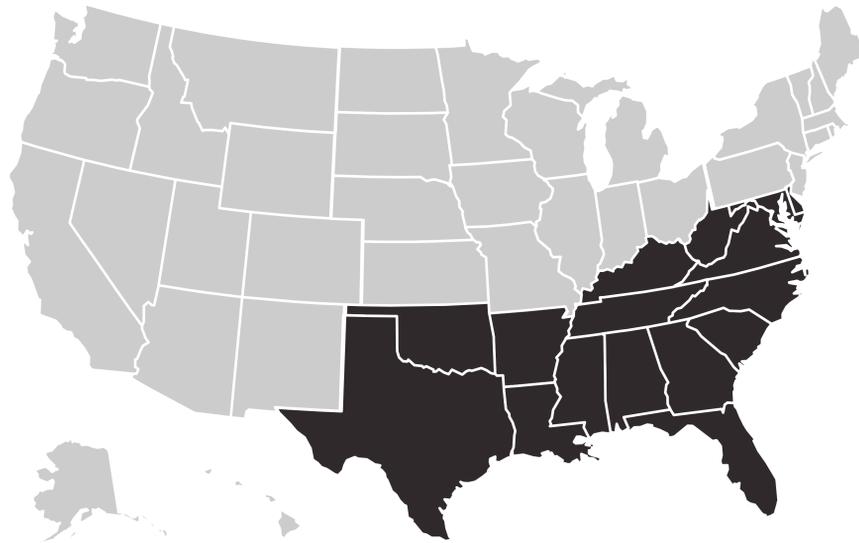
1	FIAT	93.16
2	LEXUS	91.78
3	GMC	85.43
4	BMW	84.18
5	PORSCHE	83.29

Florida

1	TOYOTA	93.70
2	LEXUS	90.48
3	HONDA	81.43
4	KIA	79.15
5	HYUNDAI	75.98

Georgia

1	TOYOTA	92.91
2	BMW	84.97
3	HONDA	83.28
4	MINI	81.97
5	AUDI	76.85



Kentucky

1	LEXUS	96.22
2	VOLKSWAGEN	72.57
3	KIA	70.26
4	BMW	69.24
5	SUBARU	66.26

Louisiana

1	NISSAN	94.41
2	LEXUS	81.75
3	HONDA	78.05
4	MERCEDES-BENZ	76.68
5	ACURA	72.83

Maryland

1	LEXUS	97.39
2	INFINITI	77.56
3	HONDA	77.14
4	TOYOTA	74.15
5	BMW	72.96

Mississippi

1	LEXUS	95.75
2	FIAT	80.81
3	SUBARU	72.83
4	BMW	70.08
5	TOYOTA	68.87

North Carolina

1	MERCEDES-BENZ	88.73
2	TOYOTA	84.22
3	LEXUS	83.69
4	NISSAN	83.15
5	VOLKSWAGEN	79.53

Oklahoma

1	FIAT	92.62
2	SUBARU	82.68
3	LEXUS	73.97
4	BMW	72.25
5	MERCEDES-BENZ	72.13

South Carolina

1	TOYOTA	92.77
2	AUDI	74.38
3	LEXUS	73.66
4	VOLKSWAGEN	73.59
5	MINI	72.54

Tennessee

1	TOYOTA	93.03
2	INFINITI	90.57
3	NISSAN	88.34
4	HONDA	86.76
5	HYUNDAI	80.61

Texas

1	ACURA	95.54
2	NISSAN	94.84
3	HONDA	92.08
4	TOYOTA	90.13
5	LEXUS	89.82

Virginia

1	LEXUS	95.56
2	TOYOTA	71.88
3	BMW	71.53
4	FIAT	68.34
5	ACURA	68.33

West Virginia

1	KIA	96.58
2	HONDA	76.93
3	NISSAN	69.24
4	HYUNDAI	68.59
5	TOYOTA	64.04

TOP BRANDS PER STATE

Region: West

These tables display the top 5 brands per state, ranked by state-level health score

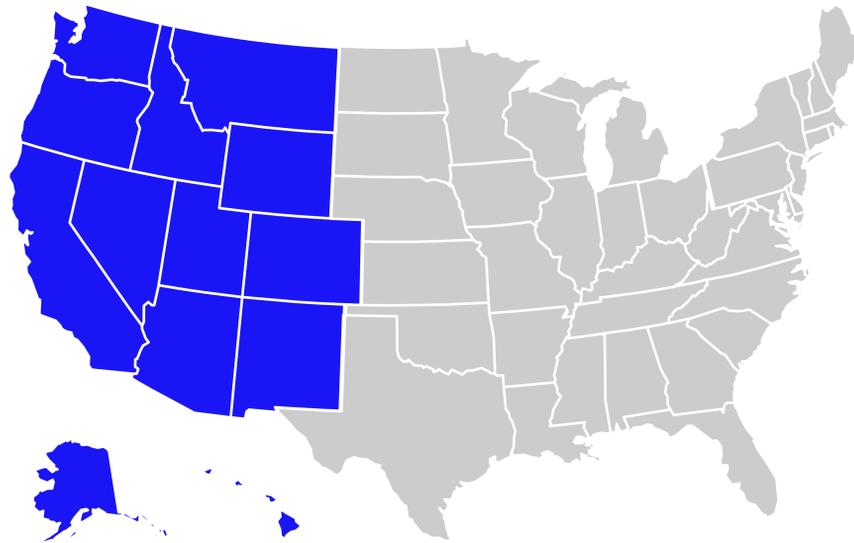
Alaska		
1	KIA	97.24
2	FIAT	92.87
3	BMW	85.83
4	HYUNDAI	75.64
5	RAM	74.08

Arizona		
1	TOYOTA	95.56
2	HONDA	71.88
3	RAM	71.53
4	NISSAN	68.34
5	BMW	68.33

California		
1	TOYOTA	92.20
2	BMW	90.59
3	NISSAN	82.30
4	HONDA	80.73
5	LEXUS	80.52

Colorado		
1	LEXUS	90.88
2	NISSAN	83.16
3	HONDA	78.06
4	TOYOTA	77.73
5	VW	77.66

Hawaii		
1	HYUNDAI	84.03
2	HONDA	76.47
3	MINI	73.84
4	BMW	71.63
5	INFINITI	67.86



Idaho		
1	LEXUS	98.44
2	TOYOTA	74.13
3	SUBARU	64.97
4	KIA	62.36
5	BMW	60.03

Montana		
1	FIAT	92.98
2	KIA	84.57
3	CADILLAC	74.74
4	RAM	67.66
5	TOYOTA	62.45

New Mexico		
1	LEXUS	86.65
2	BMW	78.74
3	NISSAN	70.35
4	TOYOTA	67.74
5	VOLVO	67.35

Nevada		
1	SUBARU	89.83
2	INFINITI	85.93
3	NISSAN	85.15
4	BMW	84.87
5	LEXUS	84.60

Oregon		
1	LEXUS	92.36
2	KIA	91.69
3	TOYOTA	83.34
4	MINI	76.48
5	BMW	75.59

Utah		
1	BMW	90.45
2	TOYOTA	78.55
3	KIA	77.83
4	INFINITI	74.46
5	VOLKSWAGEN	73.65

Washington		
1	LEXUS	97.36
2	INFINITI	76.39
3	BMW	71.52
4	HONDA	68.35
5	TOYOTA	67.19

Wyoming		
1	CADILLAC	86.32
2	RAM	85.21
3	FIAT	71.43
4	VOLKSWAGEN	70.22
5	FORD	67.12

AUTOMOTIVE REPUTATION INDEX

POWERED BY 

Google Review Benchmarks for Dealerships

Access the Index

17,000+ Dealerships
and 4M Reviews

Customize Like it's
Your Spreadsheet

Reputation
Data

Geographic
Data

<input type="checkbox"/>	Name	Lifetime Volume	Percent of Negative Reviews	Response Rate	Brand	City	State	Region
1	Longo Toyota	14777.0	6%	8%	TOYOTA	EL MONTE	CA	West
2	Hendrick Toyota Apex	9406.0	4%	28%	TOYOTA	APEX	NC	South
3	Autonation Toyota Winter ...	14748.0	9%	16%	TOYOTA	WINTER PARK	FL	South
4	Bomnin Chevrolet Dadela...	16192.0	4%	11%	CHEVROLET	MIAMI	FL	South
5	Arlington Toyota	17735.0	6%	10%	TOYOTA	JACKSONVILLE	FL	South
6	Courtesy Chevrolet Cafe	8034.0	5%	21%	CHEVROLET	PHOENIX	AZ	West
7	Longo Lexus	7084.0	3%	7%	LEXUS	EL MONTE	CA	West
8	Rick Hendrick Toyota San...	7778.0	2%	21%	TOYOTA	ATLANTA	GA	South
9	Bomnin Chevrolet West K...	13637.0	4%	13%	CHEVROLET	MIAMI	FL	South
10	Alm Kia South	6616.0	5%	22%	KIA	UNION CITY	GA	South
11	Lindsay Lexus Of Alexand...	7329.0	2%	25%	LEXUS	ALEXANDRIA	VA	South
12	Vic Vaughan Toyota Of B...	10707.0	11%	19%	TOYOTA	BOERNE	TX	South
13	Hendrick Toyota Merriam	7455.0	4%	19%	TOYOTA	MERRIAM	KS	Midwest
14	Jerry Damson Honda	4015.0	3%	36%	HONDA	HUNTSVILLE	AL	South
15	Clay Cooley Nissan Dallas	7433.0	4%	21%	NISSAN	DALLAS	TX	South
16	Family Toyota Of Burleson	10530.0	1%	16%	TOYOTA	BURLESON	TX	South
17	Rick Case Honda Davie	12075.0	8%	11%	HONDA	DAVIE	FL	South
18	Clay Cooley Nissan	6414.0	3%	21%	NISSAN	IRVING	TX	South
19	Cavender Toyota	10781.0	6%	12%	TOYOTA	SAN ANTONIO	TX	South
20	Larry H Miller Amer Toyota	5418.0	8%	26%	TOYOTA	ALBUQUERQUE	NM	West
21	Coral Springs Honda	7170.0	7%	18%	HONDA	CORAL SPRINGS	FL	South
22	Coggin Toyota At The Ave...	10901.0	7%	12%	TOYOTA	JACKSONVILLE	FL	South
23	Courtesy Toyota Of Brand...	12804.0	9%	10%	TOYOTA	TAMPA	FL	South
24	Rick Hendrick Chev Of Bu...	10498.0	7%	7%	CHEVROLET	BUFORD	GA	South
25	Coggin Honda Of Orlando	10431.0	8%	13%	HONDA	ORLANDO	FL	South
26	Lakeland Toyota	11078.0	18%	14%	TOYOTA	LAKELAND	FL	South

HOW TO READ A BRAND SCORECARD

Each brand has its own scorecard, packed with data detailing where it is performing well and where it needs to improve. Here is a cheat sheet for reading the sections of the scorecard.

TOPIC COMPARISON TABLE

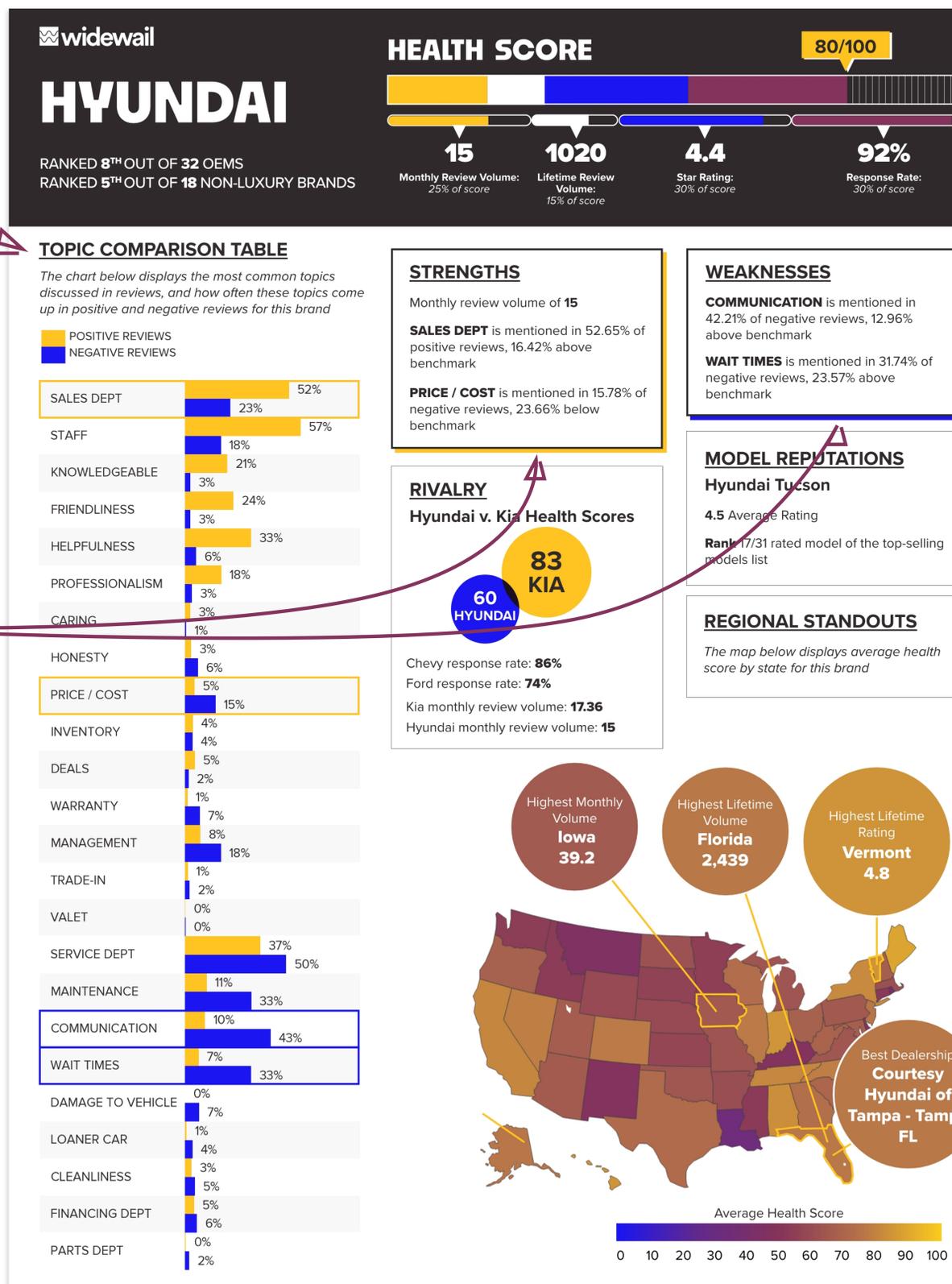
We identified the 27 most commonly discussed topics in automotive reviews. In this table, we illustrate how often these topics are mentioned in positive and negative reviews for each brand. Topics associated with car buying are near the top of the list, while topics related to vehicle servicing are near the bottom.

For each topic, we calculated how often it is mentioned as a percentage of all reviews in the same sentiment bucket, either positive or negative. For example, PRICE/COST is mentioned in 15% of all negative reviews, but only 5% of all positive reviews. We've looked at these groupings independently, rather than using percentages out of the whole.

STRENGTHS AND WEAKNESSES

To accurately highlight where each brand differentiated itself, we primarily looked at the percent change of each topic compared to the industry average, looking at positive reviews and negative reviews separately. With this view of the data, strengths and weaknesses emerged. For each brand scorecard, we selected 1-3 strengths and 1-3 weaknesses. Of course, there are more, but we highlighted the topic performance that stood out the most.

Building off what we learned through research for the 2023 Widewail Voice of the Customer Report, we identified which topics are the primary drivers of positive and negative sentiment. With those topics in mind, we selected strengths and weaknesses where the brand is notably different from the industry, giving extra preference to topics of known importance.



HOW TO READ A BRAND SCORECARD

Each brand has its own scorecard, packed with data detailing where it is performing well and where it needs to improve. Here is a cheat sheet for reading the sections of the scorecard.

MODEL REPUTATIONS

We picked each brand's top-selling model of 2023 to research. We determined the average rating of each model by identifying every instance where that model was named specifically in a review and averaging all of the associated ratings.

RIVALRIES

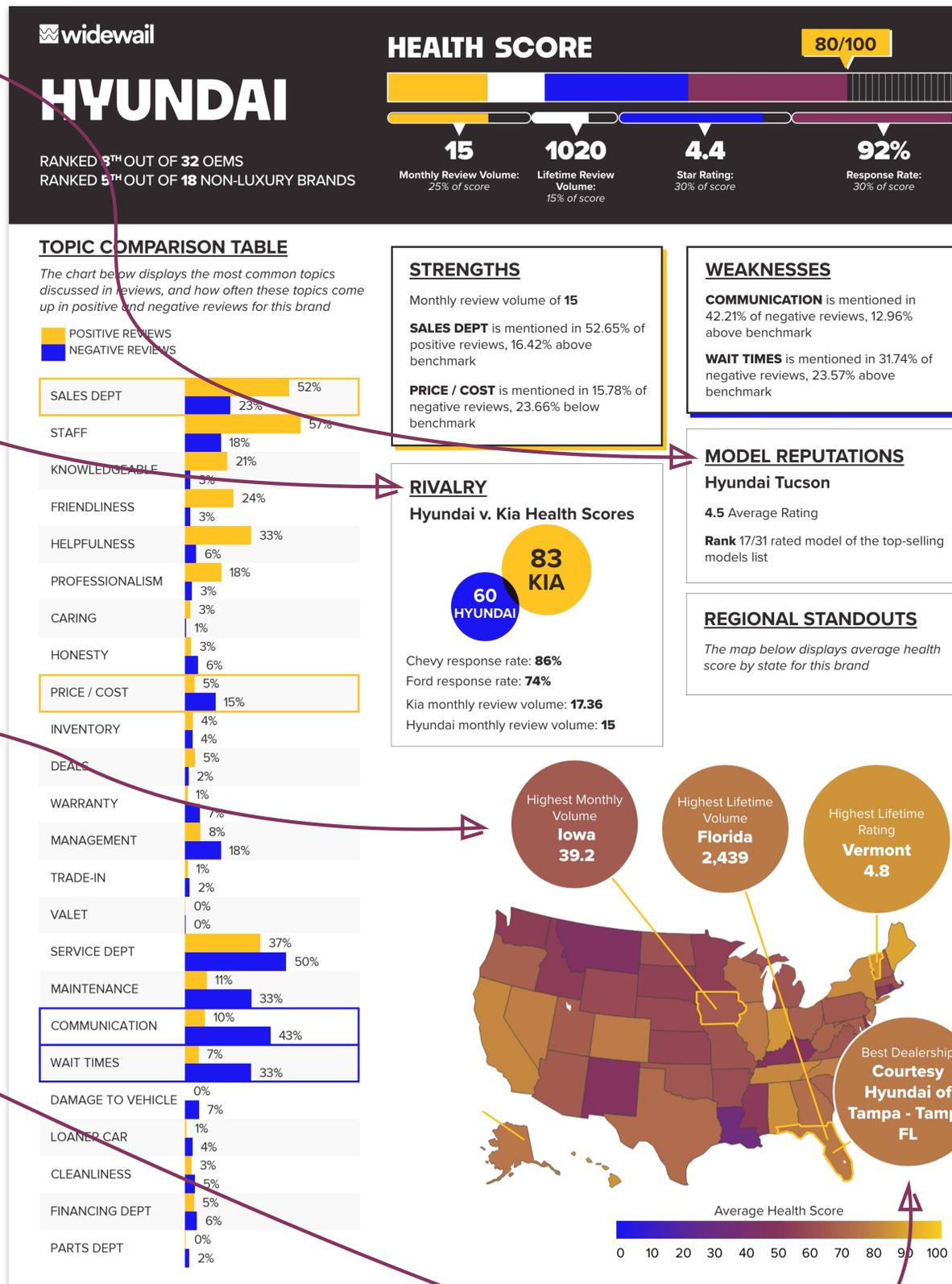
In the Rivalry section, we compare two brands against each other, comparing notable reputation metrics or frequency of specific topics in reviews. We selected each rivalry based on the estimated overlap of each brand's customer base. We also opted for variety, aiming not to repeat any rivalries.

REGIONAL STANDOUTS

The map displays the average Health Score for a brand's dealerships for each state. The callouts highlight the leading states in each key reputation metric. In cases where states are represented in grey, there was insufficient reputation data available for that brand.

HIGHLIGHTING CERTAIN DEALERSHIPS

We highlight specific dealerships as "Best Dealership" for a brand when that dealership has the best Health Score out of all of a brand's dealerships. Health Scores are based on review response rate, star rating, lifetime review volume and monthly review volume.

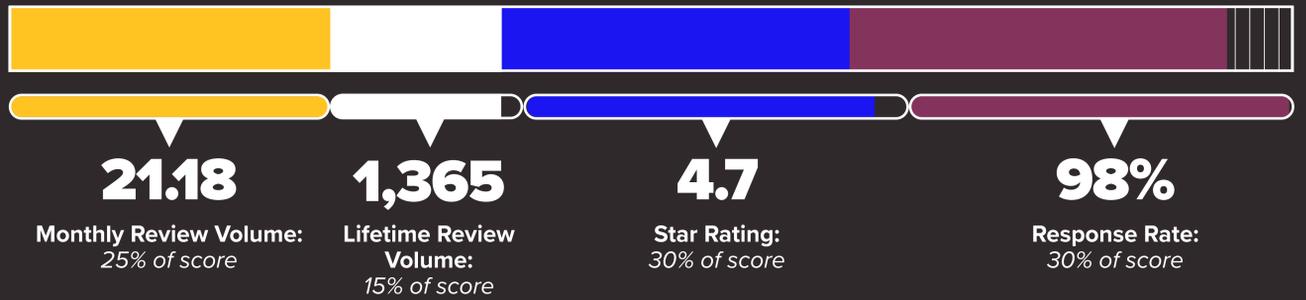


LEXUS

RANKED 1ST OUT OF 32 OEMS
RANKED 1ST OUT OF 14 LUXURY BRANDS

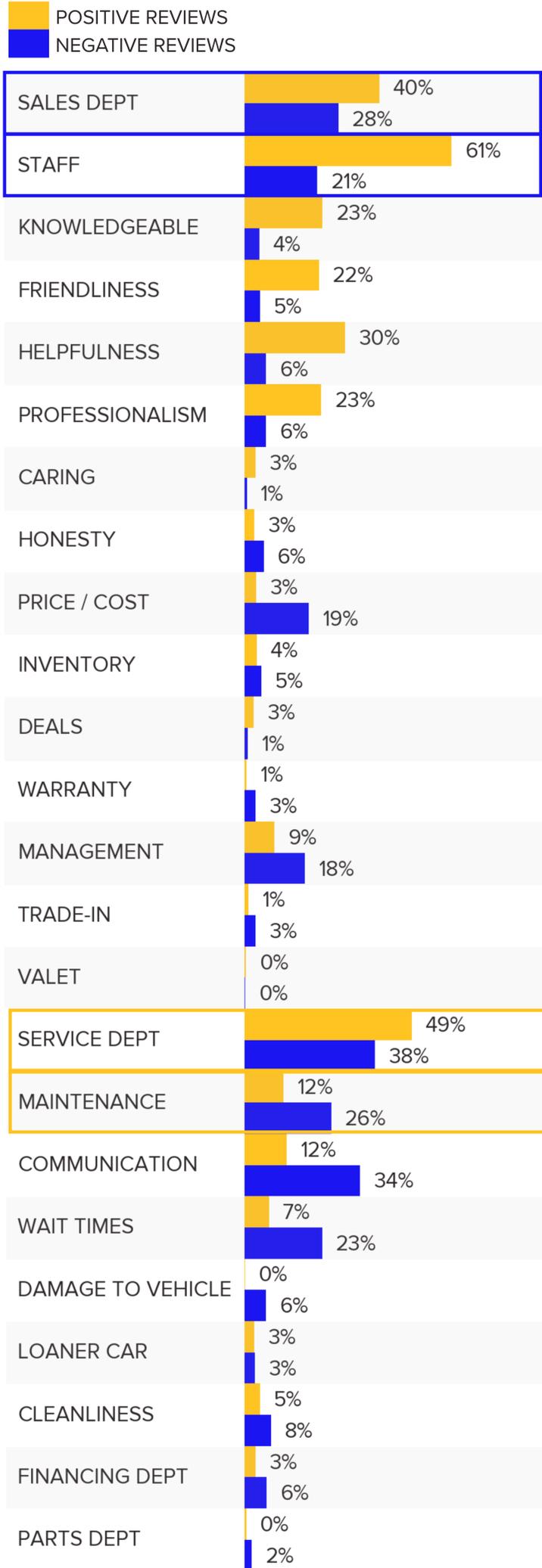
HEALTH SCORE

95/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

#1 brand overall rankings

SERVICE DEPT comes up in 49.86% of positive reviews, 18.51% above benchmark

MAINTENANCE/REPAIR is mentioned in 25.98% of negative reviews, 20.92% below benchmark

WEAKNESSES

SALES DEPT comes up in 39.72% of positive reviews, 12.17% below benchmark

STAFF comes up in 21.72% of negative reviews, 24.19% above benchmark

MODEL REPUTATIONS

Lexus RX

4.59 Average Rating

Rank 15/31 rated model of the top-selling models list

RIVALRY

Lexus vs. Audi Health Scores



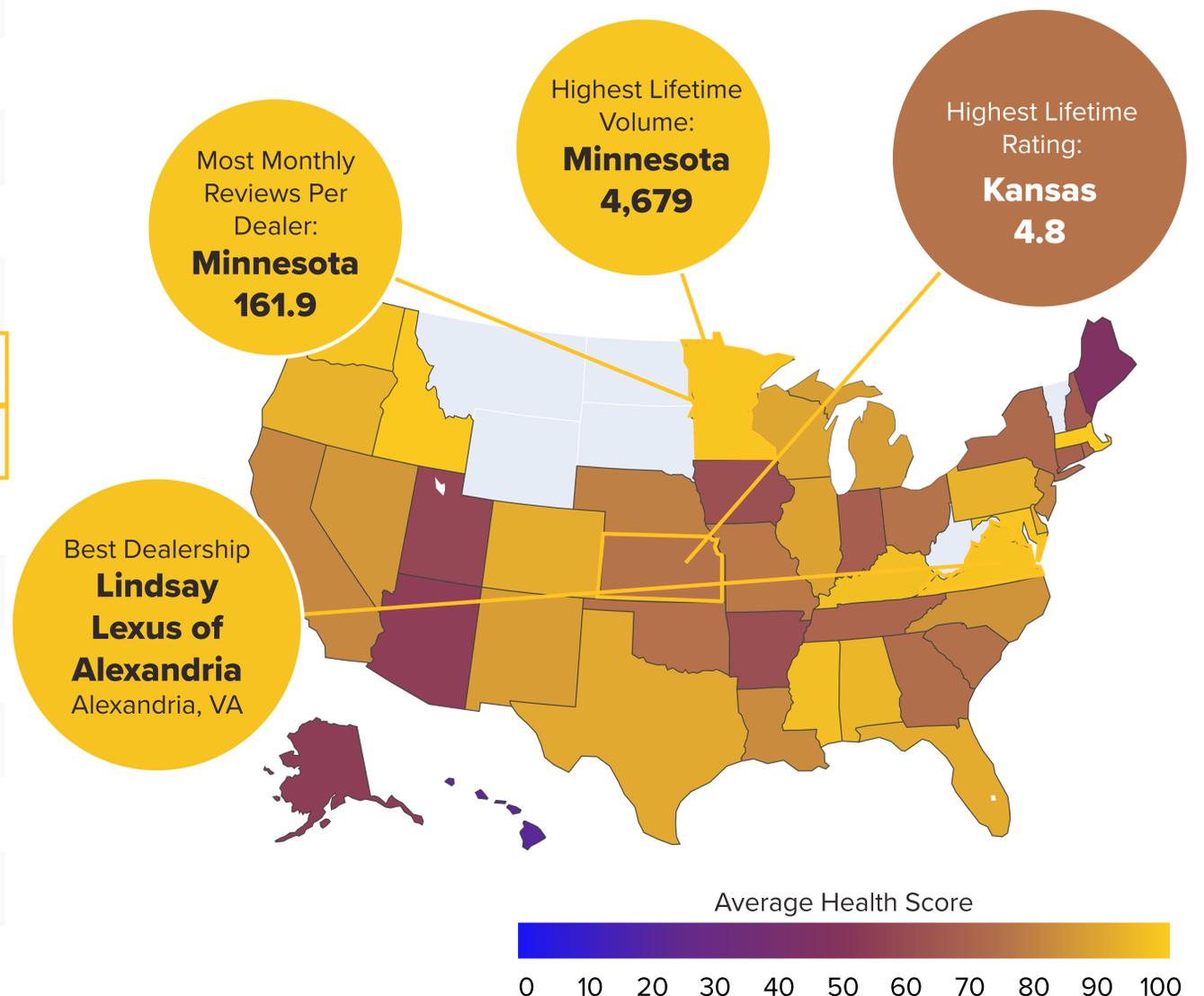
Lexus monthly review volume: **21.18**

Audi monthly review volume: **12.4**

KNOWLEDGABLE positive mentions
Audi: **22.43%**
Lexus: **20.67%**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

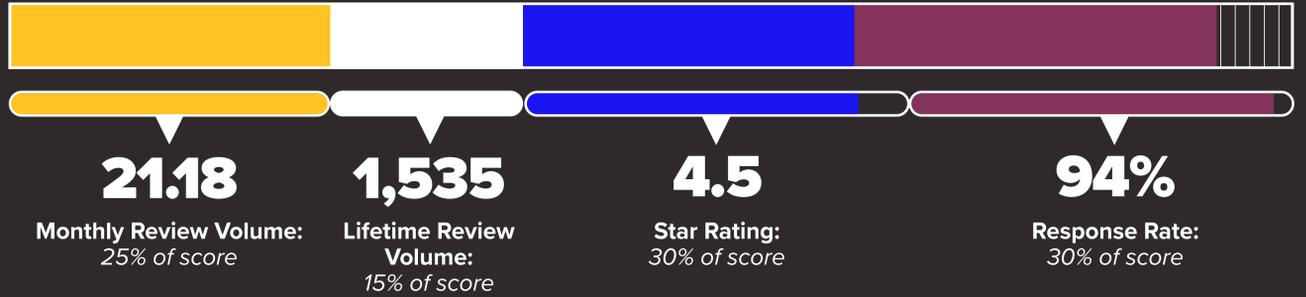


TOYOTA

RANKED 2ND OUT OF 32 OEMS
RANKED 1ST OUT OF 18 NON-LUXURY BRANDS

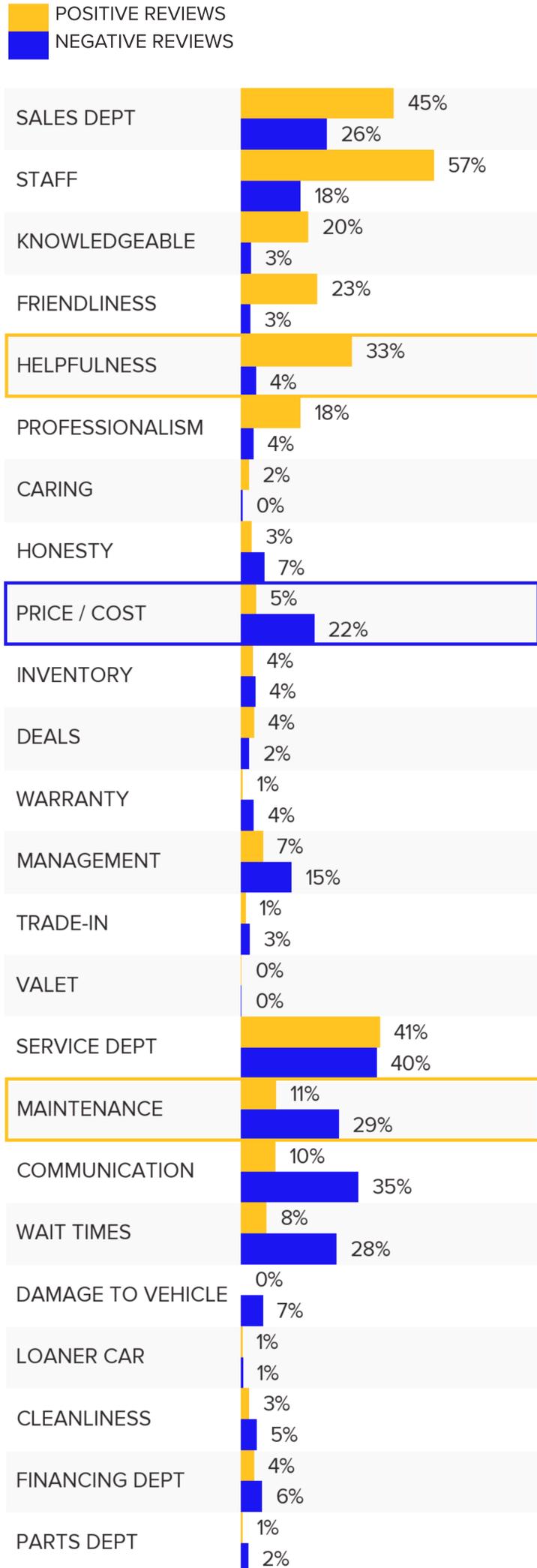
HEALTH SCORE

94/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

Tied with Lexus for the highest average monthly reviews: 21.2

HELPFULNESS mentioned in 33.79% of positive reviews, 9.23% above benchmark

MAINTENANCE mentioned in 28.4% of negative reviews, 13.51% below benchmark

WEAKNESSES

PRICE mentioned in 23.5% of negative reviews, 13.68% above benchmark

MODEL REPUTATIONS

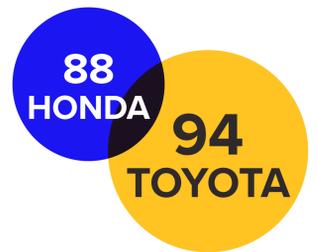
Toyota RAV4

4.6 Average Rating

Rank 12/31 rated model of the top-selling models list

RIVALRY

Toyota v. Honda Health Scores



Toyota Rank: #2

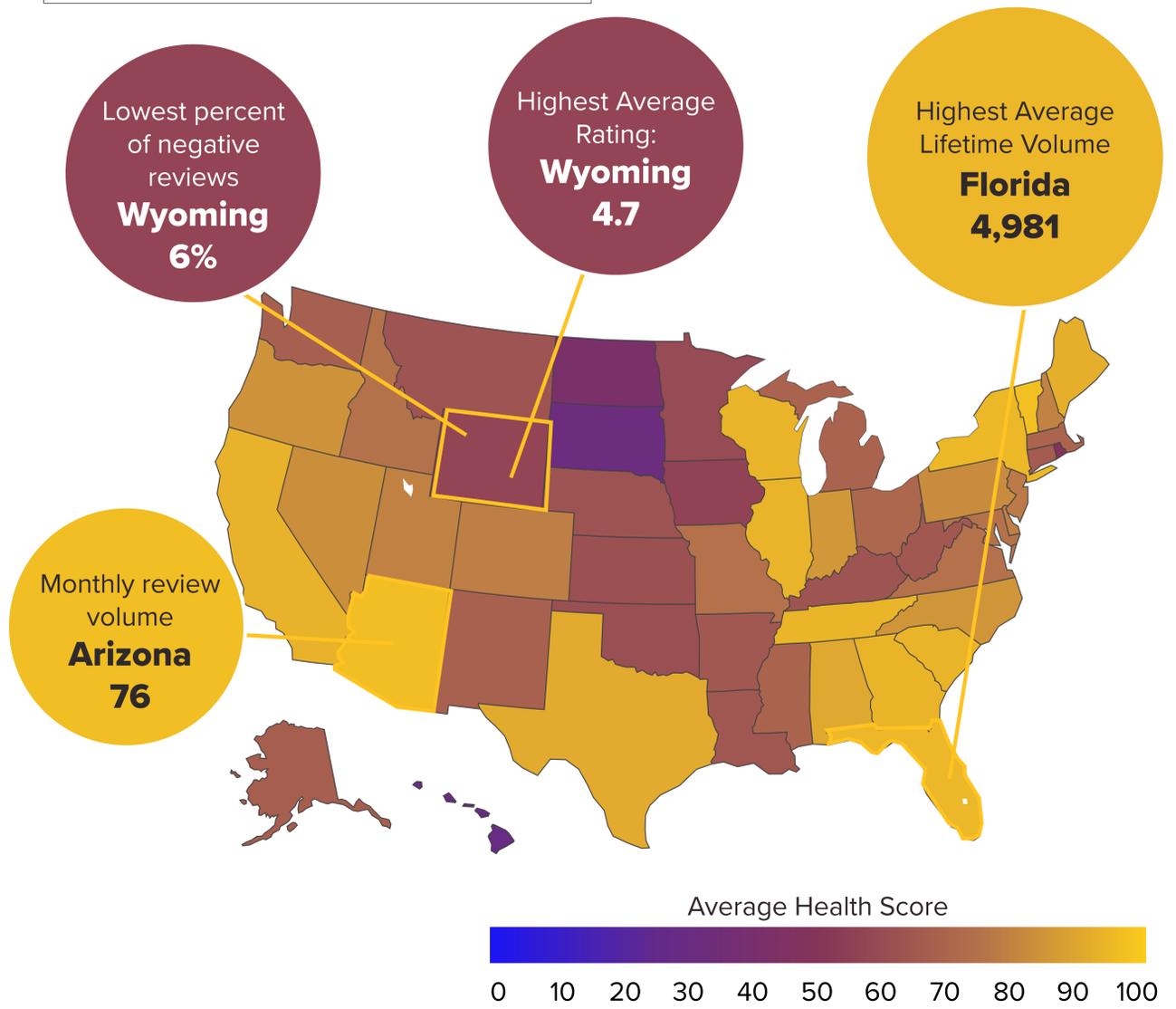
Honda Rank: #4

Toyota negative review percentage: 12%

Honda negative review percentage: 10%

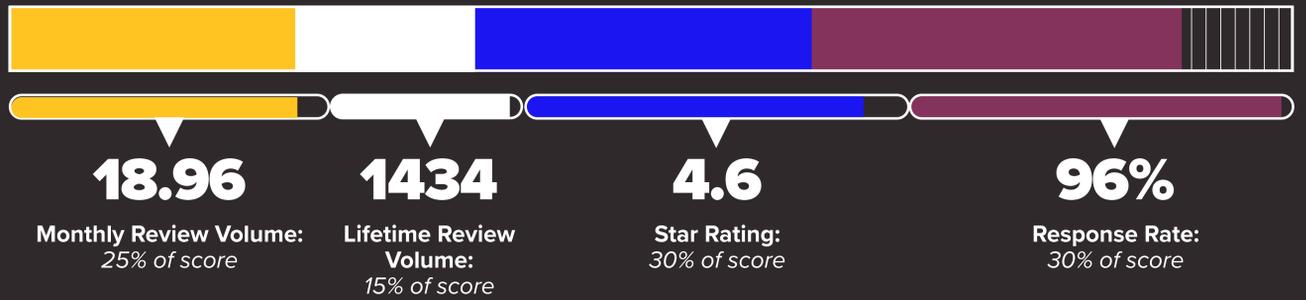
REGIONAL STANDOUTS

The map below displays average health score by state for this brand



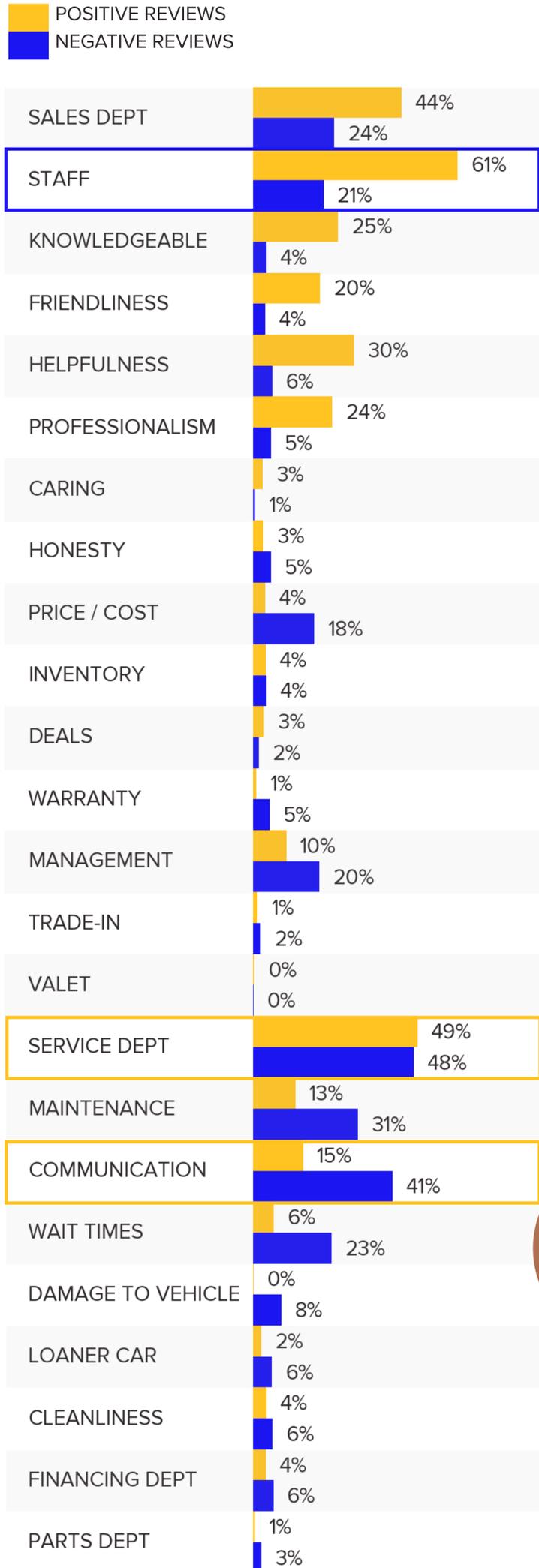


RANKED 3RD OUT OF 32 OEMS
RANKED 2ND OUT OF 14 LUXURY BRANDS



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SERVICE DEPT mentioned in 51% of positive reviews, 21.24% over benchmark

COMMUNICATION mentioned in 15.37% of positive reviews, 34.82% over benchmark

WEAKNESSES

STAFF mentioned in 20.14% of negative reviews, 15.19% over benchmark

MODEL REPUTATIONS

BMW X5

4.55 Average Rating

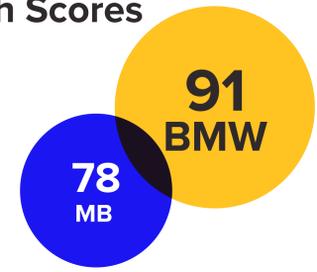
Rank 16/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

RIVALRY

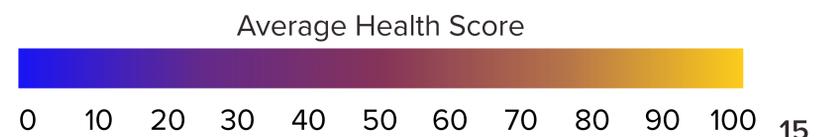
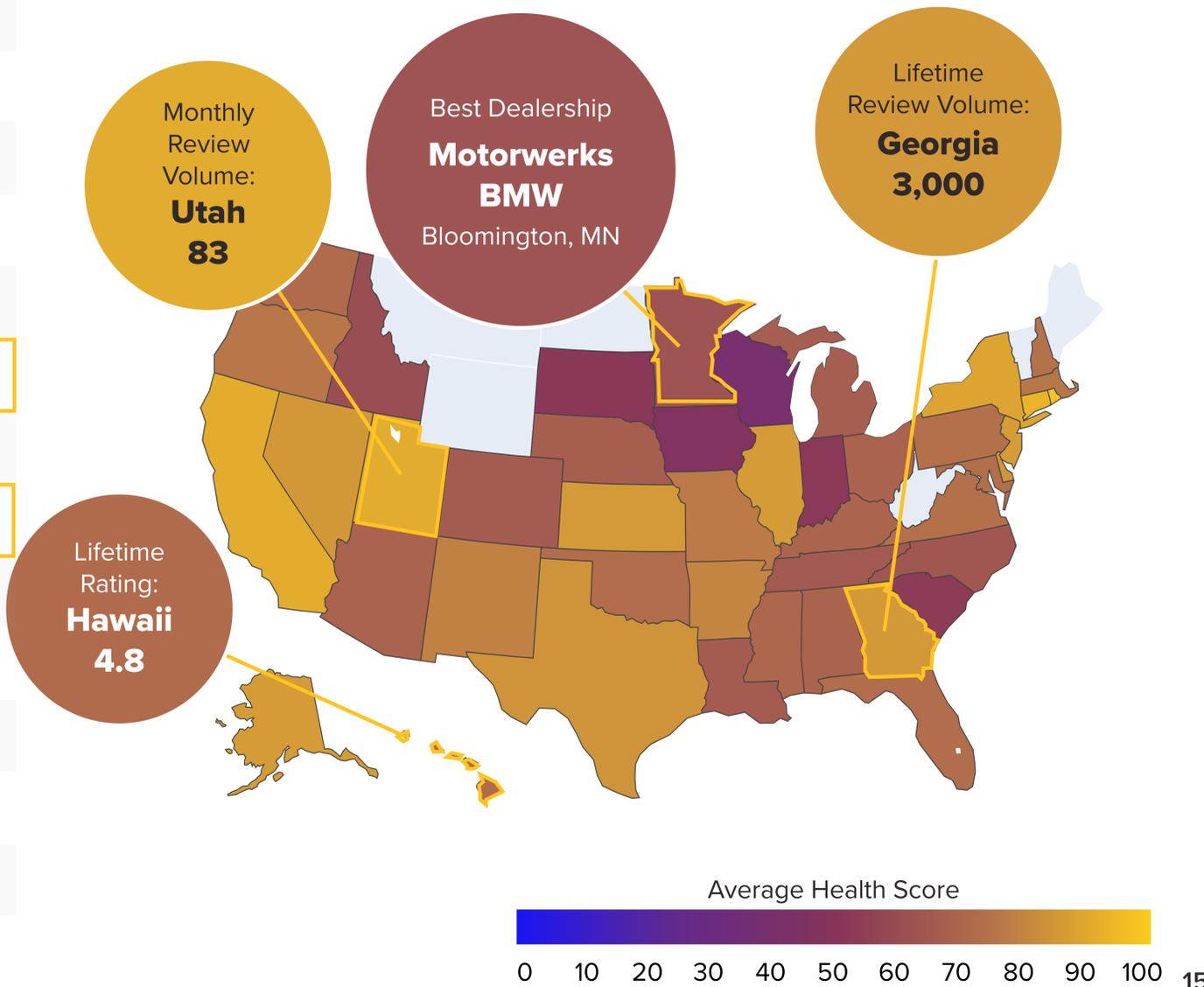
BMW v. Mercedes-Benz Health Scores



BMW monthly review volume: **18.96**

Both brands over-index in positive **SERVICE** mentions (+22%)

Mercedes-Benz has communication issues in **SERVICE** (+12.23 neg) v. BMW (+3.74% neg)

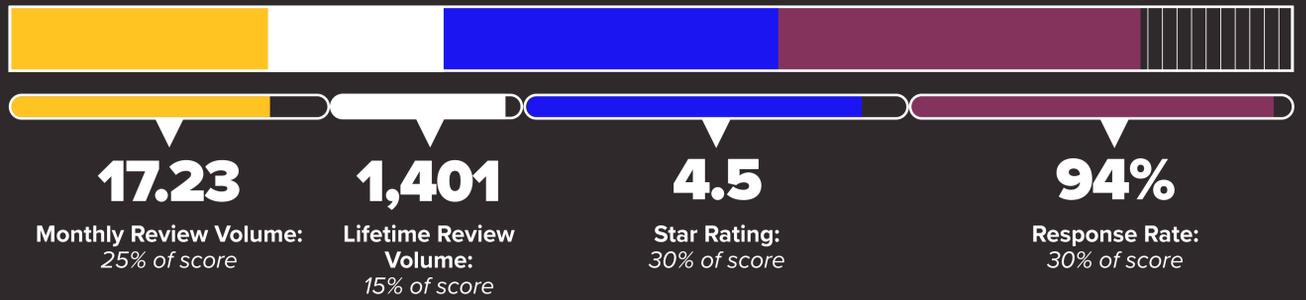


HONDA

RANKED 4TH OUT OF 32 OEMS
RANKED 2ND OUT OF 18 NON-LUXURY BRANDS

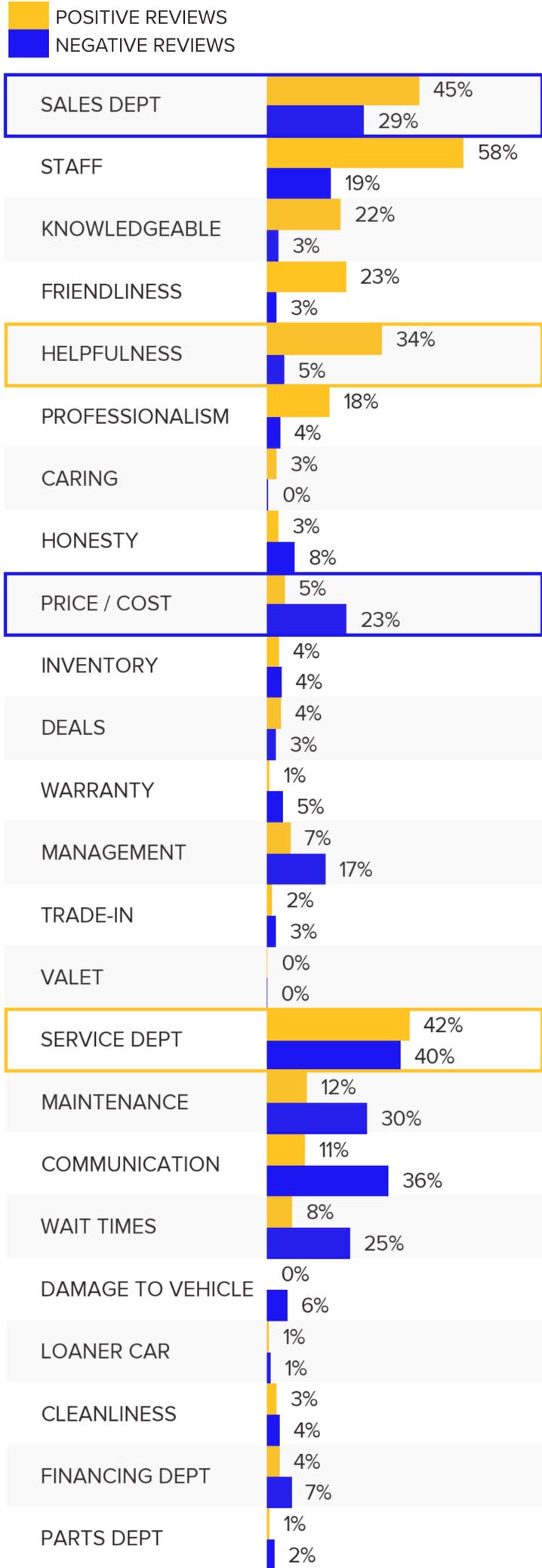
HEALTH SCORE

88/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

HELPFULNESS is mentioned in 34.68% of positive reviews, 12.13% above benchmark

SERVICE DEPT is mentioned in 38.82% of negative reviews, 12.18% below benchmark

WEAKNESSES

SALES DEPARTMENT is mentioned in 29.48% of negative reviews, 21.08% above benchmark

PRICE/COST is mentioned in 24.77% of negative reviews, 19.81% above benchmark

MODEL REPUTATIONS

Honda CR-V

4.63 Average Rating

Rank 11/31 rated model of the top-selling models list

RIVALRY

Honda v. Nissan Health Scores

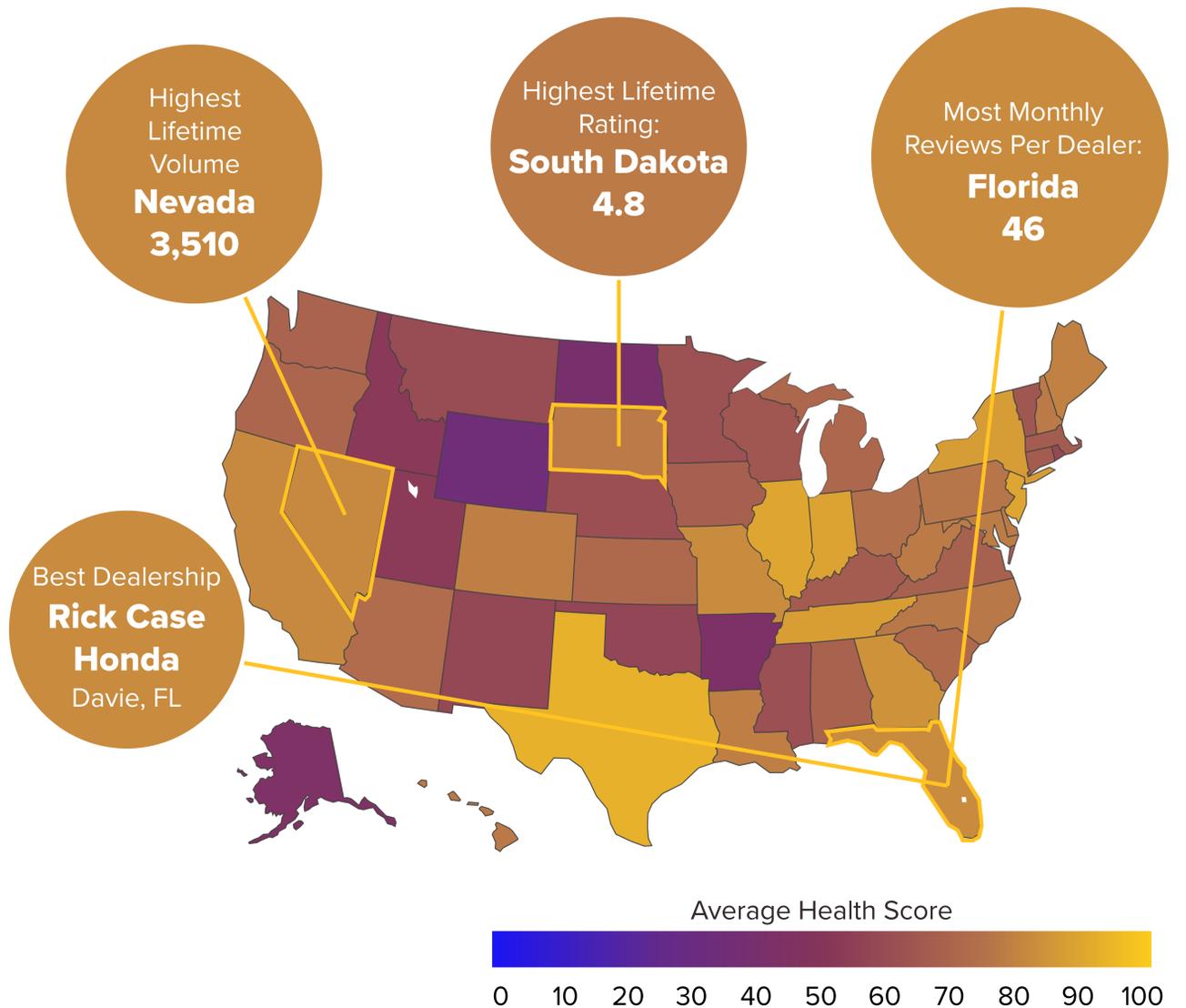


Honda avg lifetime review volume: **1,402**
Nissan avg monthly review volume: **1,247**

Honda response rate: **94%**
Nissan response rate: **96%**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

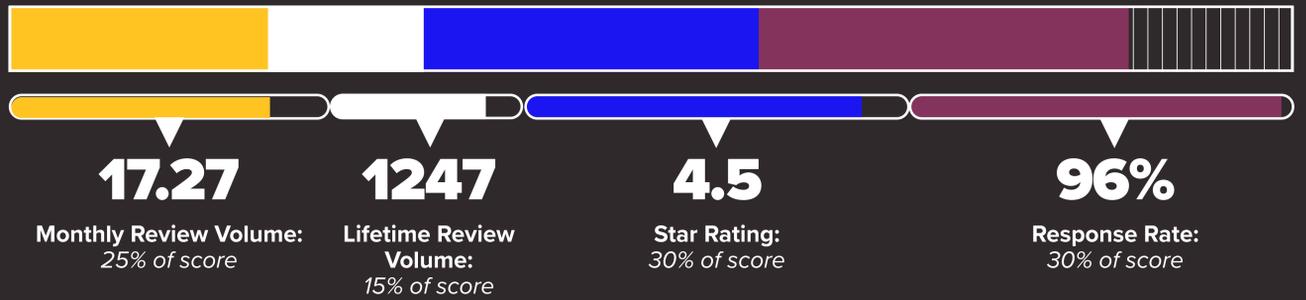


NISSAN

RANKED 5TH OUT OF 32 OEMS
RANKED 3RD OUT OF 18 NON-LUXURY BRANDS

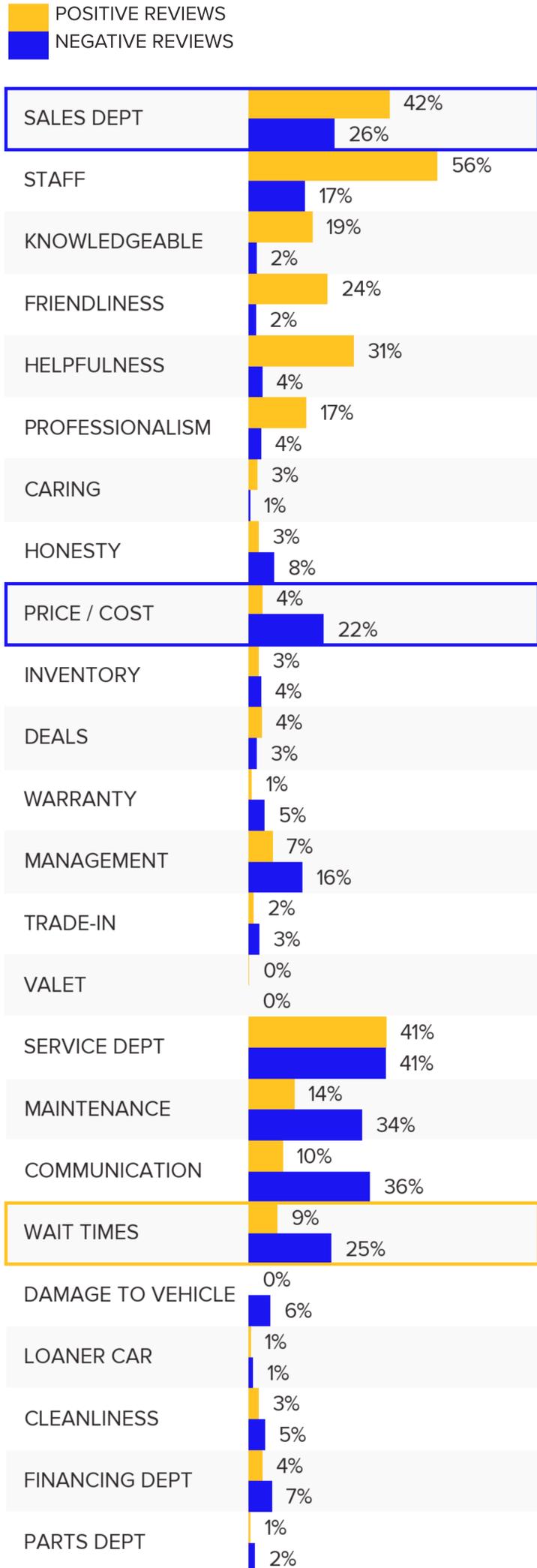
HEALTH SCORE

87/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

WAIT TIMES is mentioned in 23.63% of negative reviews, 8.0% below benchmark

Monthly review volume **17.3**

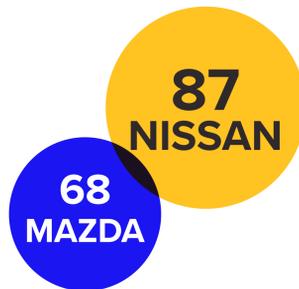
WEAKNESSES

SALES DEPT is mentioned in 26.12% of negative reviews, 7.28% above benchmark

PRICE / COST is mentioned in 22.92% of negative reviews, 10.83% above benchmark

RIVALRY

Nissan v. Mazda Health Scores



Nissan monthly review volume: **17.27**

Mazda monthly review volume: **9.18**

Mazda +25% positive **SALES DEPT** mentions over Nissan

Nissan +18% negative mentions of **MAINTENANCE** over Mazda

MODEL REPUTATIONS

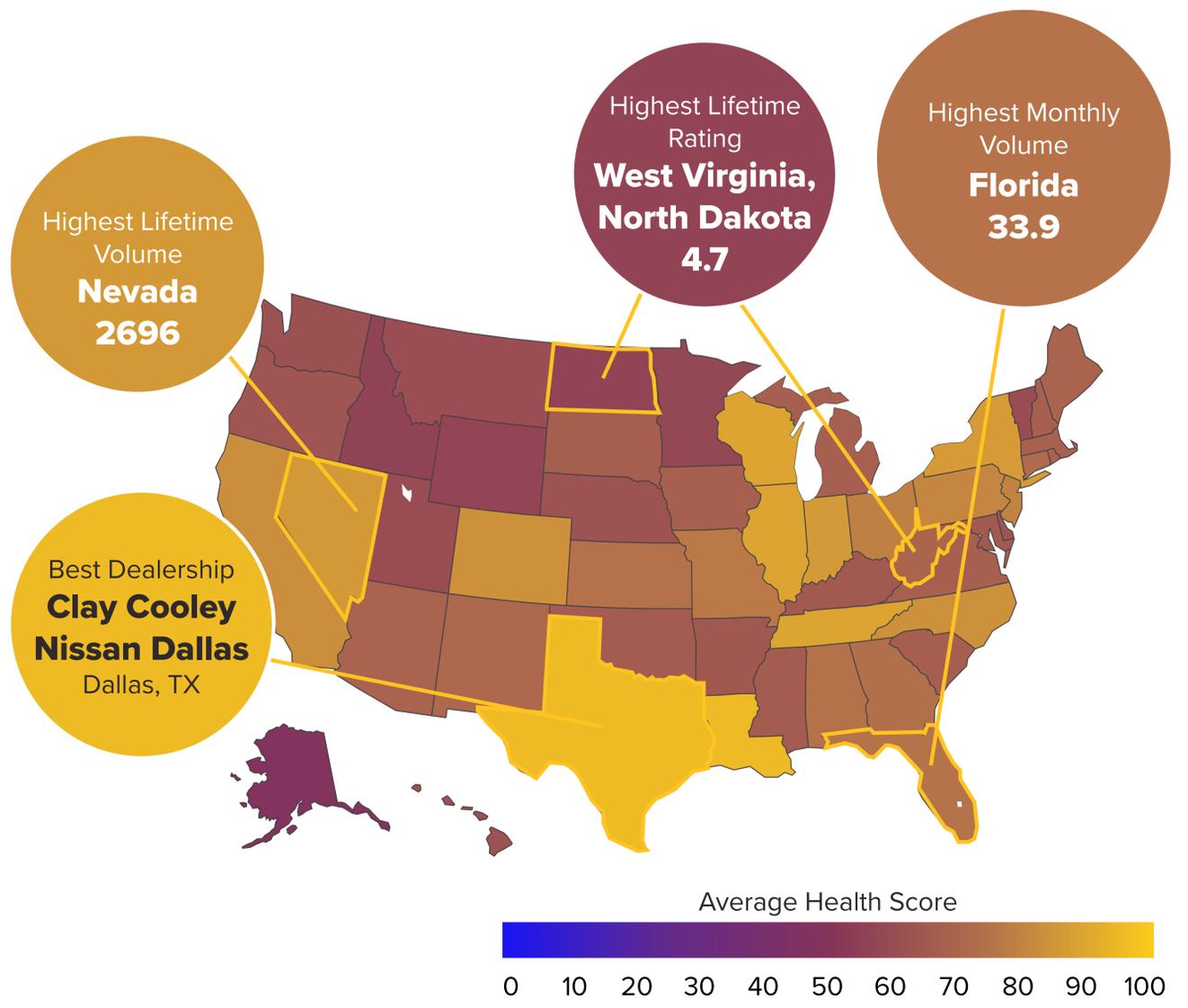
Nissan Rogue

4.68 Average Rating

Rank 8/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

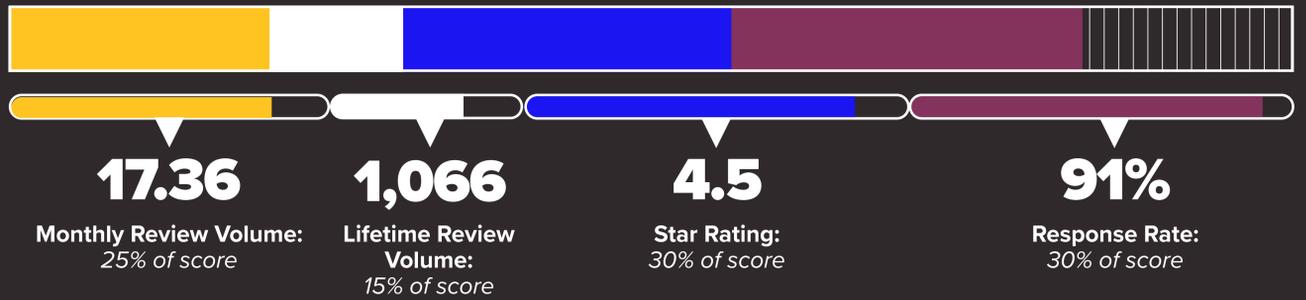


KIA

RANKED 6TH OUT OF 32 OEMS
RANKED 4TH OUT OF 18 NON-LUXURY BRANDS

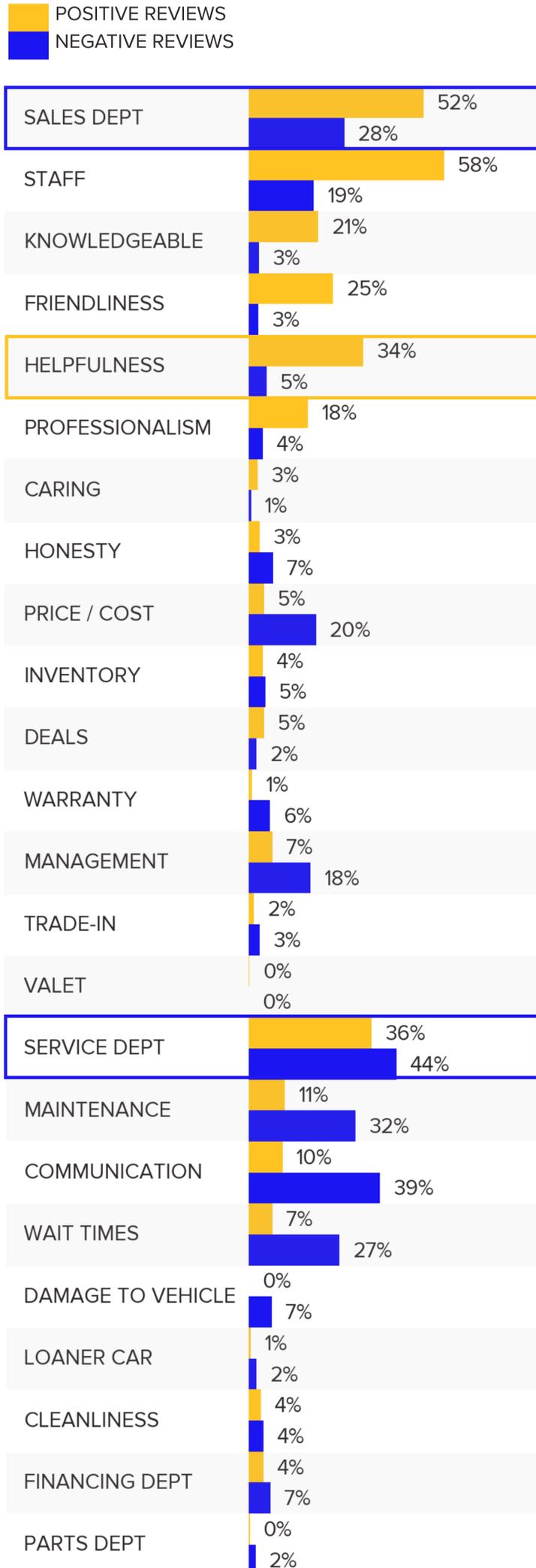
HEALTH SCORE

83/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

High average monthly review volume of **17.4 reviews per dealer**

HELPFULNESS mentioned in 34.08% of positive reviews, 10.17% over benchmark

WEAKNESSES

SALES DEPT is mentioned in 29.17% of negative reviews, 19.84% below benchmark

SERVICE DEPT is mentioned in 36.16% of positive reviews, 14.05% below benchmark

RIVALRY

Kia v. Nissan Health Scores



Nissan response rate: **96%**

Kia response rate: **91%**

Nissan monthly review volume: **17.3**

Kia monthly review volume: **17.4**

MODEL REPUTATIONS

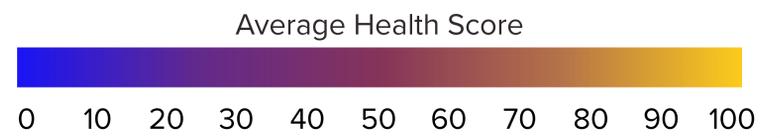
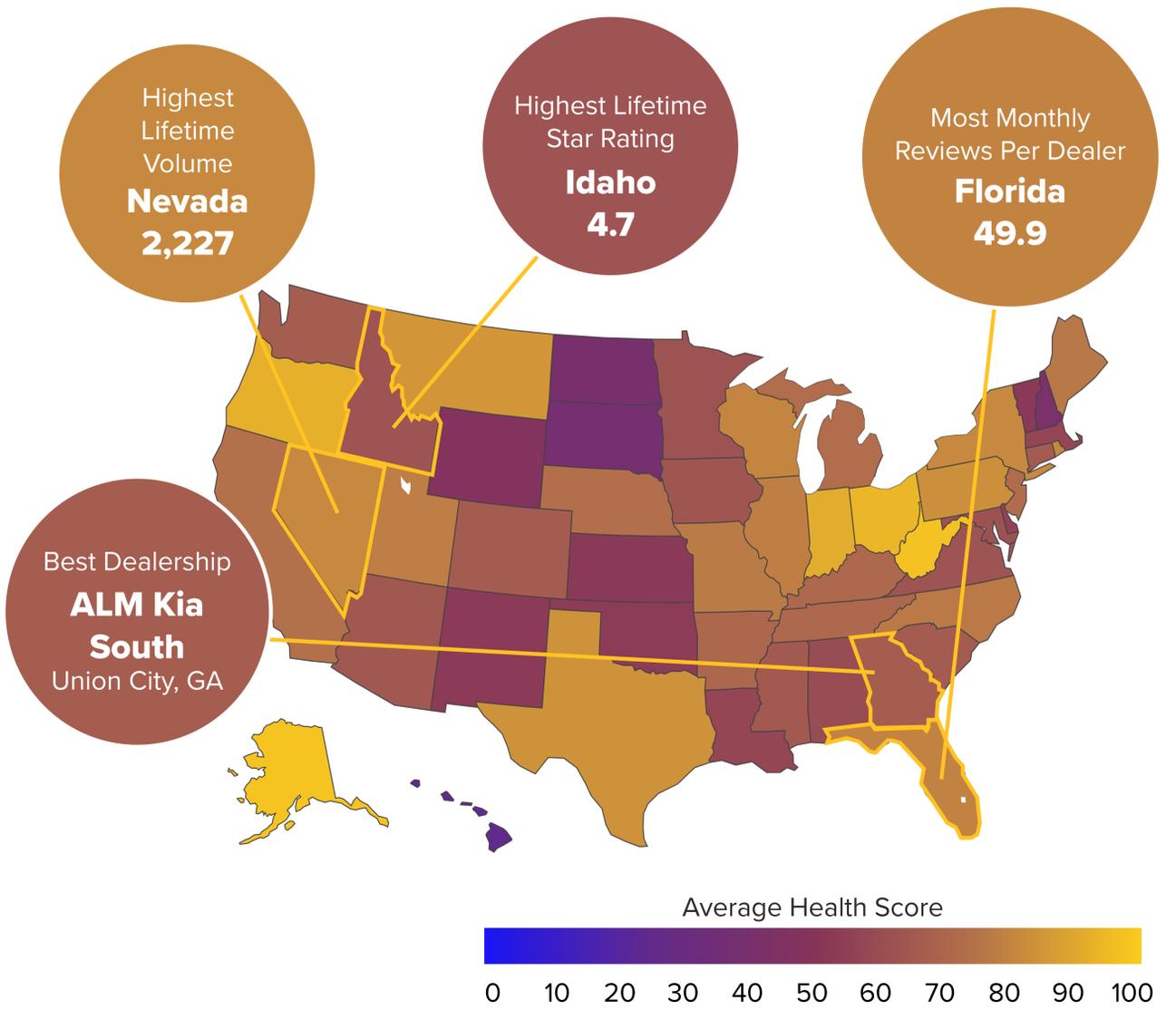
Kia Sportage

4.58 Average Rating

Rank 15/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

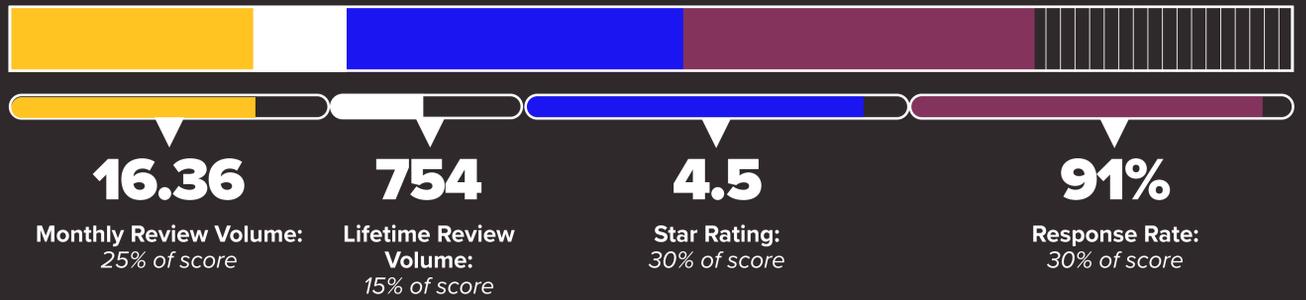


VOLKSWAGEN

RANKED 7TH OUT OF 32 OEMS
RANKED 6TH OUT OF 18 NON-LUXURY BRANDS

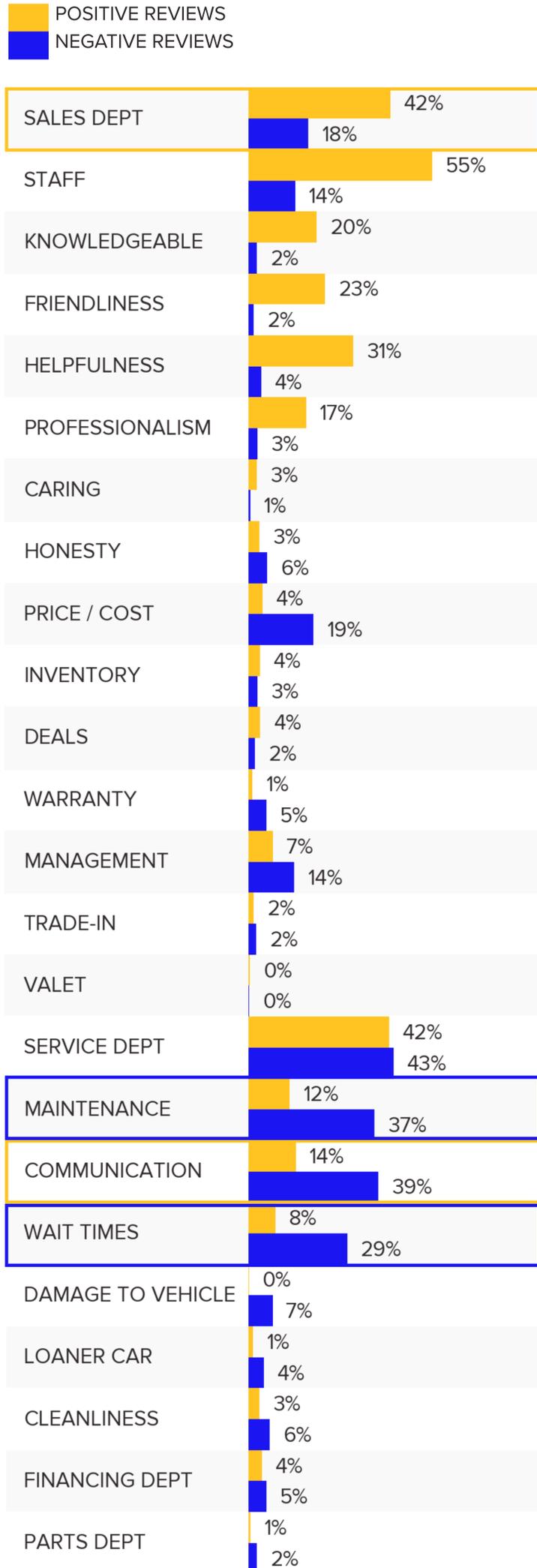
HEALTH SCORE

80/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

High monthly review volume at 16.4

SALES DEPT is mentioned in 18.56% of negative reviews, 23.75% below benchmark

COMMUNICATION is mentioned in 13.72% of positive reviews, 20.37% above benchmark

WEAKNESSES

MAINTENANCE comes up in 37.21% of negative reviews, 13.29% above benchmark

WAIT TIMES come up in 28.71% of negative reviews, 11.76% above benchmark

MODEL REPUTATIONS

Volkswagen Tiguan

4.63 Average Rating

Rank 10/31 rated model of the top-selling models list

RIVALRY

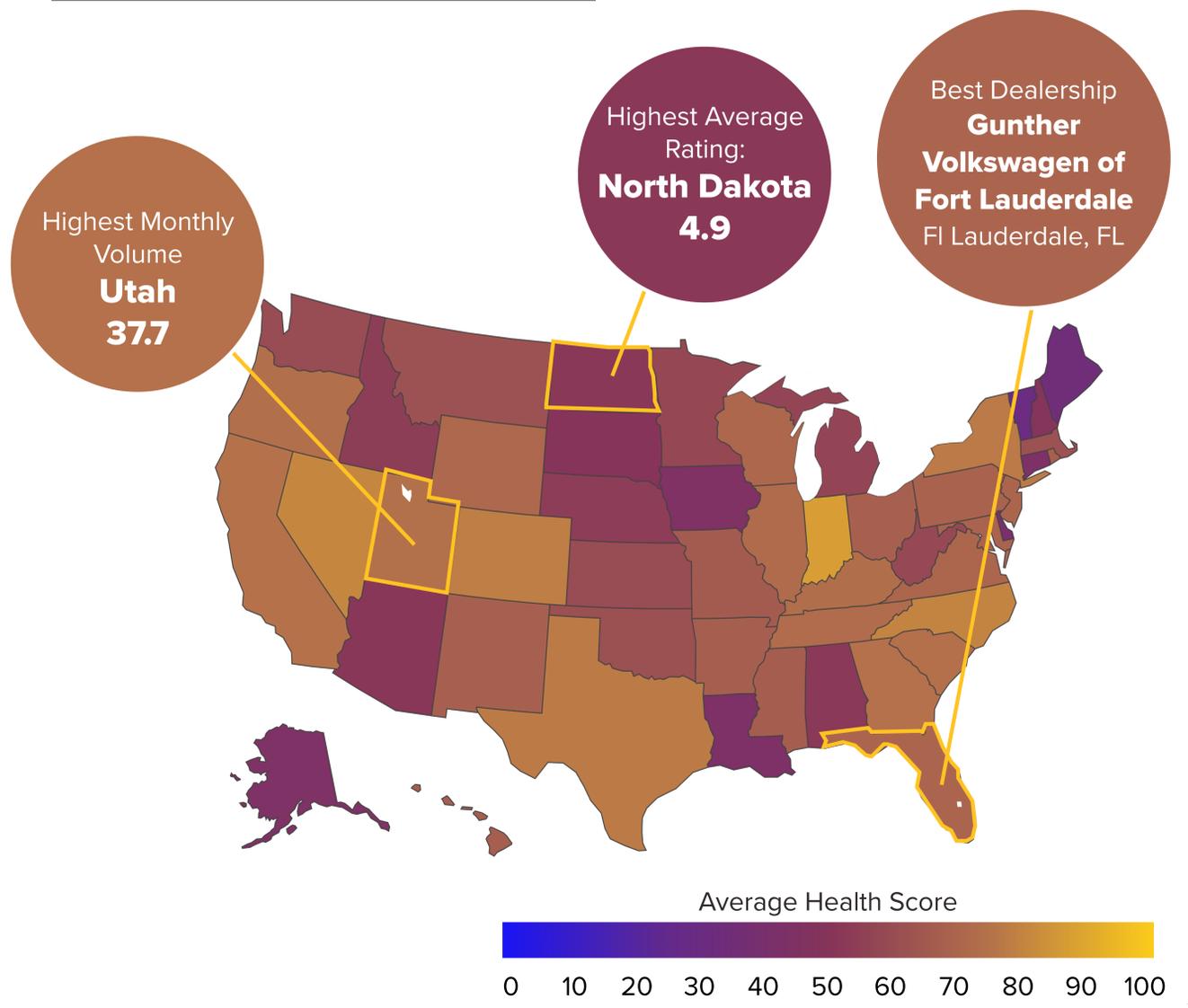
Volkswagen v. Ford Health Scores



In positive reviews of **COMMUNICATION** Volkswagen is +20.37% above benchmark, while Ford is -2.38% below average

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

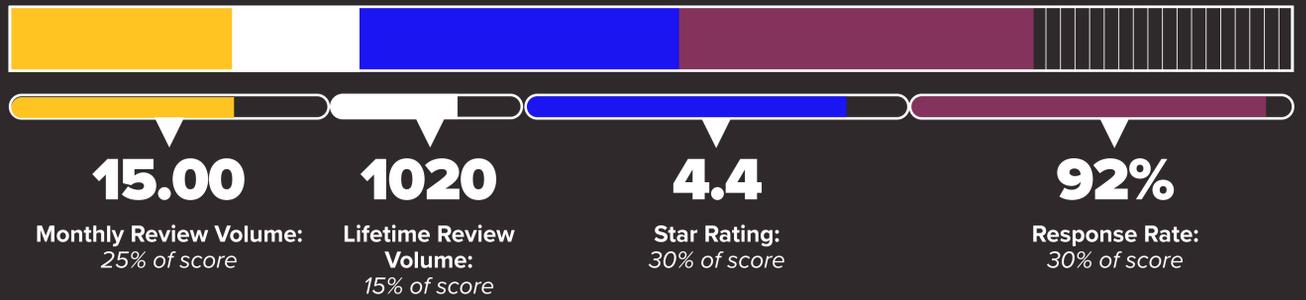


HYUNDAI

RANKED 8TH OUT OF 32 OEMS
RANKED 5TH OUT OF 18 NON-LUXURY BRANDS

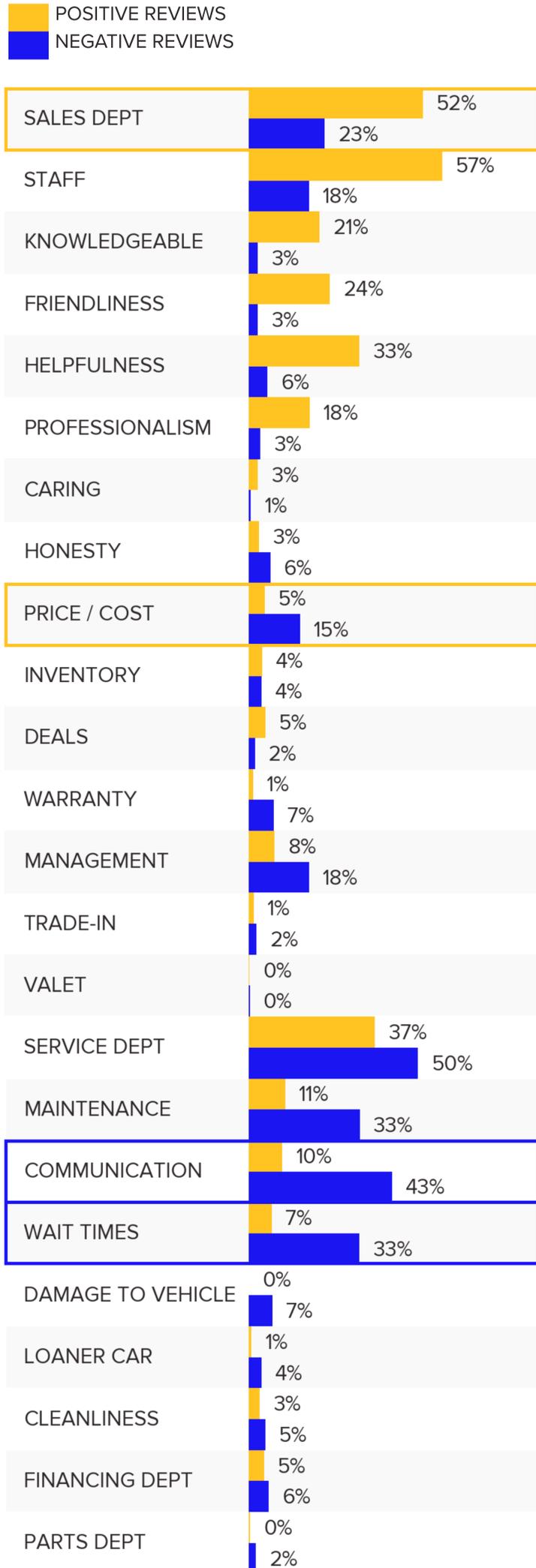
HEALTH SCORE

80/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

Monthly review volume of **15**

SALES DEPT is mentioned in 52.65% of positive reviews, 16.42% above benchmark

PRICE / COST is mentioned in 15.78% of negative reviews, 23.66% below benchmark

WEAKNESSES

COMMUNICATION is mentioned in 42.21% of negative reviews, 12.96% above benchmark

WAIT TIMES is mentioned in 31.74% of negative reviews, 23.57% above benchmark

RIVALRY

Hyundai v. Kia Health Scores



Kia monthly review volume: **17.36**
Hyundai monthly review volume: **15**

In negative reviews mentioning **PRICE / COST**, Hyundai is **23.66%** below benchmark while Kia is only **1.93%** below benchmark.

MODEL REPUTATIONS

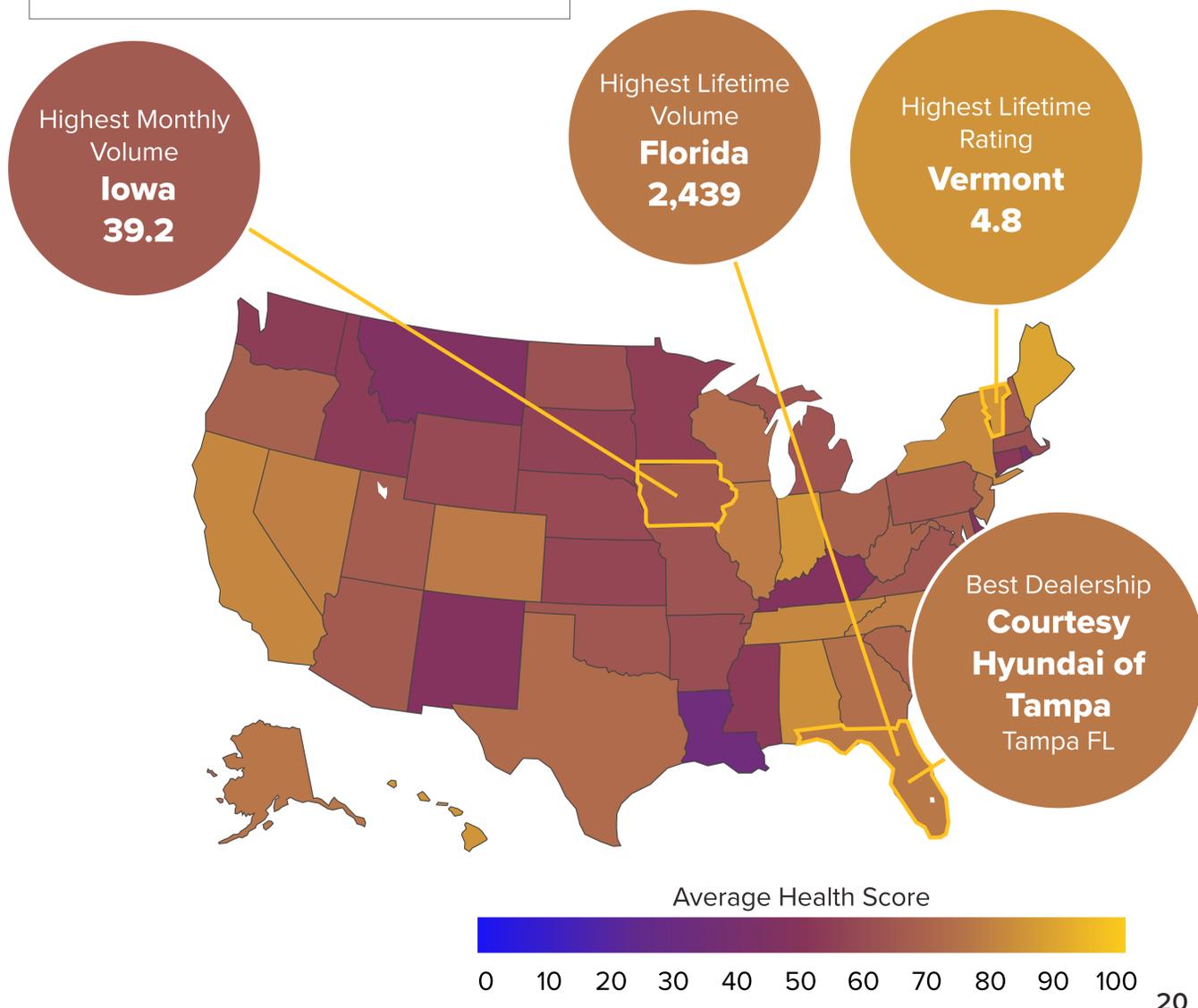
Hyundai Tucson

4.5 Average Rating

Rank 17/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

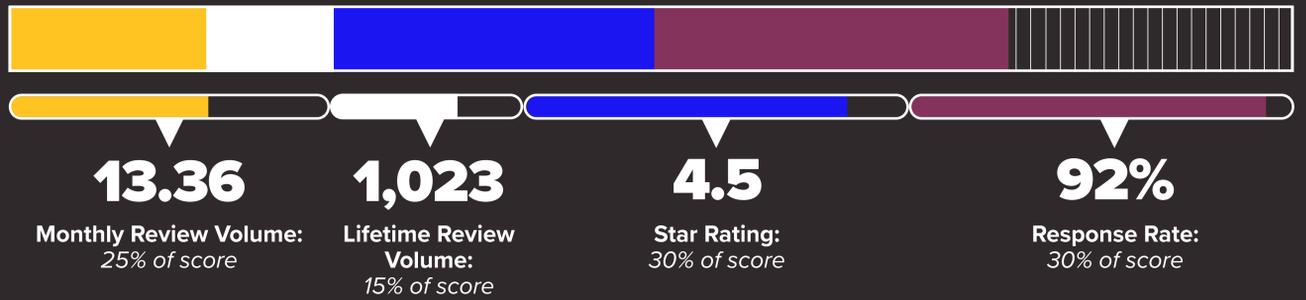


MERCEDES-BENZ

RANKED 9TH OUT OF 32 OEMS
RANKED 3RD OUT OF 14 LUXURY BRANDS

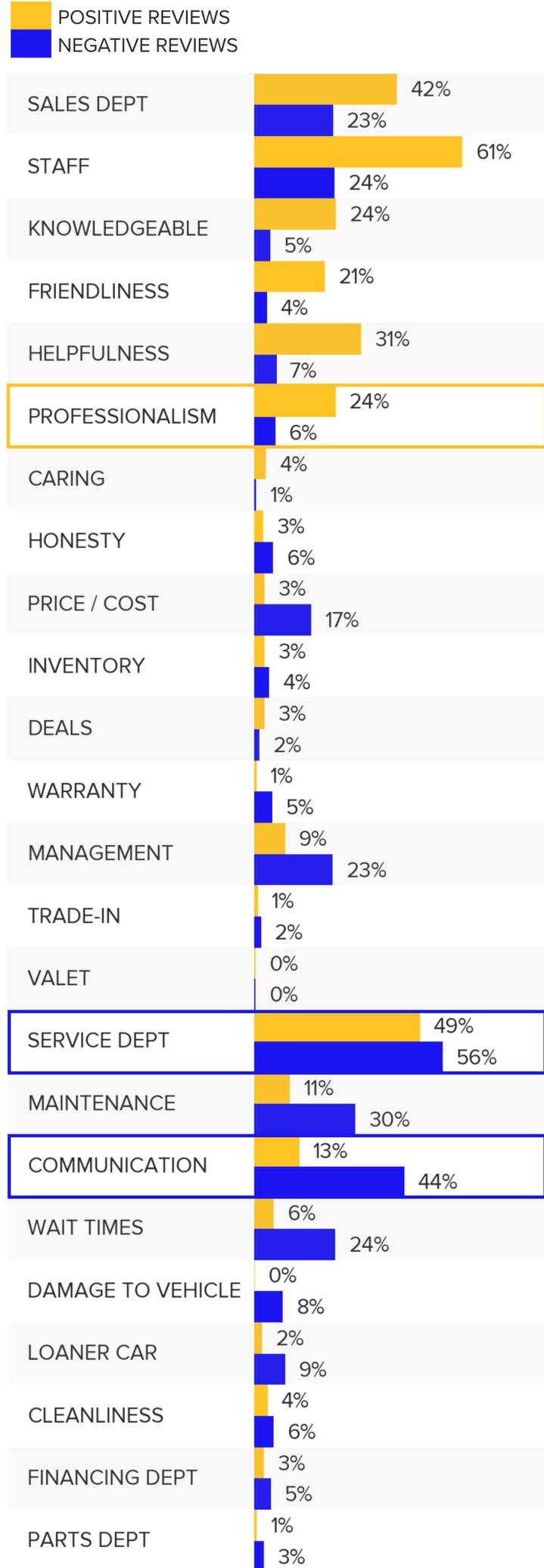
HEALTH SCORE

78/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

PROFESSIONALISM comes up in 24.07% of positive reviews, 35.06% above the benchmark

RIVALRY

Mercedes-Benz v. BMW, Health Scores



Lexus monthly review volume: **21.18**
Audi monthly review volume: **12.4**

KNOWLEDGABLE review mentions
Audi: **22.43%**
Lexus: **20.67%**

WEAKNESSES

SERVICE DEPT comes up in 54% of negative reviews, 22.17% above benchmark

COMMUNICATION comes up 41.9% of negative reviews, 12.33% above benchmark

MODEL REPUTATIONS

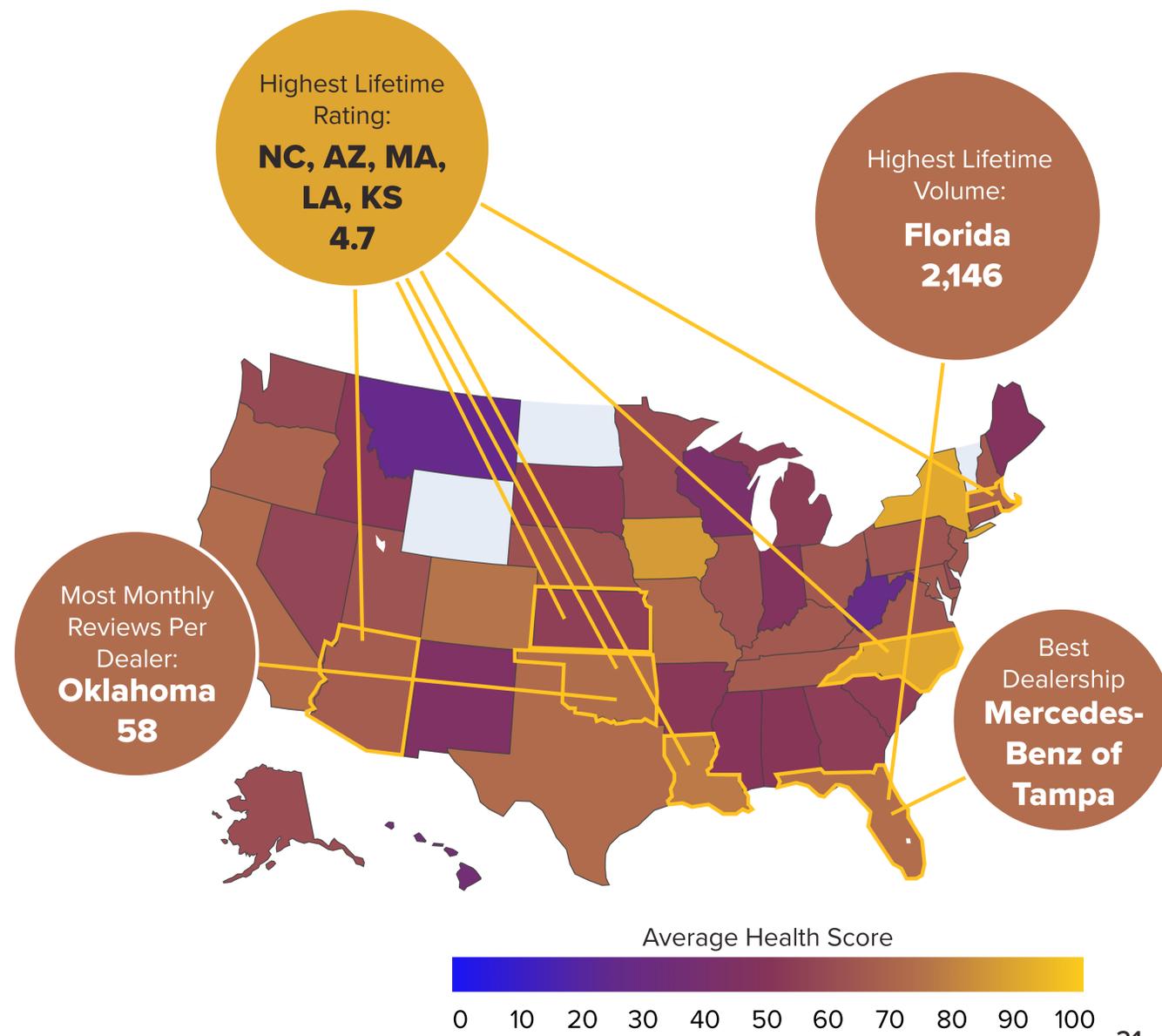
Mercedes-Benz GLC

4.43 Average Rating

Rank 21/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

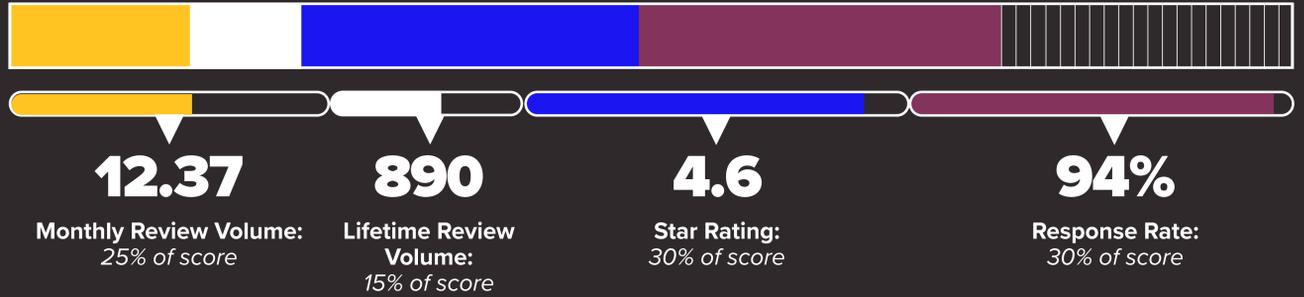


AUDI

RANKED 10TH OUT OF 32 OEMS
RANKED 4TH OUT OF 14 LUXURY BRANDS

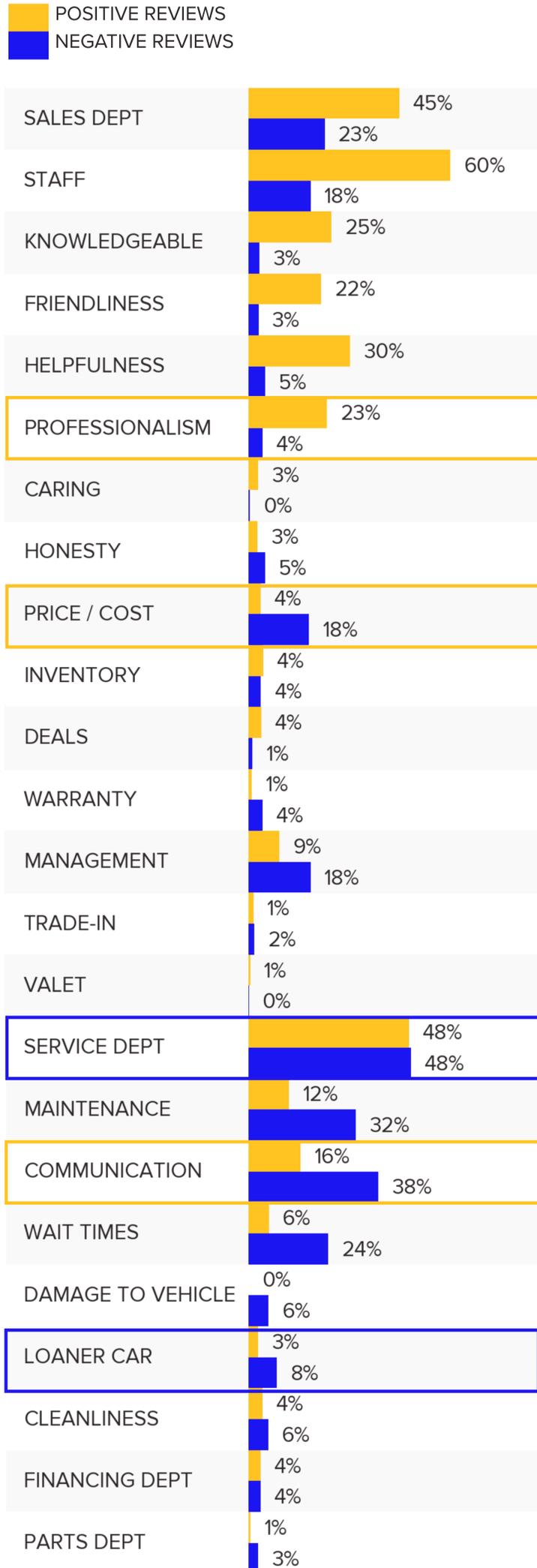
HEALTH SCORE

77/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

PROFESSIONALISM is mentioned in 22.77% of positive reviews, 27.88% above benchmark

PRICE/COST is mentioned in 18.45% of negative reviews, 10.75% less often than benchmark

COMMUNICATION is mentioned in 15.32% of positive reviews, 34.14% above benchmark

WEAKNESSES

SERVICE DEPT is mentioned in 48% of negative reviews, 8.6% above benchmark

LOANER CAR mentioned in 8.6% of negative reviews, 207.65% above benchmark

MODEL REPUTATIONS

Audi Q5

4.67 Average Rating

Rank 9/31 rated model of the top-selling models list

RIVALRY

Audi v. BMW Health Scores



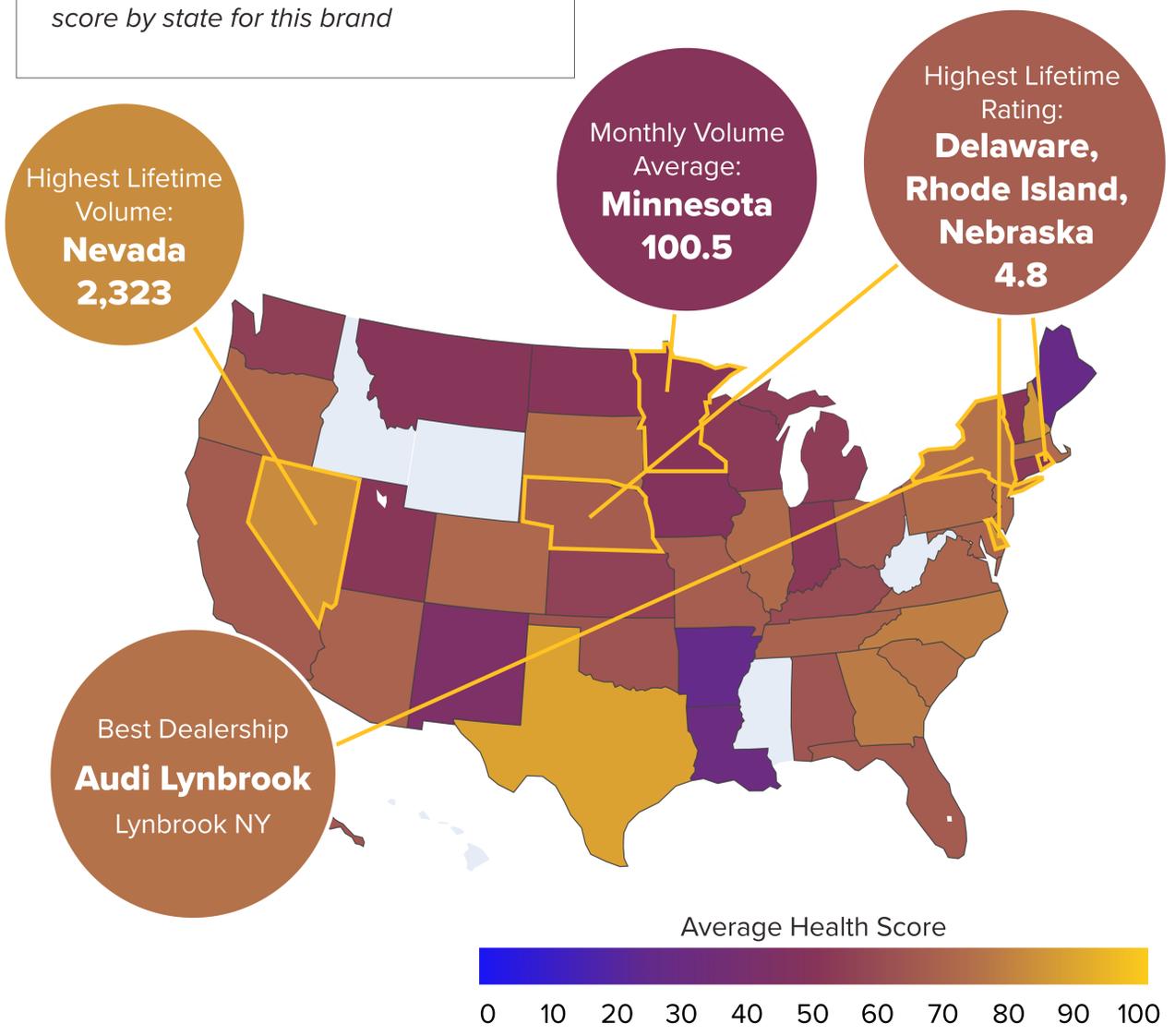
BMW monthly review volume: **18.96**

Audi monthly review volume: **12.37**

Both brands heavily over-index in positive mentions of **SERVICE DEPT**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

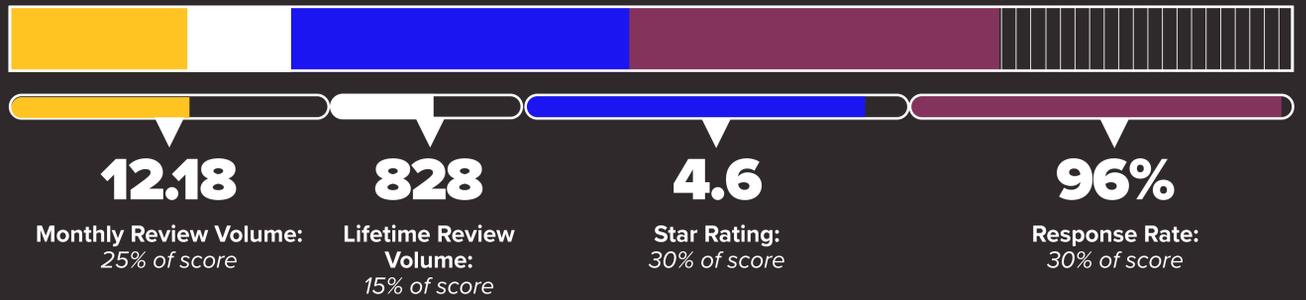


SUBARU

RANKED 11TH OUT OF 32 OEMS
RANKED 7TH OUT OF 18 NON-LUXURY BRANDS

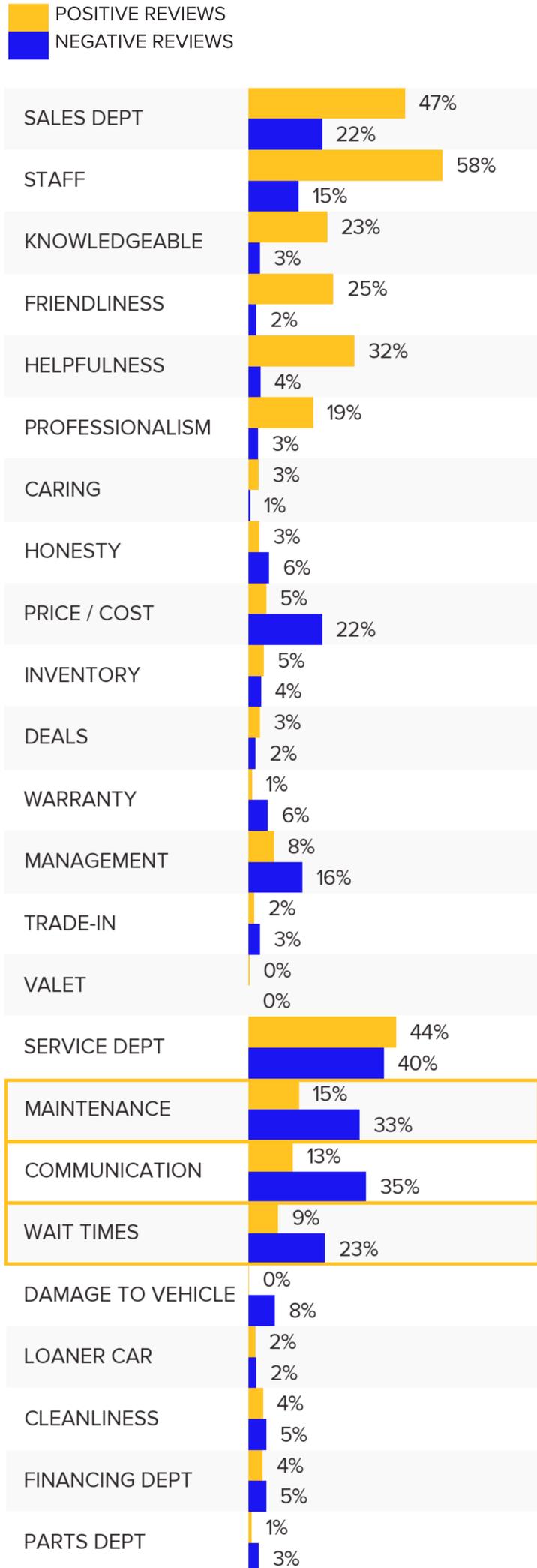
HEALTH SCORE

77/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

MAINTENANCE comes up in 15.01% of positive reviews, 20.68% above benchmark

COMMUNICATION comes up in 13.16% of positive reviews, 15.45% above benchmark

WAIT TIMES comes up in 22.27% of negative reviews, 13.31% below benchmark

WEAKNESSES

No obvious weakness. The best way for Subaru to move up the ranks is to **increase monthly and lifetime volume**

Regionally, Hawaii and Wyoming have low review volume

Subaru has **22/50** states under the industry monthly review volume benchmark

MODEL REPUTATIONS

Subaru Outback

4.67 Average Rating

Rank 7/31 rated model of the top-selling models list

RIVALRY

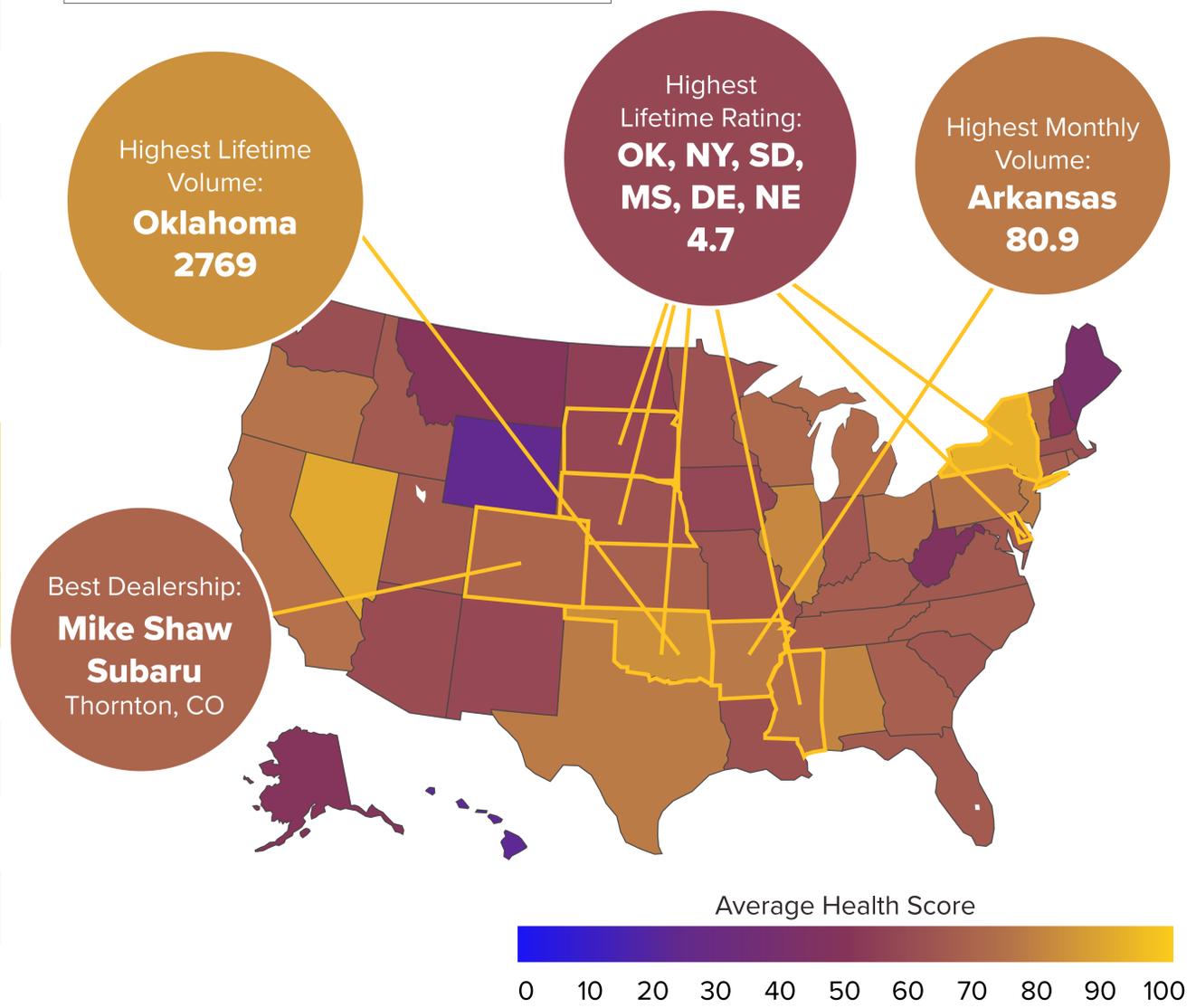
Subaru v. Honda Health Scores

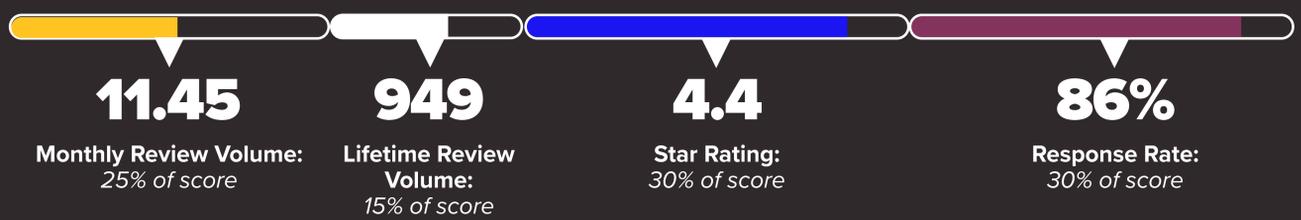


Subaru outperforms Honda by **18.78%** in positive mentions of **COMMUNICATION**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand



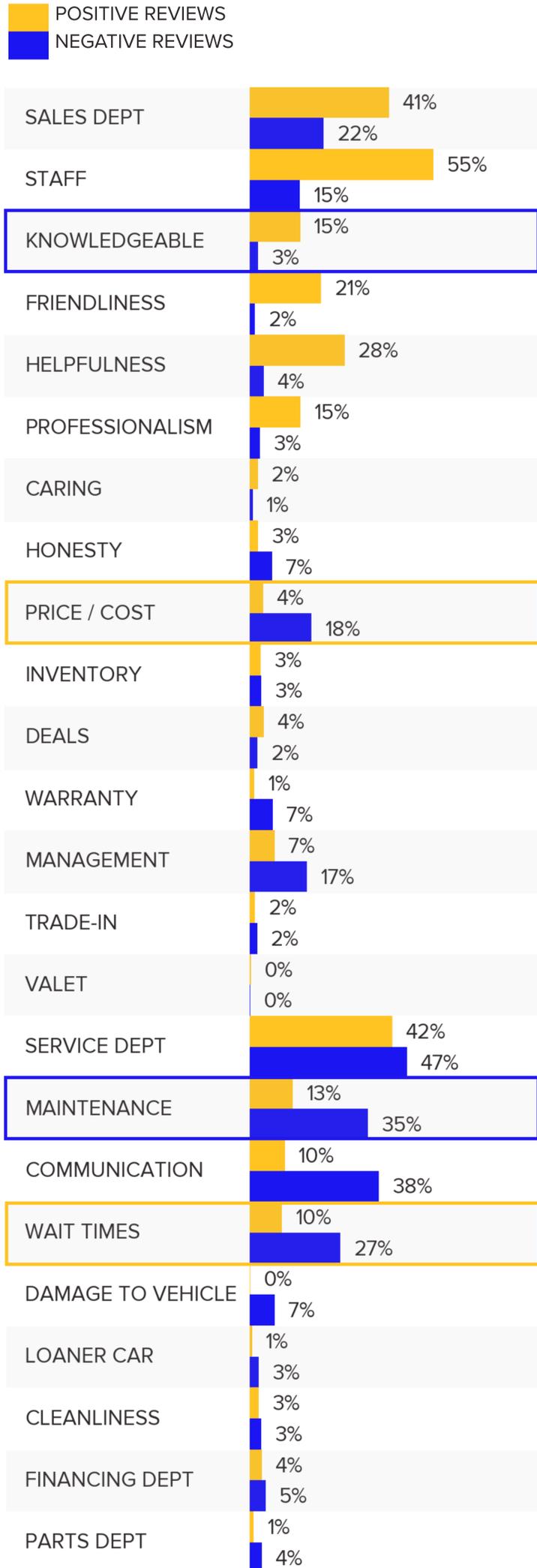


FIAT

RANKED 12TH OUT OF 32 OEMS
RANKED 8TH OUT OF 18 NON-LUXURY BRANDS

TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

PRICE mentioned in 18.3% of negative reviews, 11.47% below benchmark

WAIT TIMES mentioned in 9.54% of positives reviews, 20.66% above benchmark

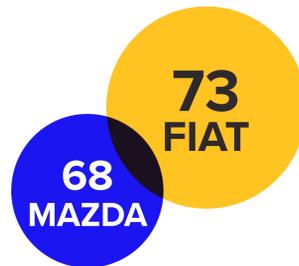
WEAKNESSES

KNOWLEDGEABLE is mentioned in 15.02% of positive reviews, 19.72% below benchmark

CAR MAINTENANCE is mentioned in 35.14% of positive reviews, 6.97% above benchmark

RIVALRY

Fiat v. Mazda Health Scores



Fiat monthly review volume: **11.45**

Mazda monthly review volume: **9.14**

Fiat negative review percentage: **13%**

Mazda negative review percentage: **10%**

MODEL REPUTATIONS

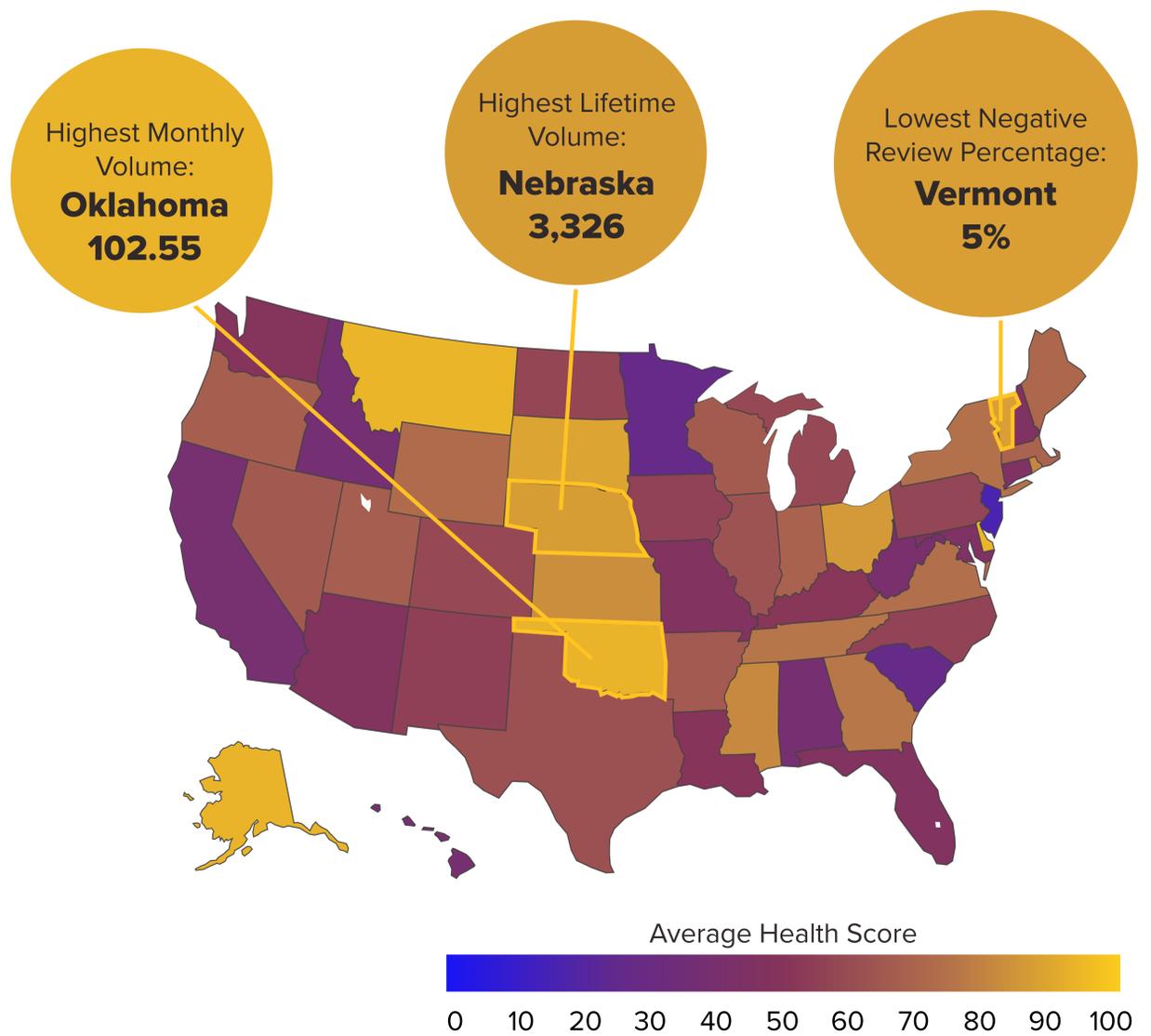
Fiat 500

3.35 Average Rating

Rank 31/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

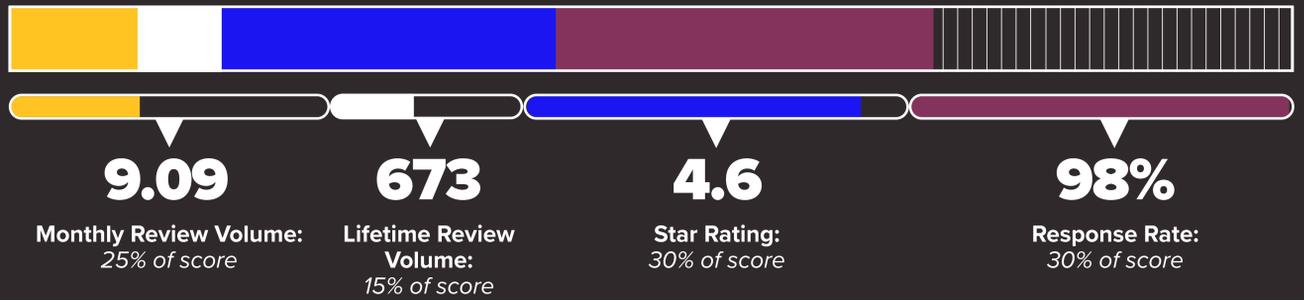


INFINITI

RANKED 13TH OUT OF 32 OEMS
RANKED 5TH OUT OF 14 LUXURY BRANDS

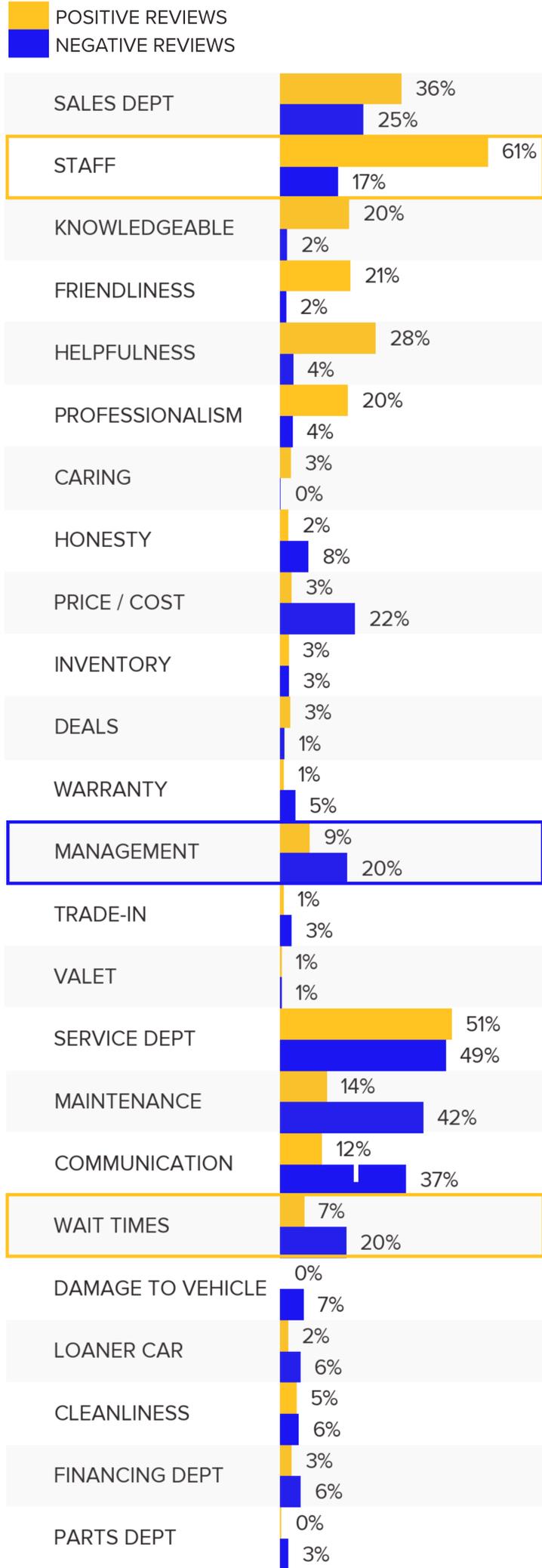
HEALTH SCORE

72/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

STAFF is mentioned in 62.41% of positive reviews, 9.68% above benchmark

WAIT TIMES is mentioned in 17.38% of negative reviews, 32.33% below benchmark

High response rate of **98%**

WEAKNESSES

Monthly review volume of **9.09** is below benchmark of 10.34

MANAGEMENT comes up in 21.88% of negative reviews, 28.24% above benchmark

MODEL REPUTATIONS

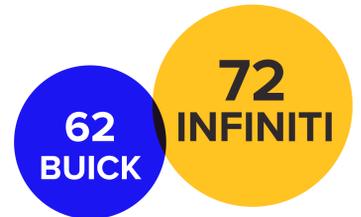
INFINITI QX60

4.39 Average Rating

Rank 21/31 rated model of the top-selling models list

RIVALRY

INFINITI vs. Buick Health Scores



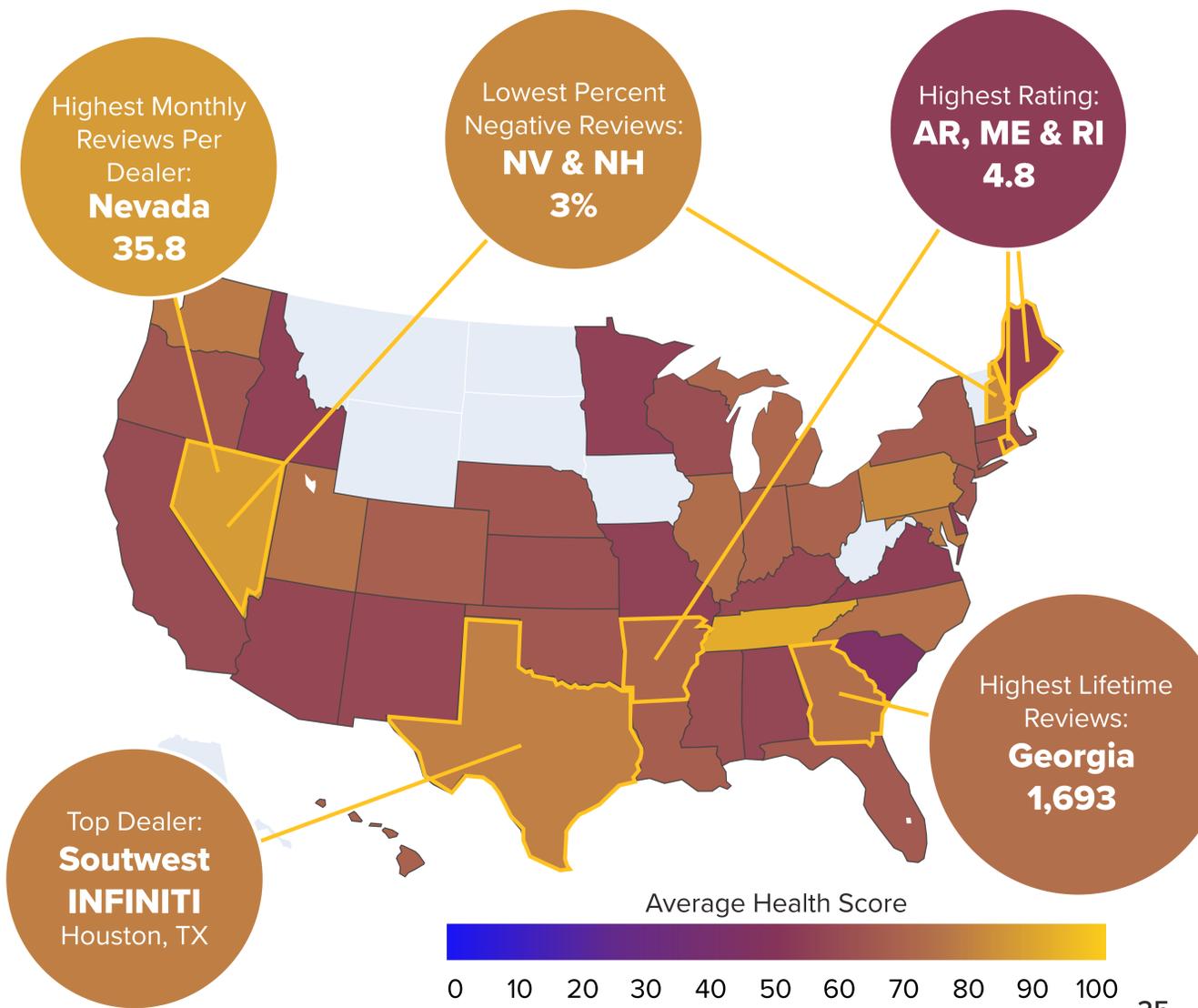
INFINITI monthly review volume: **9.09**

Buick monthly review volume: **7.3**

INFINITI has **36.74%** fewer negative mentions of **WAIT TIMES** than Buick

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

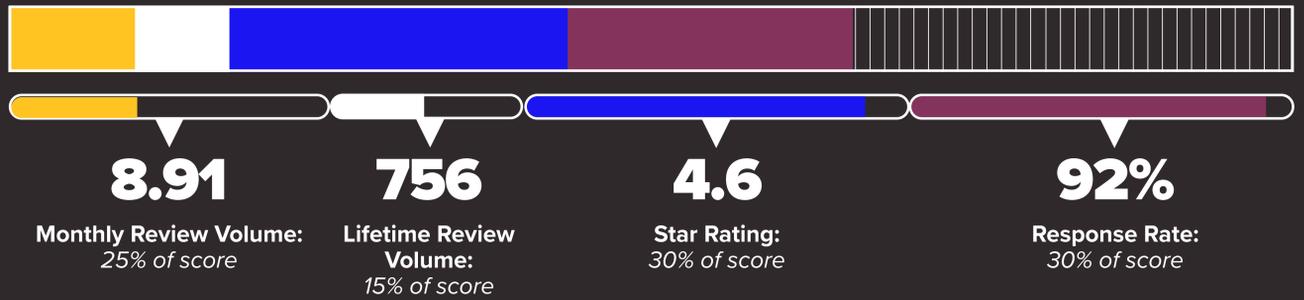


ACURA

RANKED 14TH OUT OF 32 OEMS
RANKED 6TH OUT OF 14 LUXURY BRANDS

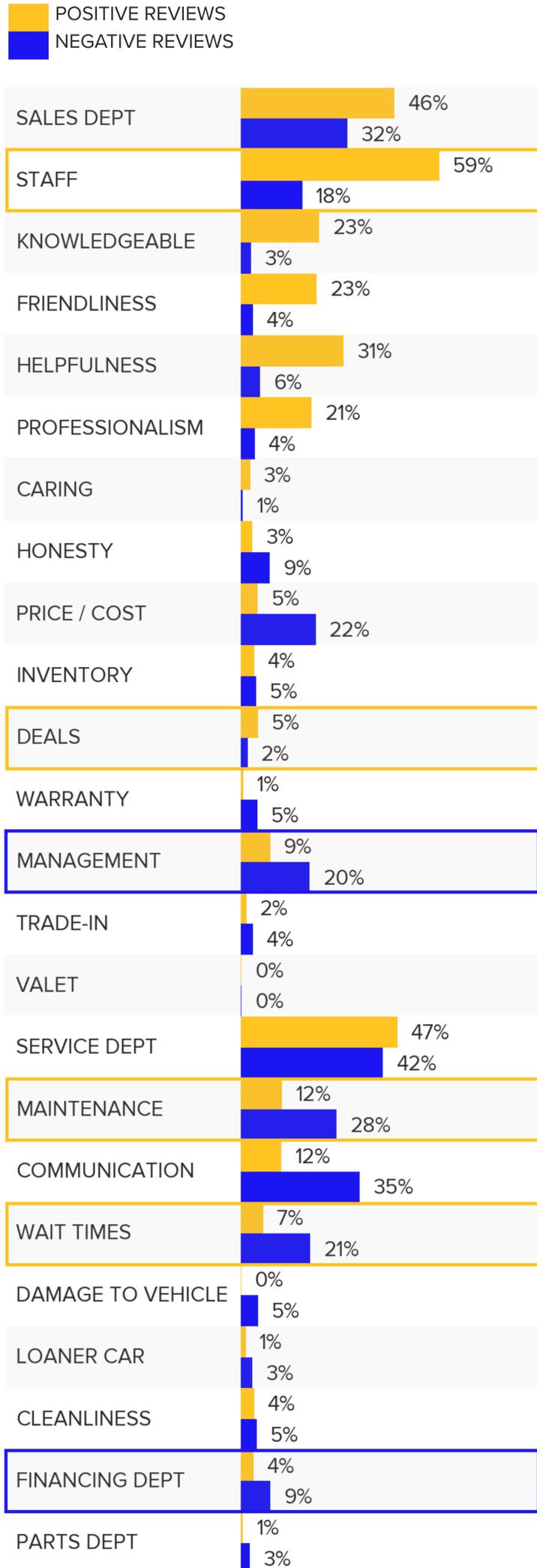
HEALTH SCORE

71/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

STAFF mentioned in 60% of positives, 5.57% above benchmark

DEALS mentioned in 5.75% of positives, 47.58% above benchmark

MAINTENANCE issues mentioned in 28.88% of negatives, 12.1% below benchmark

WAIT TIME mentioned in 19.64% of negatives, 23.5% below benchmark

WEAKNESSES

MANAGEMENT discussed in 21.18% of negatives, 24.14% above benchmark

FINANCE DEPT mentioned in 9.11% of negatives, 57.65% above benchmark

MODEL REPUTATIONS

Acura MDX

4.96 Average Rating

Rank 5/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

RIVALRY

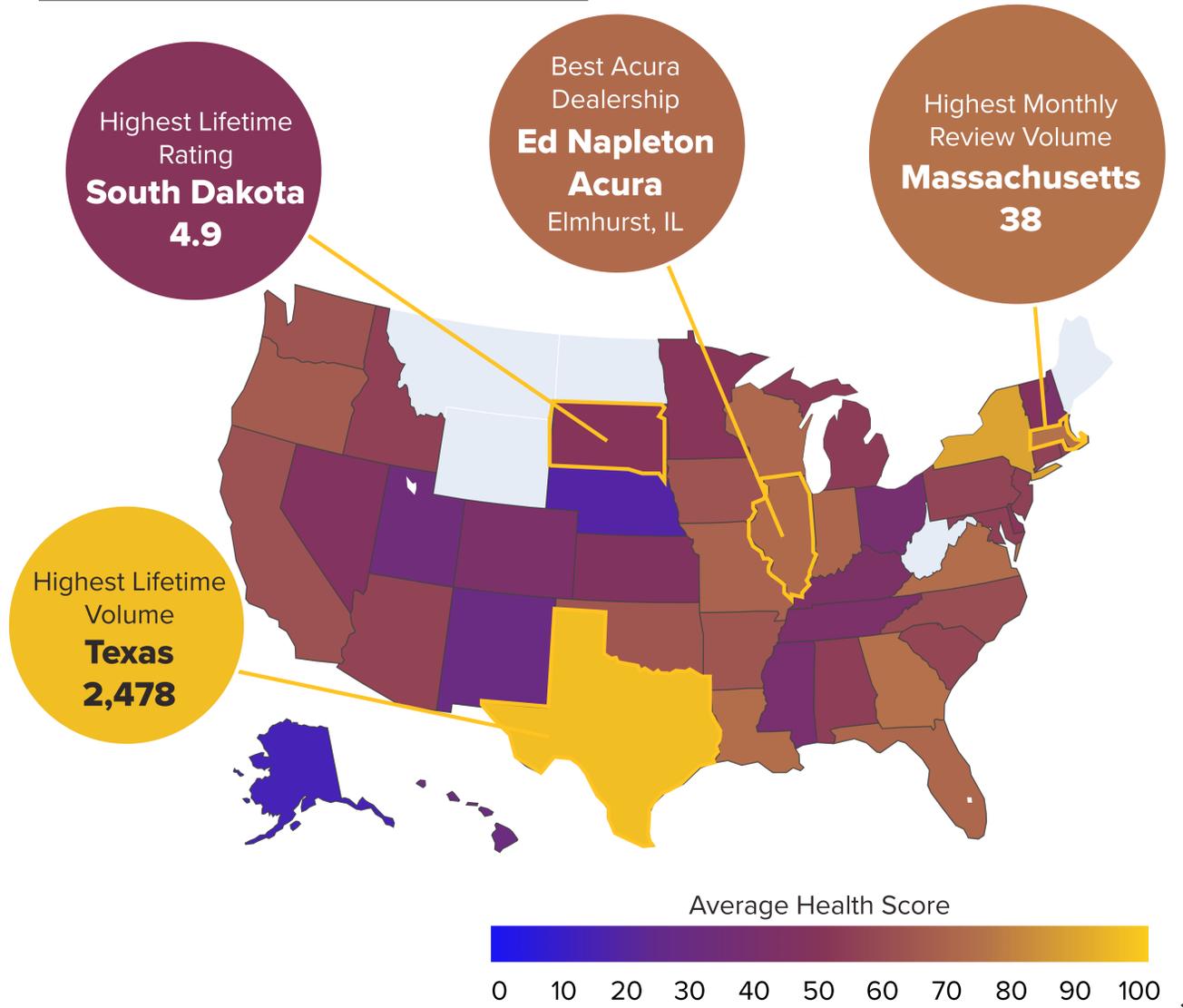
Acura v. Volvo Health Scores



Acura monthly review volume: 8.91

Volvo monthly review volume: 7

PRICE/COST negative review mentions
Volvo: 14.75% below benchmark
Acura: 9.3% above benchmark



HEALTH SCORE

70/100



11.09

Monthly Review Volume:
25% of score

741

Lifetime Review Volume:
15% of score

4.4

Star Rating:
30% of score

85%

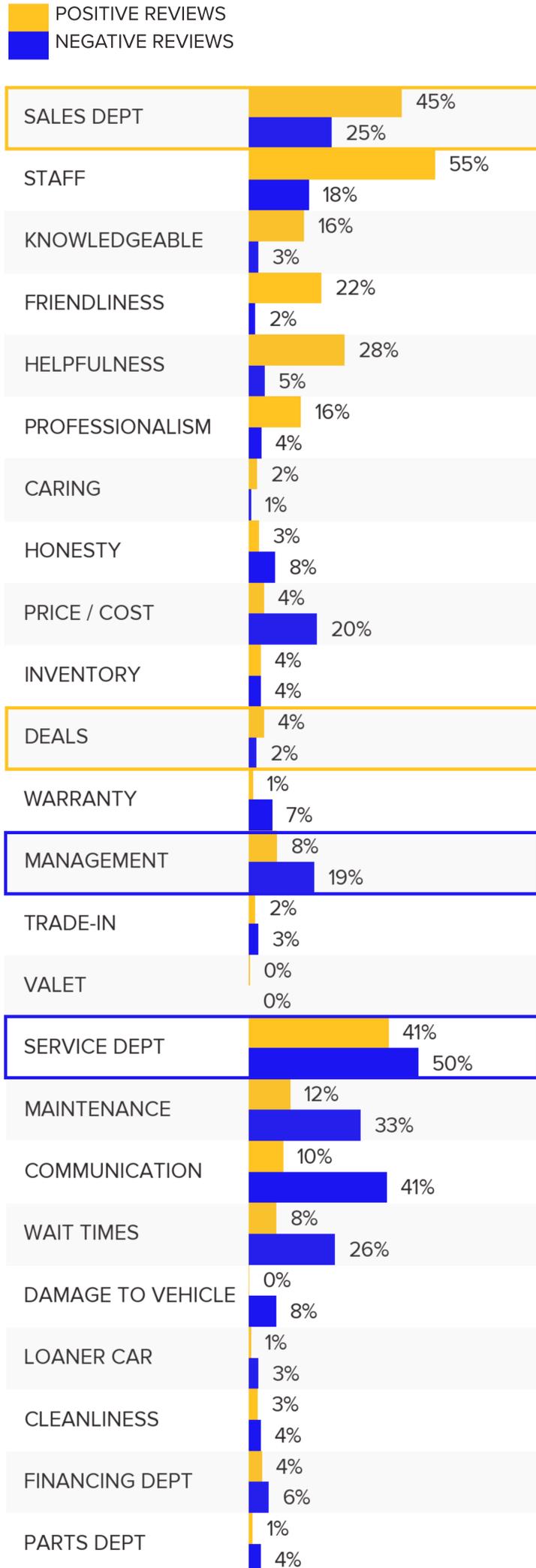
Response Rate:
30% of score

RAM

RANKED 15TH OUT OF 32 OEMS
RANKED 9TH OUT OF 18 NON-LUXURY BRANDS

TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SALES DEPT is mentioned in 47.08% of positive reviews, 4.11% over benchmark

DEALS are mentioned in 4.65% of positive reviews, 19.4% over benchmark

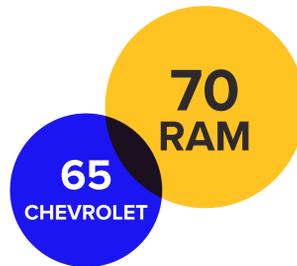
WEAKNESSES

MANAGEMENT mentioned in 19.14% of negative reviews, 12.16% above benchmark

SERVICE DEPT mentioned in 49.54% of negative reviews, 12.07% above benchmark

RIVALRY

RAM v. Chevrolet Health Scores



RAM monthly review volume: **11.1**

Chevrolet monthly review volume: **8.4**

SALES DEPT mentioned in more positive reviews for RAM than Chevrolet (47.98% vs 44.77%)

MODEL REPUTATIONS

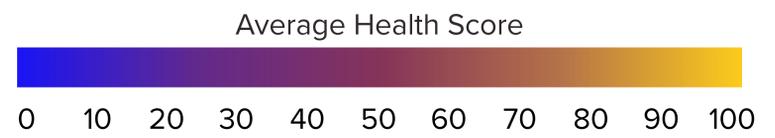
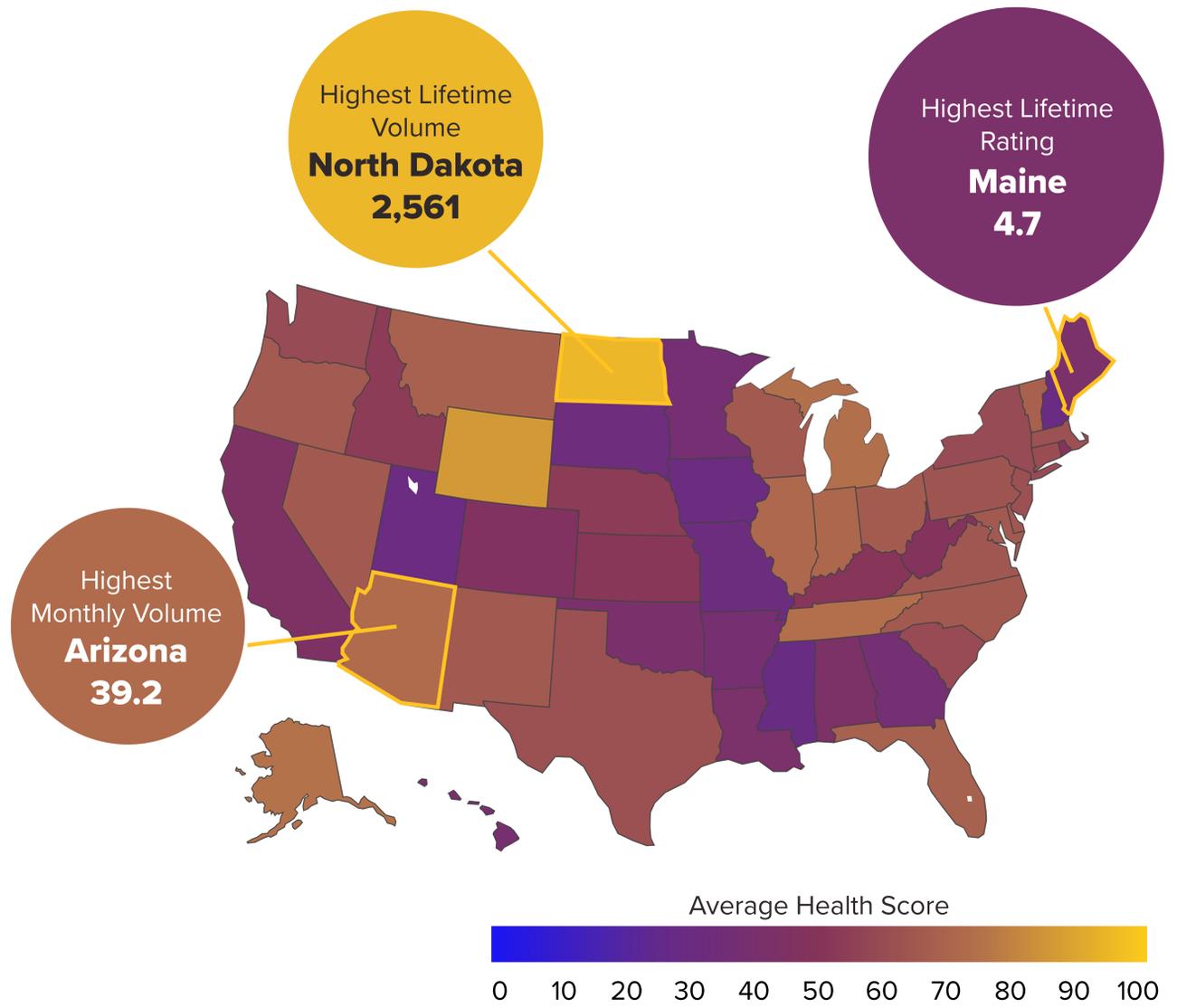
RAM 1500

4.47 Average Rating

Rank 19/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

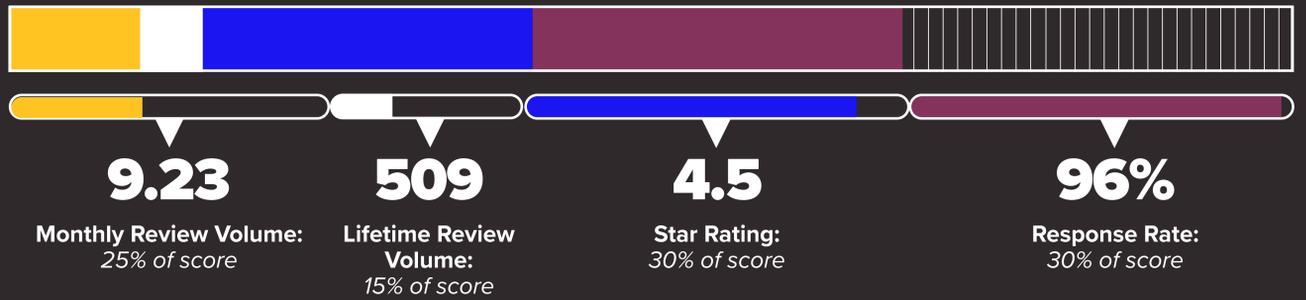


MITSUBISHI

RANKED 16TH OUT OF 32 OEMS
RANKED 10TH OUT OF 18 NON-LUXURY BRANDS

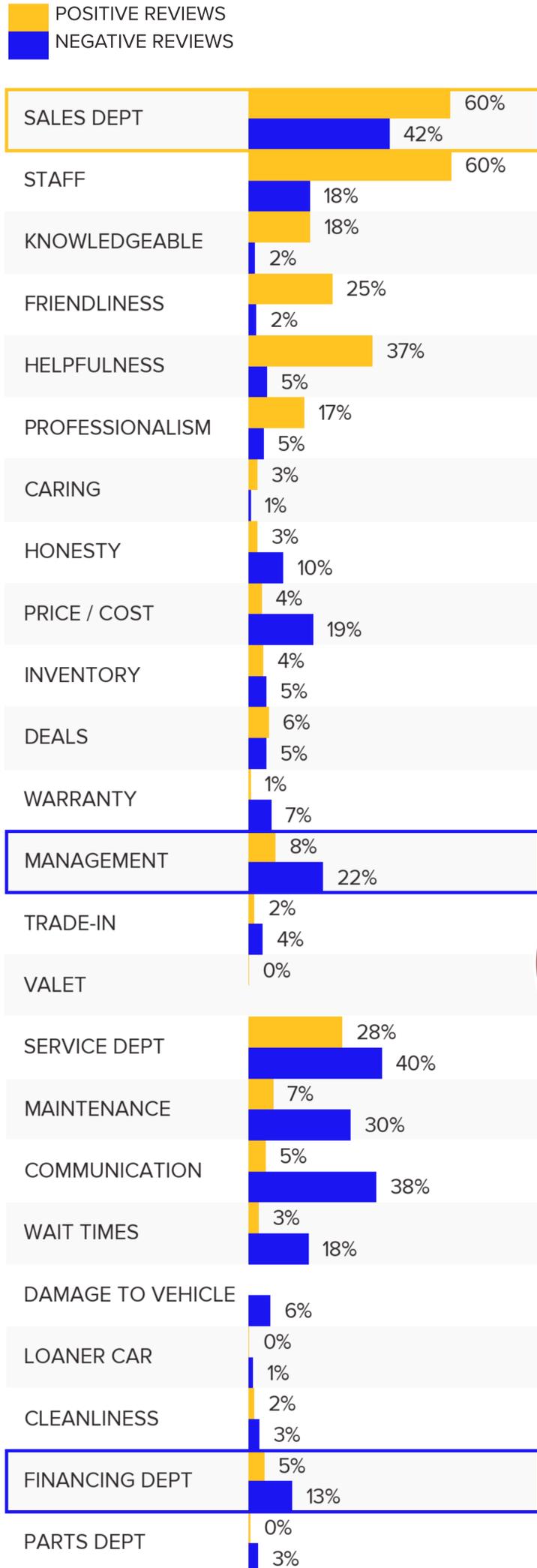
HEALTH SCORE

70/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

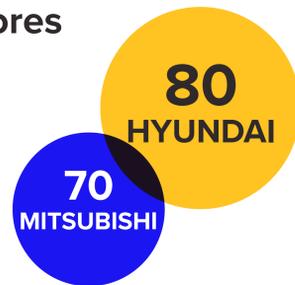
SALES DEPT comes up in 59.89% of positive reviews, 32.44% above benchmark
96% response rate

WEAKNESSES

MANAGEMENT comes up in 22.12% of negative reviews, 29.66% above benchmark
FINANCE DEPT is mentioned in 12.98% of negative reviews, 124.55% above benchmark

RIVALRY

Mitsubishi v. Hyundai Health Scores



Hyundai monthly review volume: **15**
Mitsubishi monthly review volume: **9.23**
Mitsubishi has a better response rate: **96%** Mitsubishi vs **92%** Hyundai
Mitsubishi underperforms in **HONESTY**, with 51.49% more negative reviews vs. benchmark. Hyundai is at benchmark.

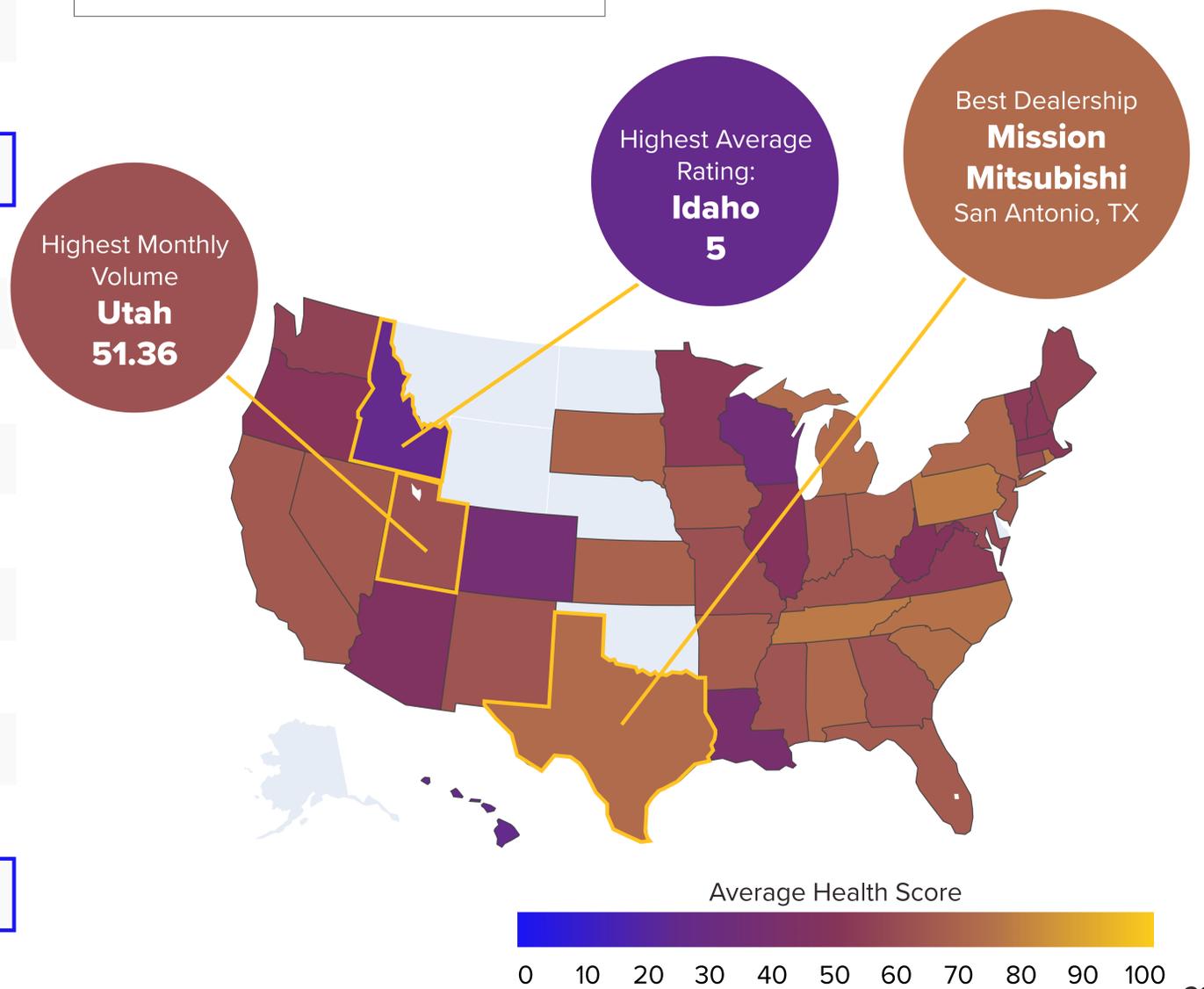
MODEL REPUTATIONS

Mitsubishi Outlander

4.6 Average Rating
Rank 14/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

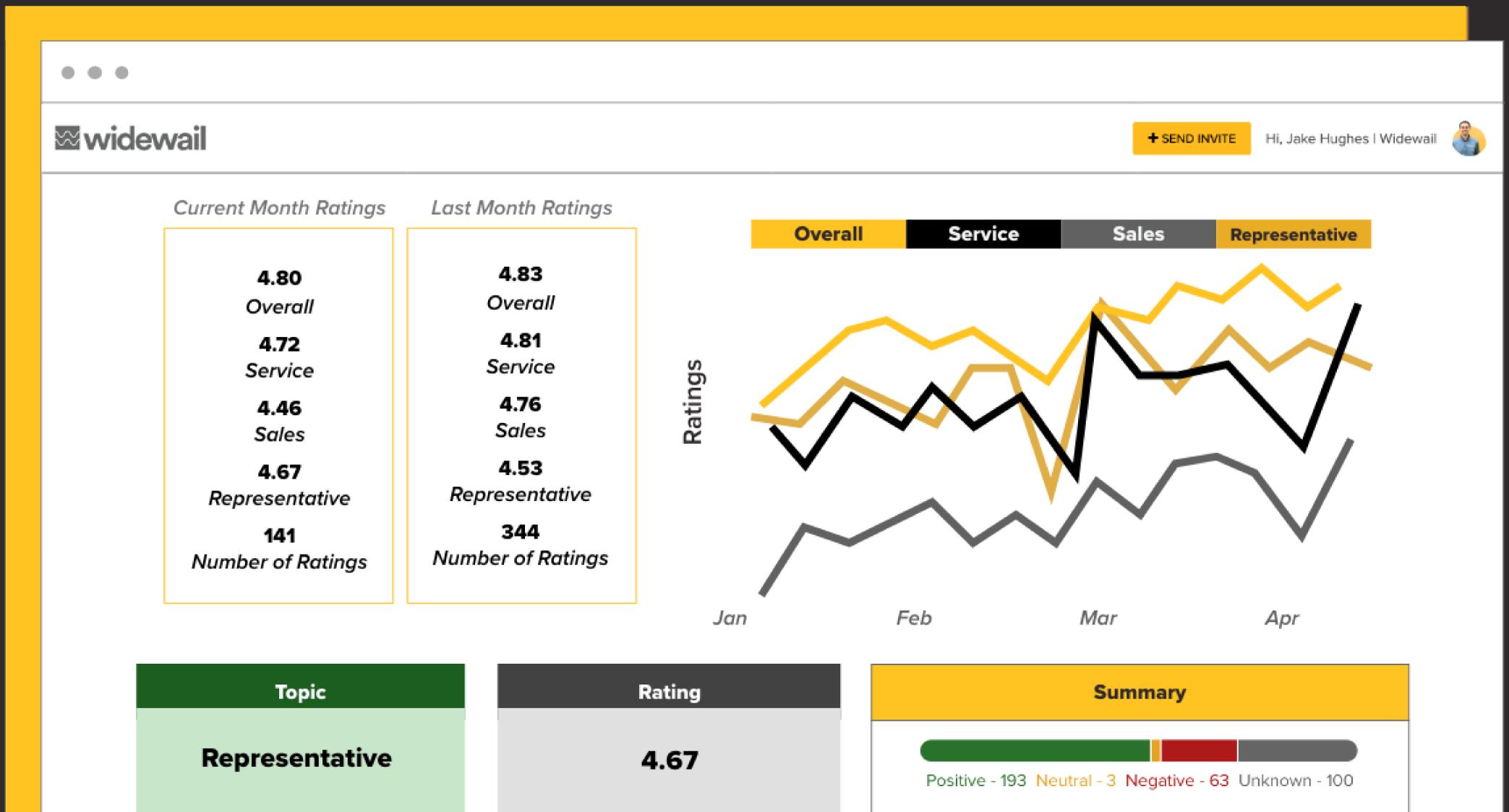




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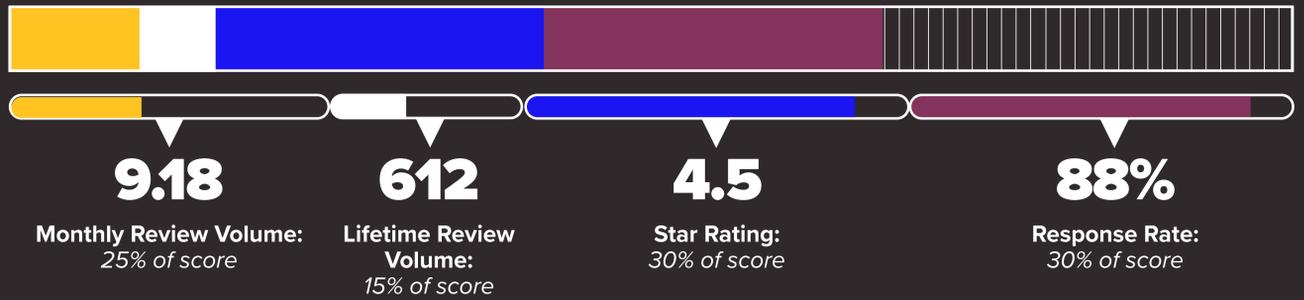


MAZDA

RANKED 17TH OUT OF 32 OEMS
RANKED 11TH OUT OF 18 NON-LUXURY BRANDS

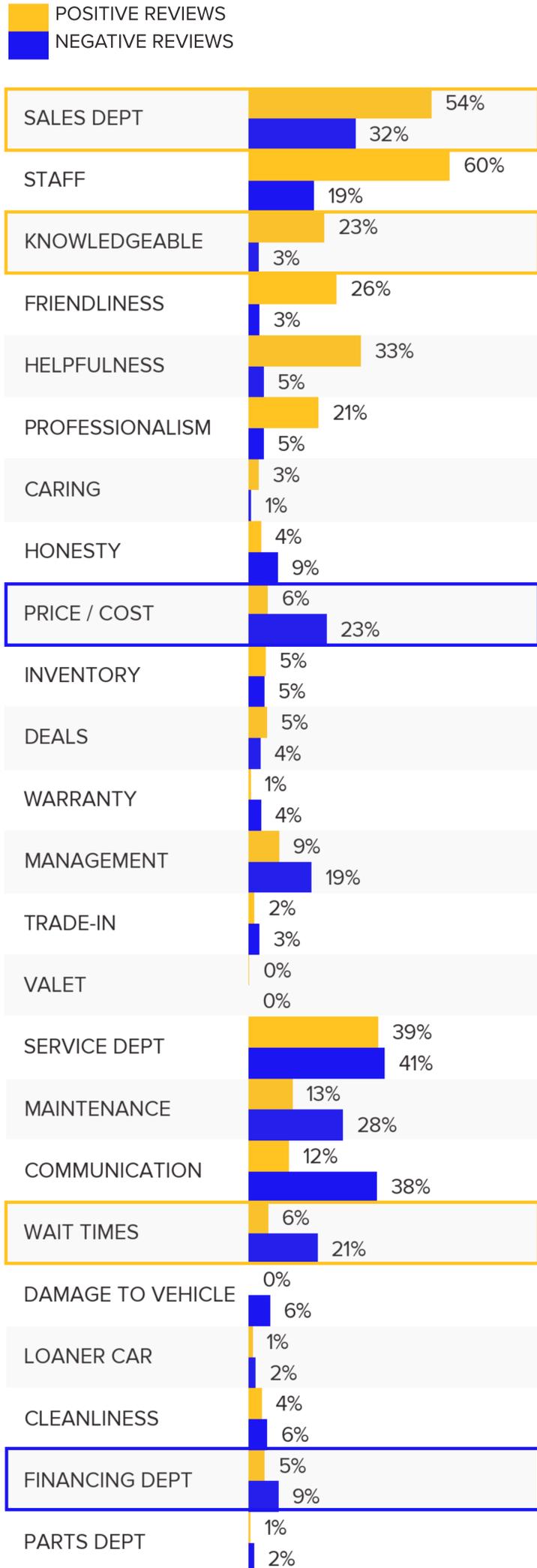
HEALTH SCORE

68/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SALES DEPT comes up in 54.5% of positive reviews, 20.53% above benchmark

KNOWLEDGE comes up in 22.56% of positive reviews, 20.56% above benchmark

WAIT TIMES comes up in 20.26% of negative reviews, 21.12% below benchmark

WEAKNESSES

PRICE / COST comes up in 23.07% of negative reviews, 11.57% above benchmark

FINANCE DEPT is mentioned in 8.98% of negative reviews, 55.32% above benchmark

MODEL REPUTATIONS

Mazda CX-5

4.76 Average Rating

Rank 1/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

RIVALRY

Hyundai v. Mazda Health Scores

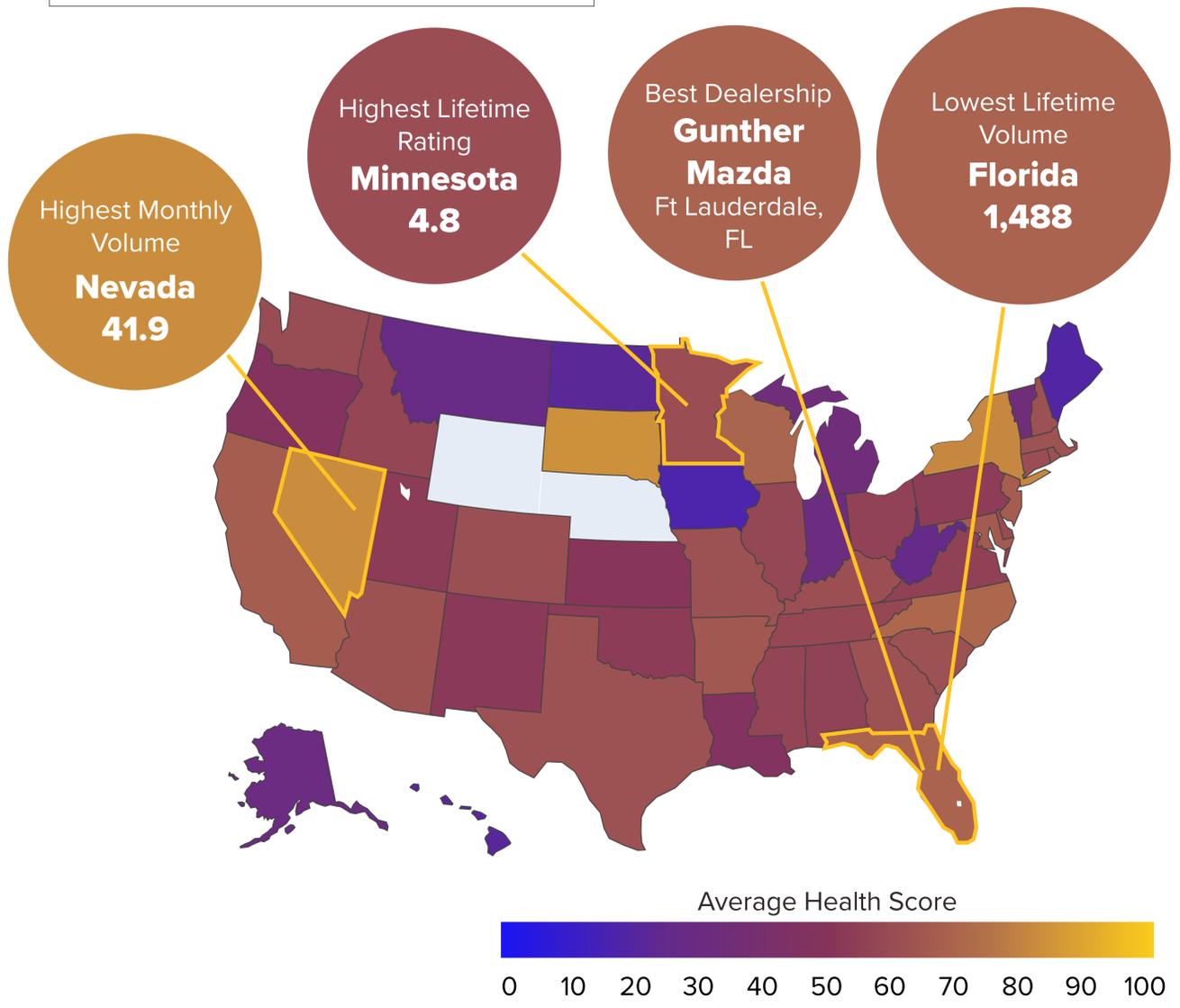


Hyundai negative review percentage: 13%

Mazda negative review percentage: 10%

Hyundai monthly review volume: 15

Mazda monthly review volume: 9.2

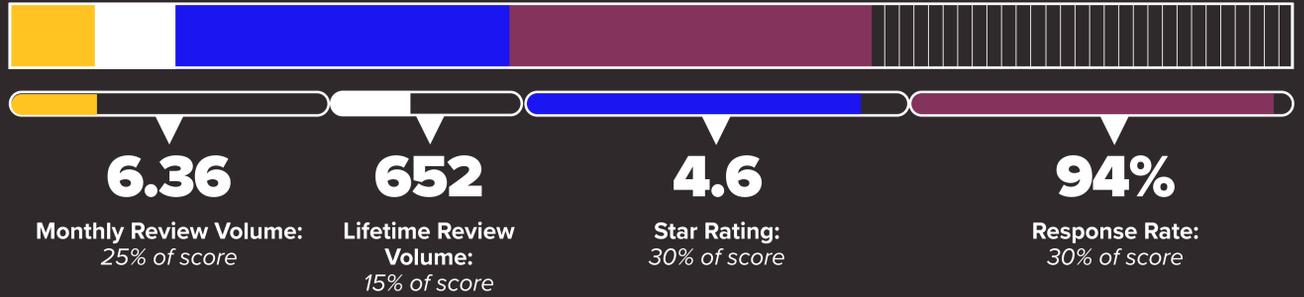


MINI

RANKED 18TH OUT OF 32 OEMS
RANKED 12TH OUT OF 18 NON-LUXURY BRANDS

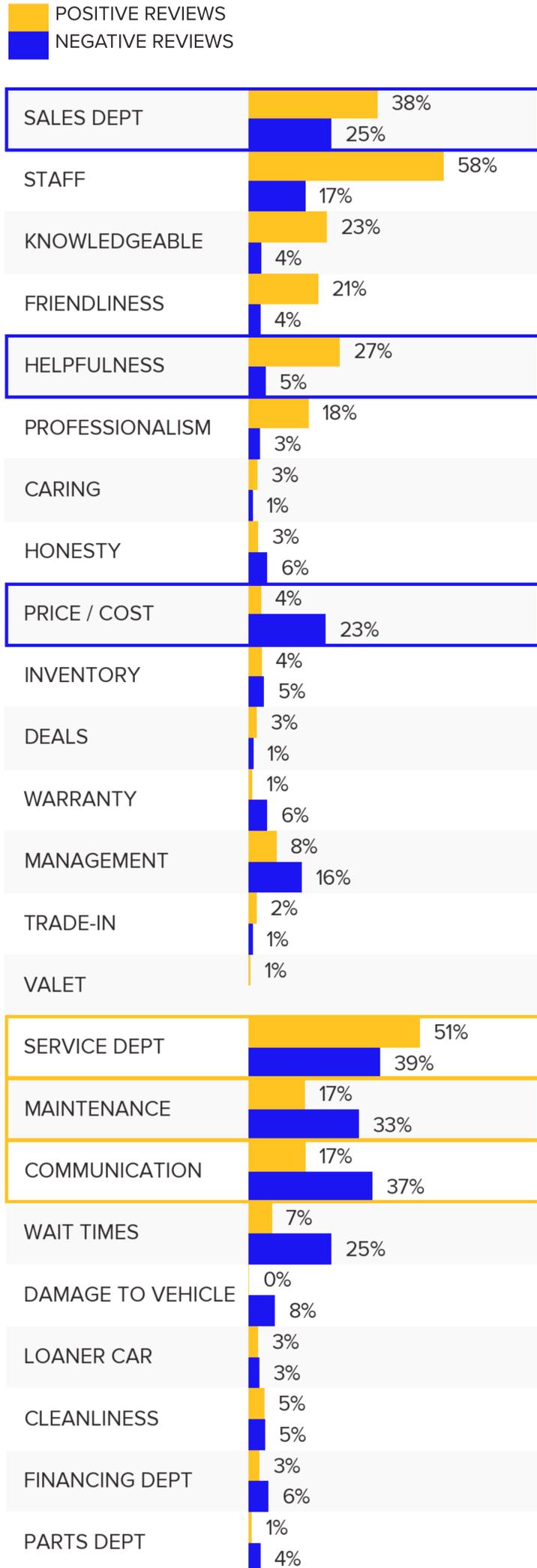
HEALTH SCORE

67/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

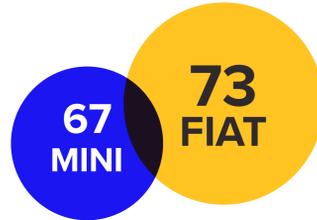
- 94% median response rate
- SERVICE DEPT** mentioned in 39.74% of negative reviews, 10% below benchmark
- MAINTENANCE** is mentioned in 18.01% of positive reviews, 44.77% above benchmark
- COMMUNICATION** mentioned in 17.44% of positive reviews, 53.01% above benchmark

WEAKNESSES

- SALES DEPT** is mentioned in 37.19% of positive reviews, 17.75% below benchmark
- HELPFULNESS** is mentioned in 27.1% of positive reviews, 12.39% below benchmark
- PRICE / COST** is mentioned in 24.68% of negative reviews, 19.37% above benchmark

RIVALRY

Fiat v. MINI Health Scores



Fiat monthly volume is **11.45**, while MINI is **6.36**

Positive **SALES DEPT** mentions: MINI is **17.8%** below average, while Fiat is **8.6%** under benchmark

Fiat has **46%** negative **SERVICE DEPT** mentions, while MINI has less at **39%**

MODEL REPUTATIONS

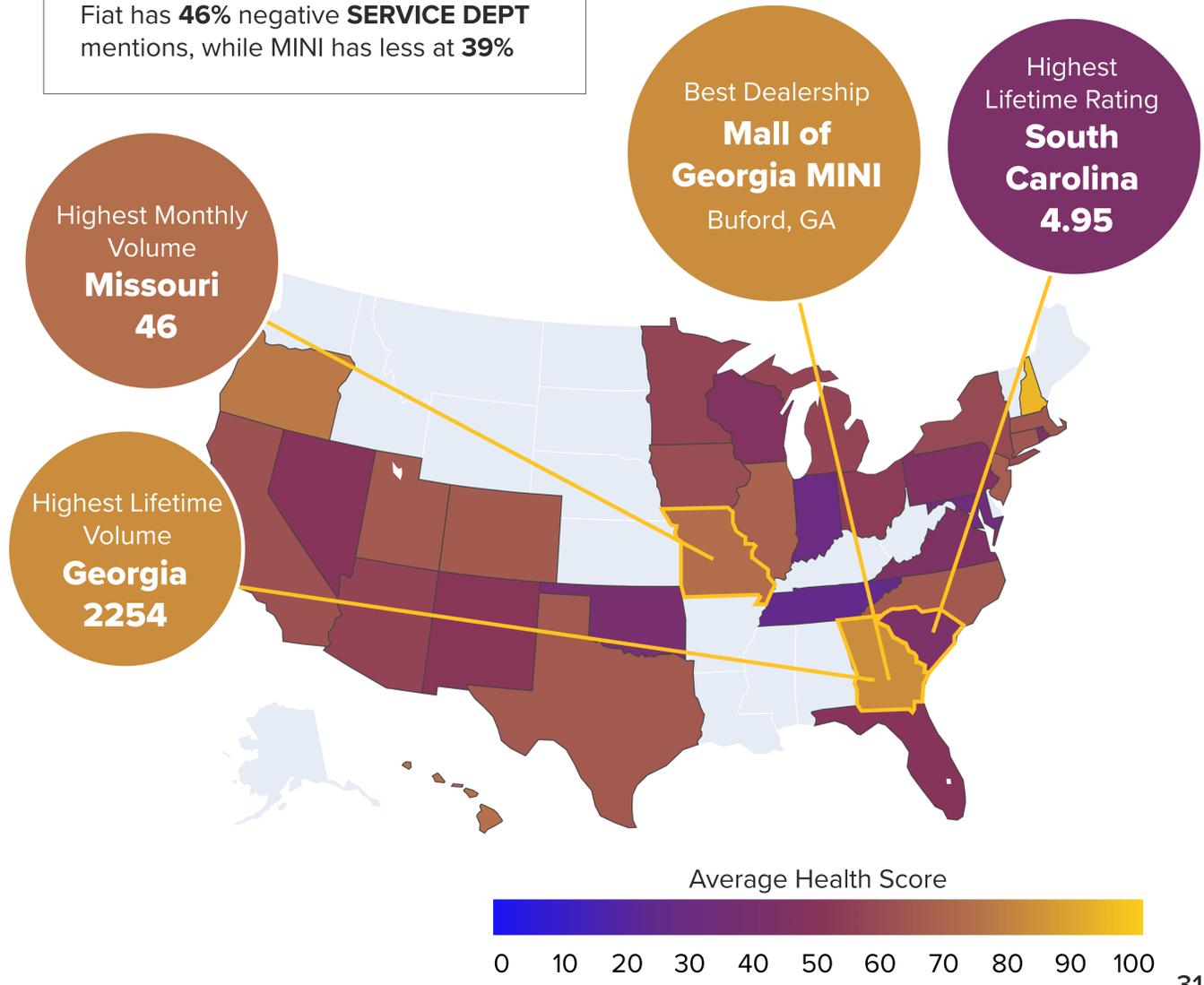
MINI Hardtop

4.68 Average Rating

Rank 6/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

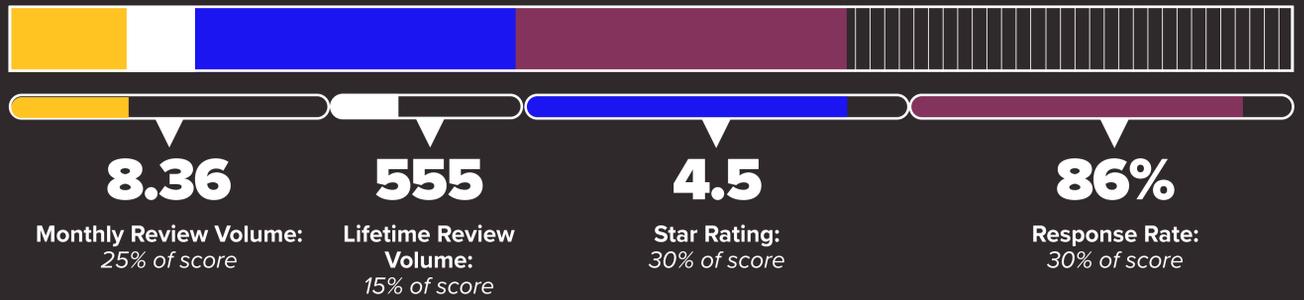


CHEVROLET

RANKED 19TH OUT OF 32 OEMS
RANKED 13TH OUT OF 18 NON-LUXURY BRANDS

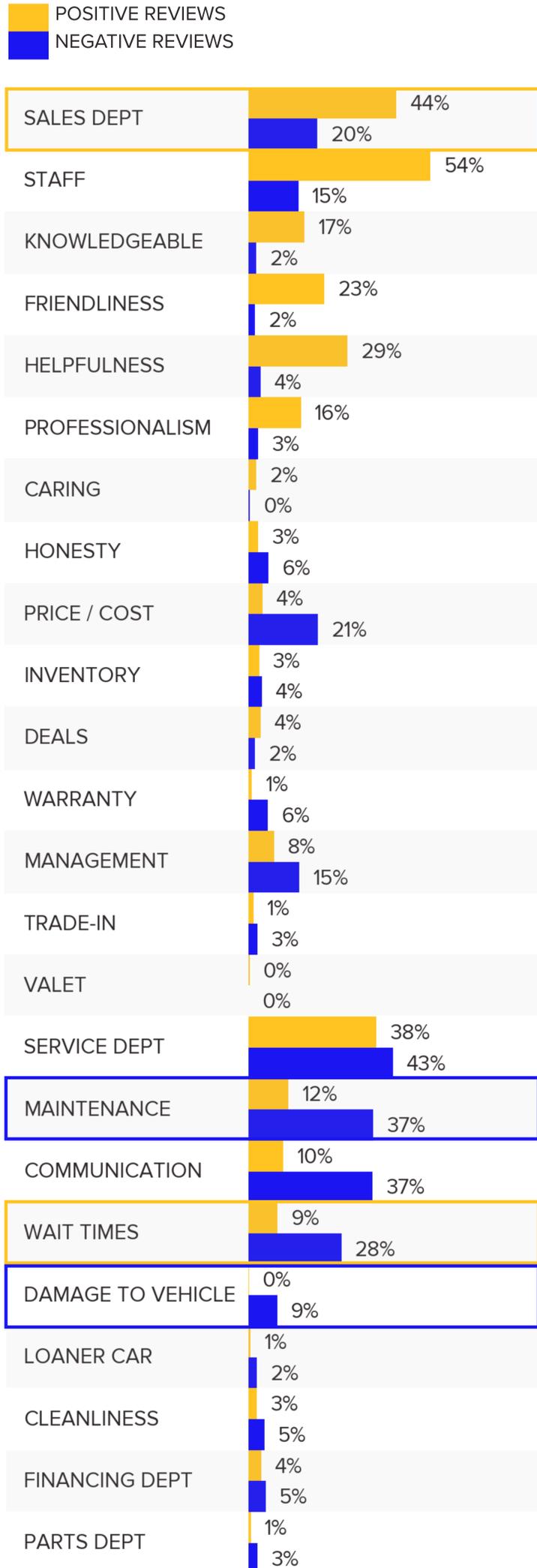
HEALTH SCORE

65/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SALES DEPT comes up in 20.59% of negative reviews, 15.43% below benchmark

WAIT TIMES comes up in 8.82% of positive reviews, 11.50% below benchmark

WEAKNESSES

MAINTENANCE comes up in 36.98% of negative reviews, 12.58% above benchmark

DAMAGE TO VEHICLE is mentioned in 8.6% of negative reviews, 14.24% above benchmark

RIVALRY

Chevy v. Ford Health Scores



Chevy response rate: **86%**

Ford response rate: **74%**

Chevy monthly review volume: **8.4**

Ford monthly review volume: **7.6**

COMMUNICATION mentioned in more negative Ford reviews than negative Chevy reviews: **39% vs 35.8%**

MODEL REPUTATIONS

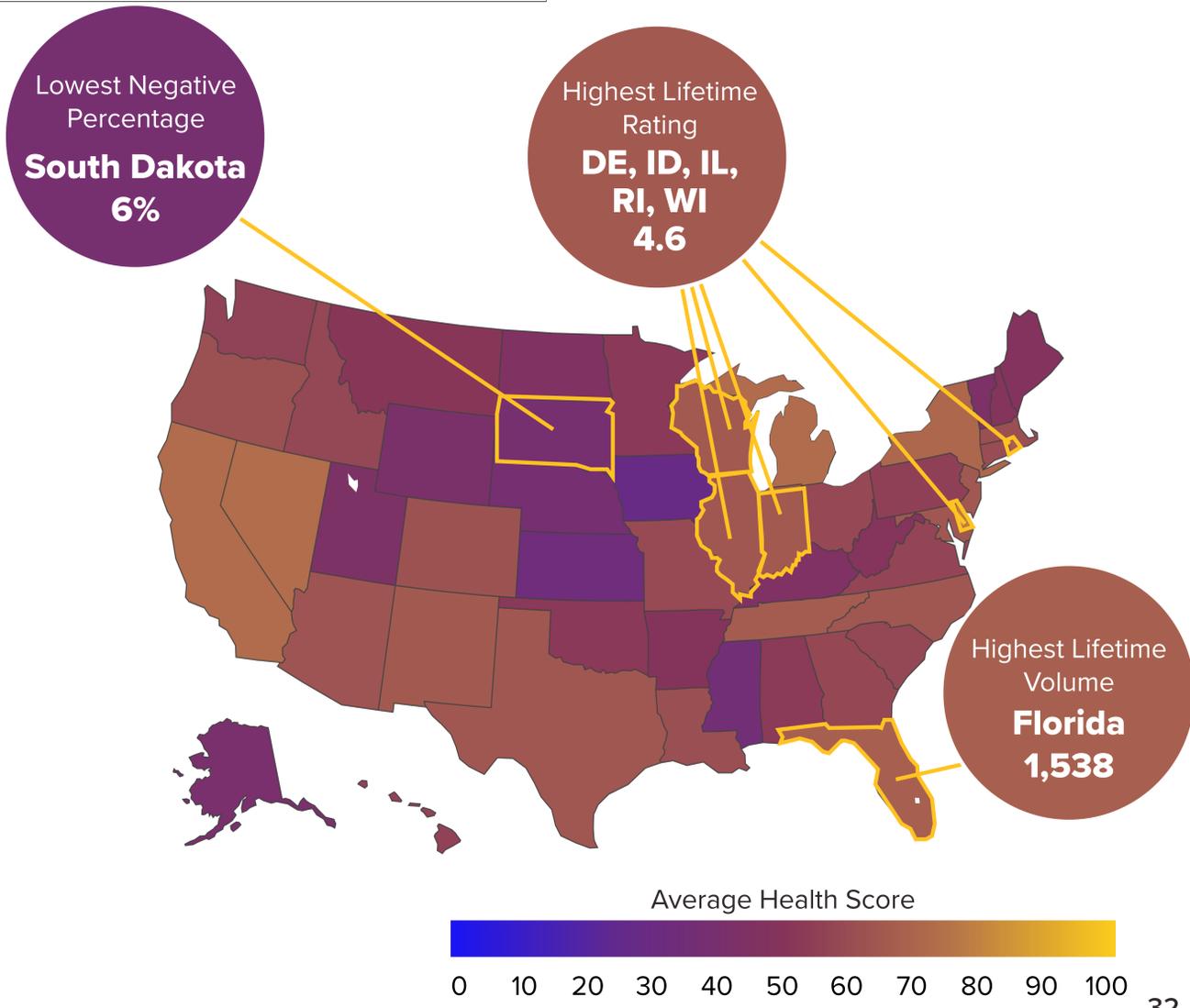
Chevrolet Silverado

4.3 Average Rating

Rank 24/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

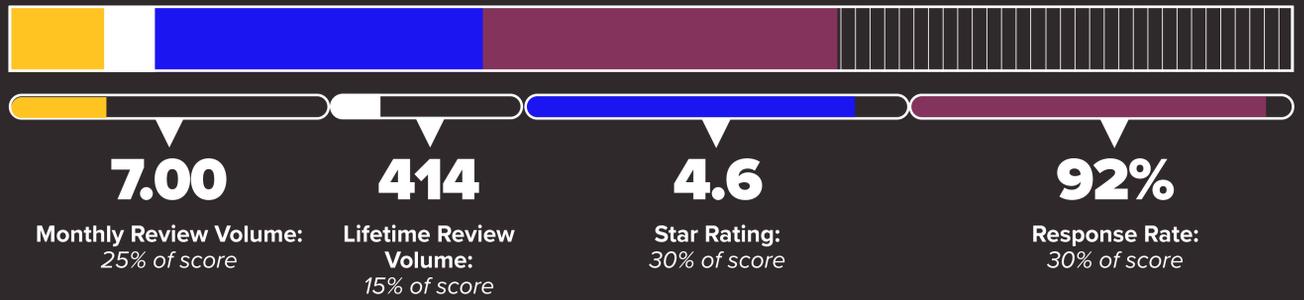


VOLVO

RANKED 20TH OUT OF 32 OEMS
RANKED 6TH OUT OF 14 LUXURY BRANDS

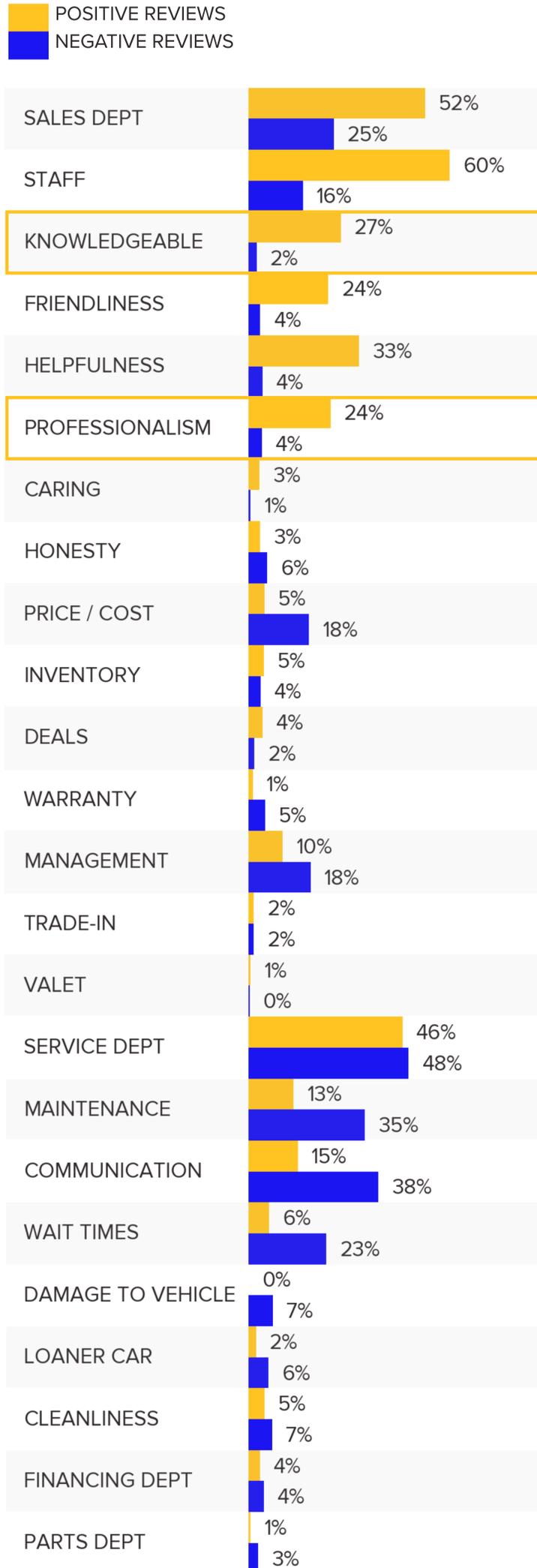
HEALTH SCORE

64/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

KNOWLEDGE mentioned in 26.42% of positive reviews, 41.16% over benchmark

PROFESSIONALISM mentioned in 24.16% of positive reviews, 35.71% over benchmark

WEAKNESSES

WAIT TIMES comes up in 6.27% of positive reviews, 20.67% below benchmark

Low monthly volume: **7**
Low median lifetime volume: **414**

RIVALRY

Volvo v. Acura Health Scores



Acura response rate: **92%**

Volvo response rate: **92%**

PRICE / COST mentioned more in negative reviews for Acura than Volvo: **22.6% v. 17.6%**

MODEL REPUTATIONS

Volvo XC60

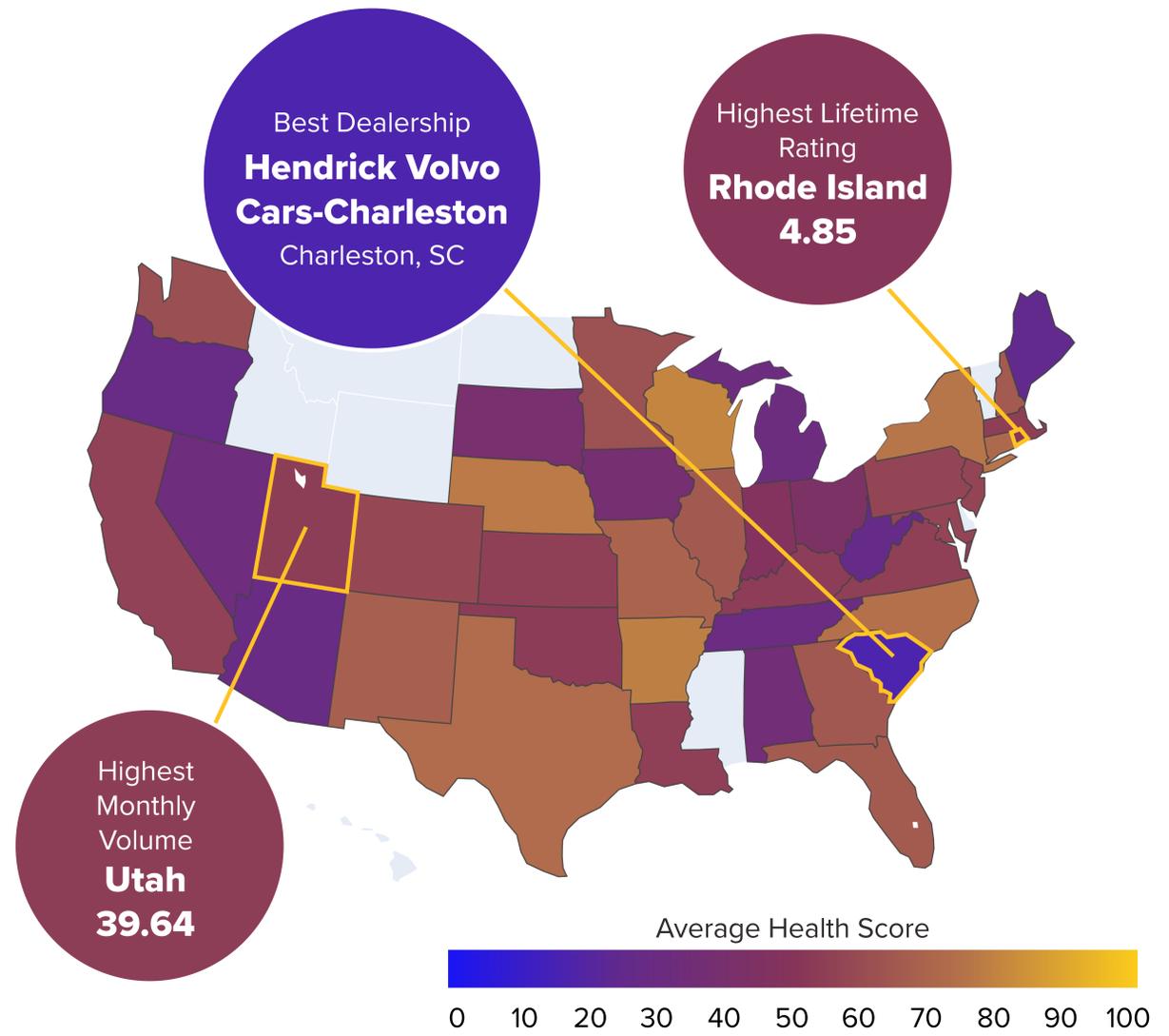
4.73 Average Rating

Rank 2/31 rated model of the top-selling models list

MANAGEMENT is mentioned positively much more often in Volvo XC60 reviews: **18.5%** positive Volvo mentions v. the benchmark of **7.95%**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

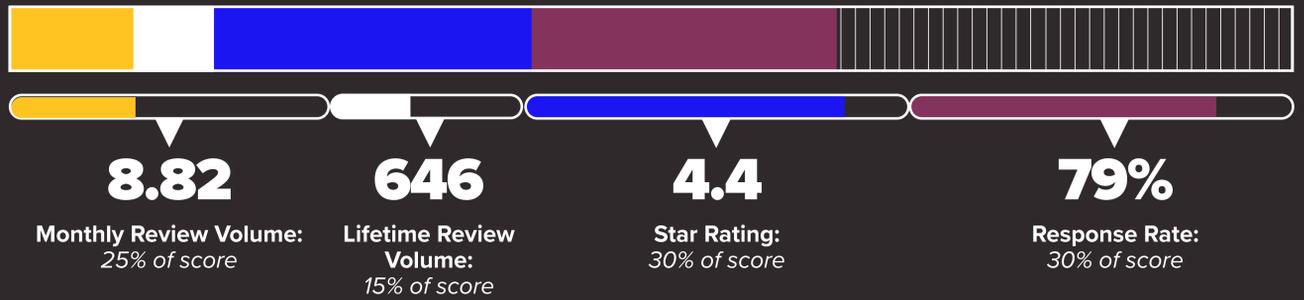


CHRYSLER

RANKED 21ST OUT OF 32 OEMS
RANKED 14TH OUT OF 18 NON-LUXURY BRANDS

HEALTH SCORE

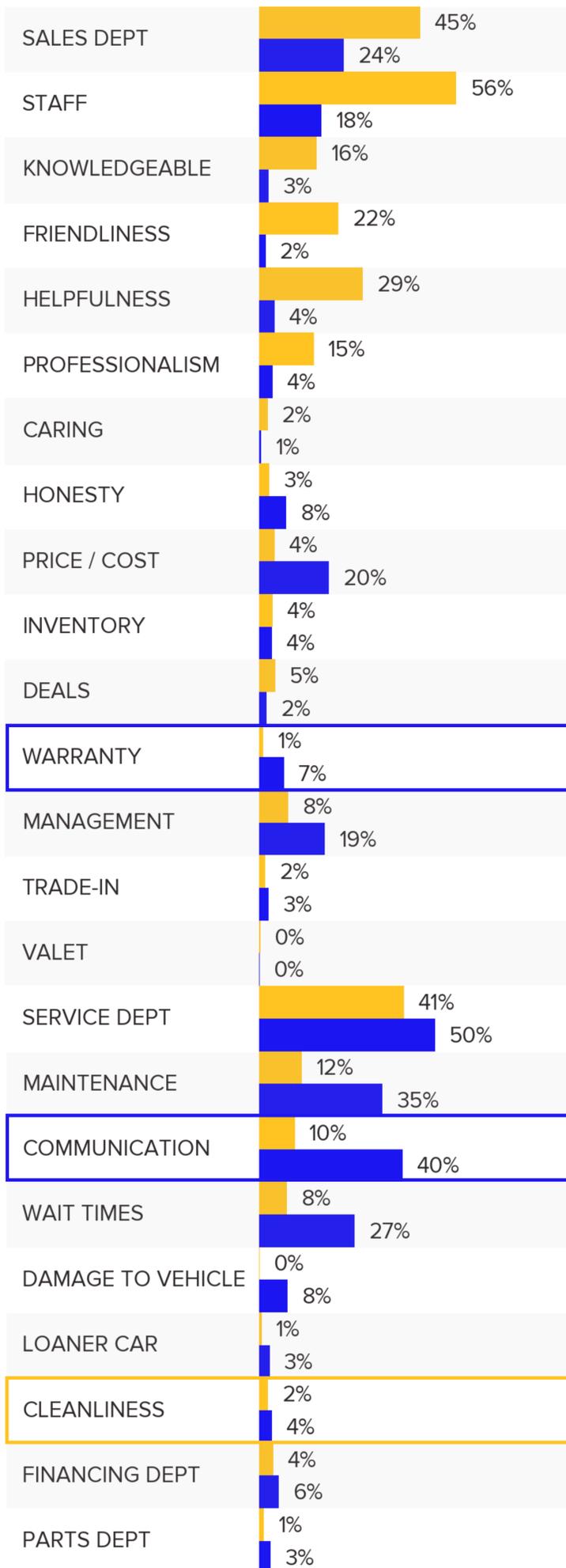
64/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand

POSITIVE REVIEWS
NEGATIVE REVIEWS



STRENGTHS

CLEANLINESS mentioned in just 3.67% of negative reviews, 25.26% below benchmark

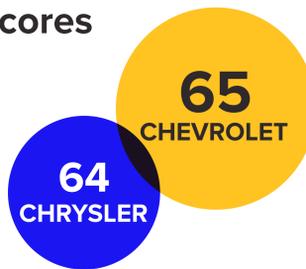
WEAKNESSES

WARRANTY mentioned in 7.2% of negative reviews, 29.77% above benchmark

COMMUNICATION mentioned in 39.98% of negative reviews, 6.98% above benchmark

RIVALRY

Chrysler v. Chevrolet Health Scores



Chevrolet response rate: **86%**

Chrysler response rate: **79%**

WARRANTY negative review mentions

Chrysler: **7.3%**

Chevrolet: **5.8%**

MODEL REPUTATIONS

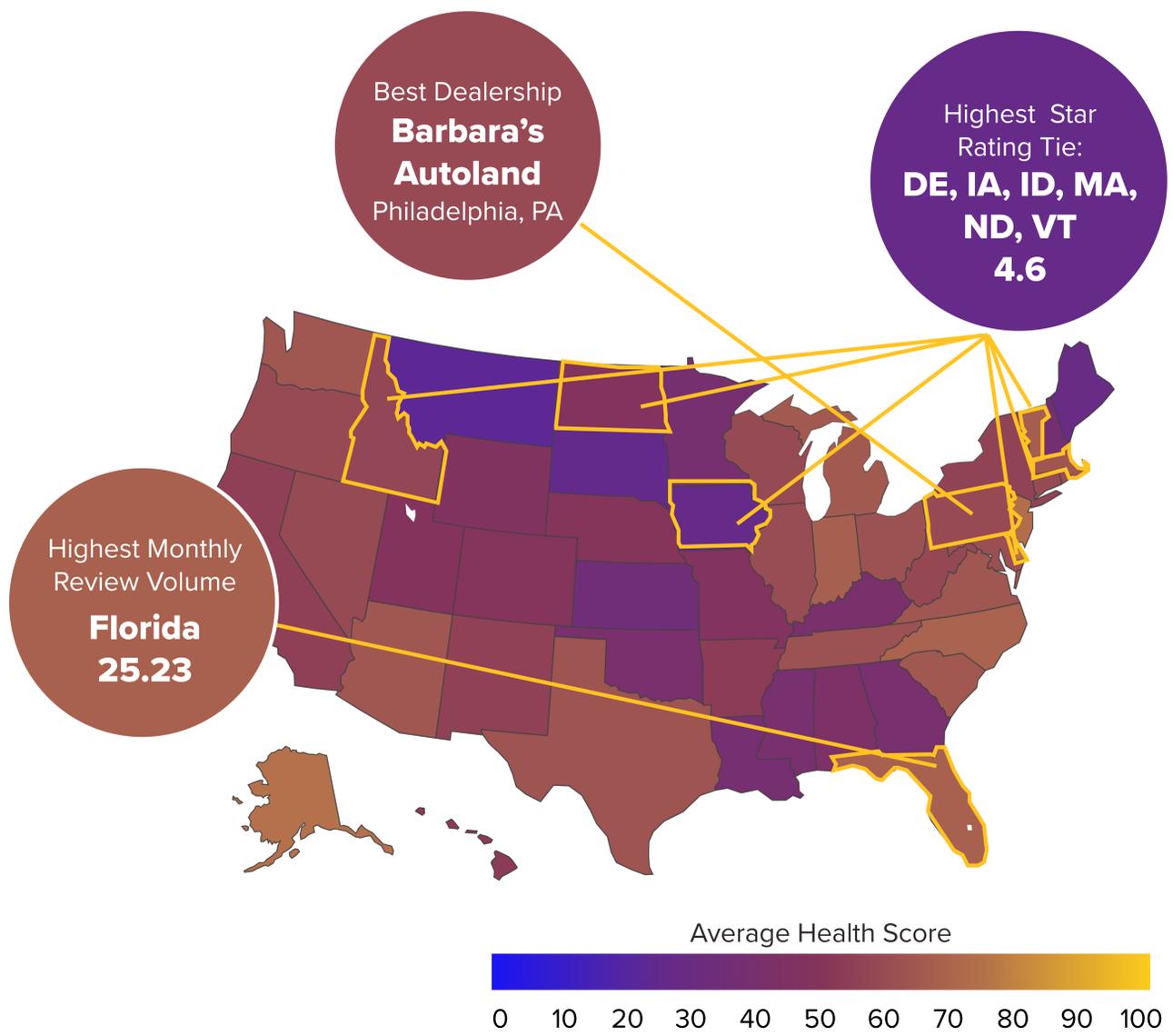
Chrysler Pacifica

4.38 Average Rating

Rank 22/31 rated model of the top-selling models list

REGIONAL STANDOUTS

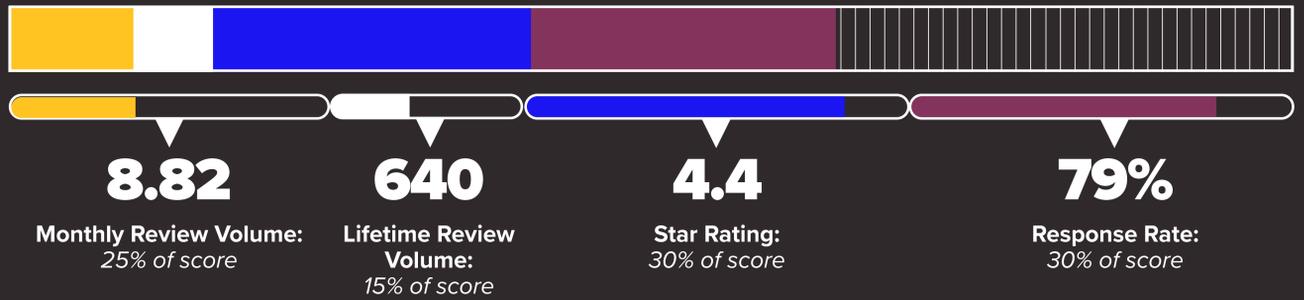
The map below displays average health score by state for this brand



RANKED 22ND OUT OF 32 OEMS
RANKED 16TH OUT OF 18 NON-LUXURY BRANDS

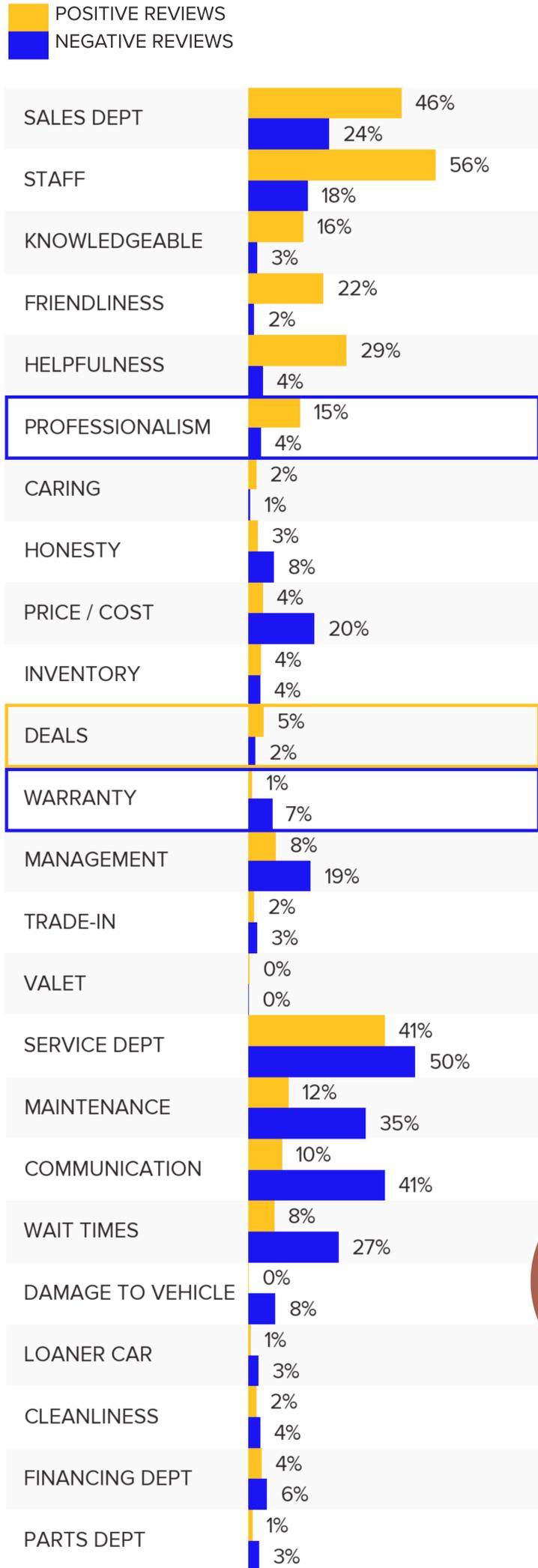
HEALTH SCORE

64/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

DEALS are mentioned in 4.59% of positive reviews, 17.85% above benchmark

Highest monthly volume and lifetime volume of all Jeep dealers: **Florida**

RIVALRY

Jeep v. Ford Health Scores



Jeep monthly review volume: **8.8**

Ford monthly review volume: **7.4**

Jeep Negativity: **12%**

Ford Negativity: **11%**

More negative **SERVICE** mentions for Jeep than Ford:

11.62% Jeep vs. 8.73% Ford

WEAKNESSES

79% response rate

PROFESSIONALISM is mentioned in 15.39% of positive reviews, 13.56% below benchmark

WARRANTY is mentioned in 7.23% of negative reviews, 30.26% above benchmark

MODEL REPUTATIONS

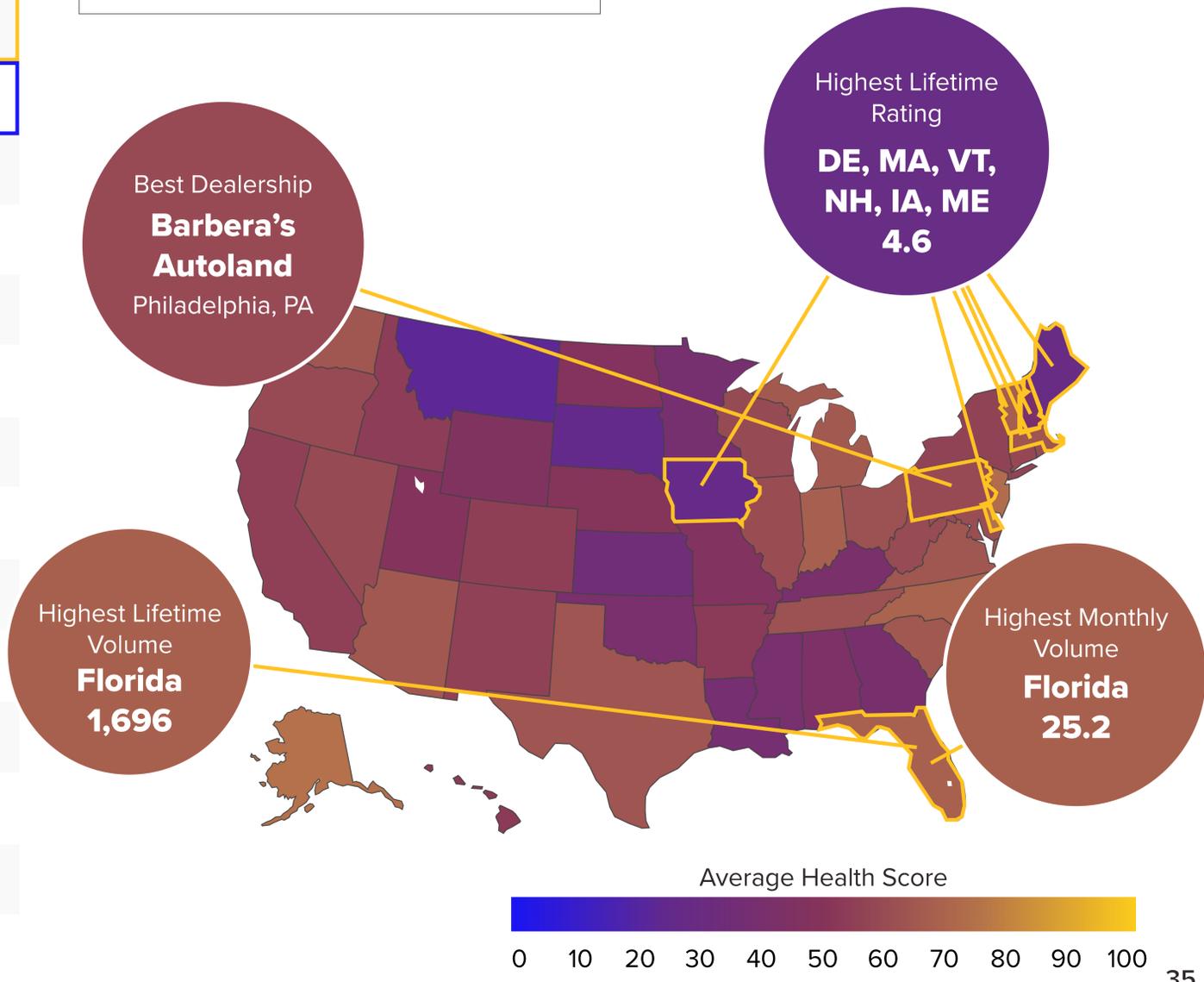
Jeep Grand Cherokee

4.48 Average Rating

Rank 18/31 rated model of the top-selling models list

REGIONAL STANDOUTS

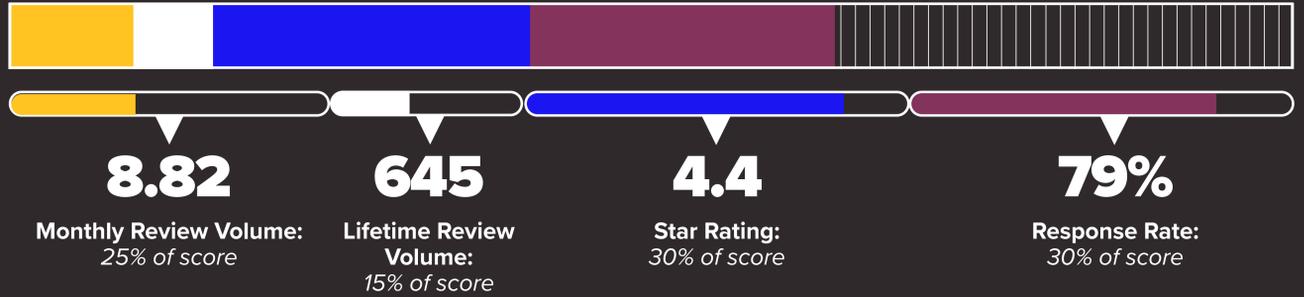
The map below displays average health score by state for this brand



RANKED 23RD OUT OF 32 OEMS
RANKED 15TH OUT OF 18 NON-LUXURY BRANDS

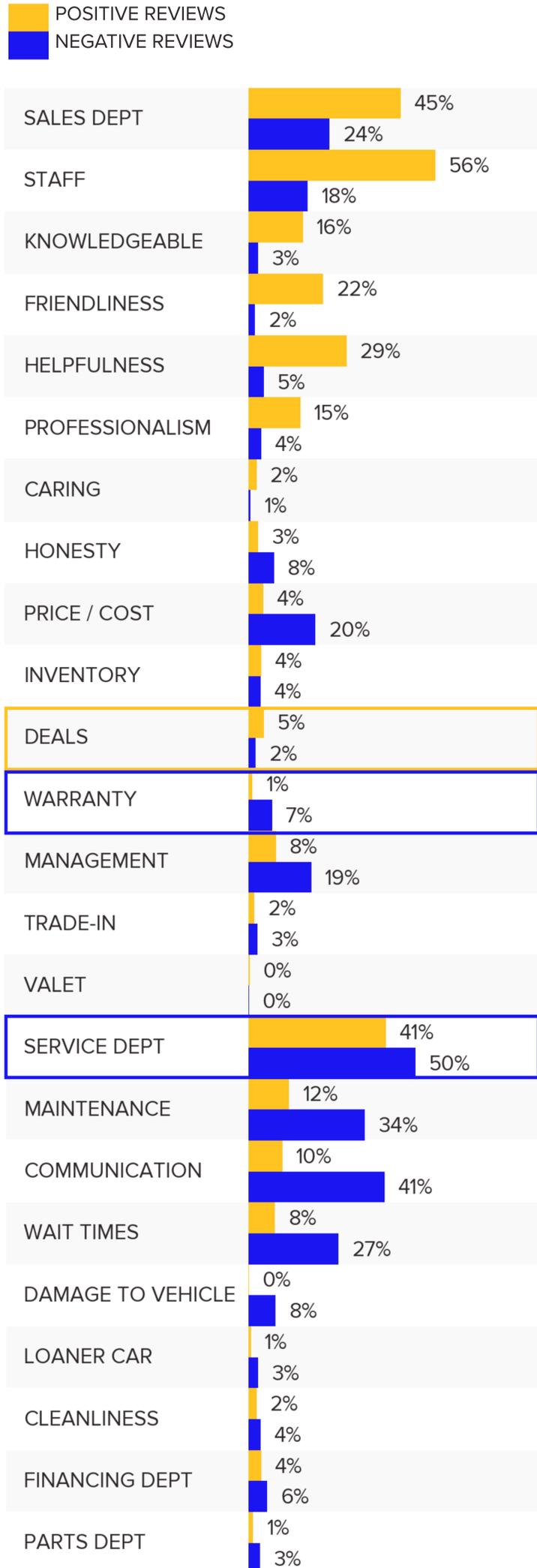
HEALTH SCORE

64/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand

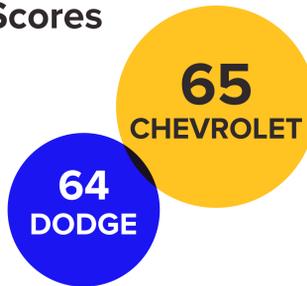


STRENGTHS

DEALS are mentioned in 4.61% of positive reviews, 18.36% above benchmark

RIVALRY

Dodge v. Chevrolet Health Scores



Chevrolet response rate: **86%**
Dodge response rate: **79%**

SERVICE DEPT mentioned in more negative Dodge reviews than Chevrolet negatives (49.17% vs 41.97%)

WEAKNESSES

Low review response rate at 79%

WARRANTY is mentioned in 7.16% of reviews, 29.04% above benchmark

SERVICE DEPT is mentioned in 49.17% of negative reviews, 11.24% above benchmark

MODEL REPUTATIONS

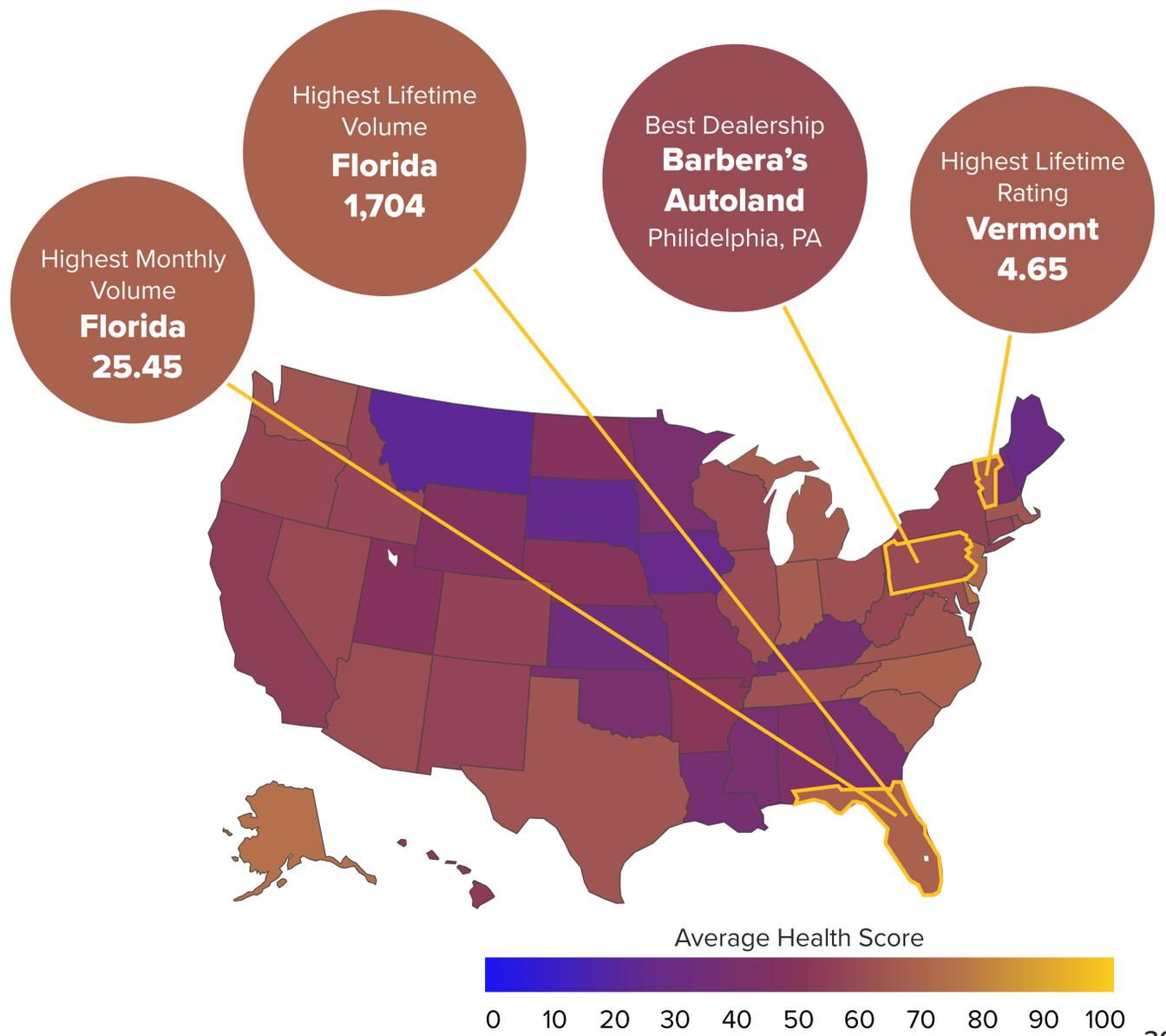
Dodge Charger

4.26 Average Rating

Rank 26/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

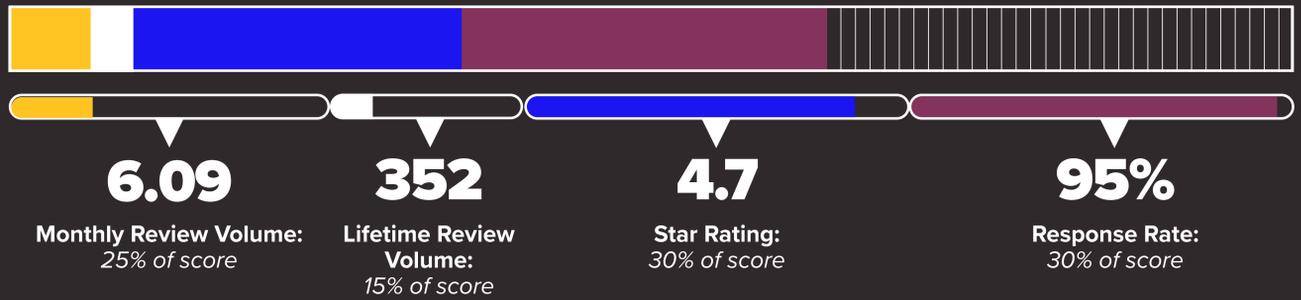


PORSCHE

RANKED 24TH OUT OF 32 OEMS
RANKED 8TH OUT OF 14 LUXURY BRANDS

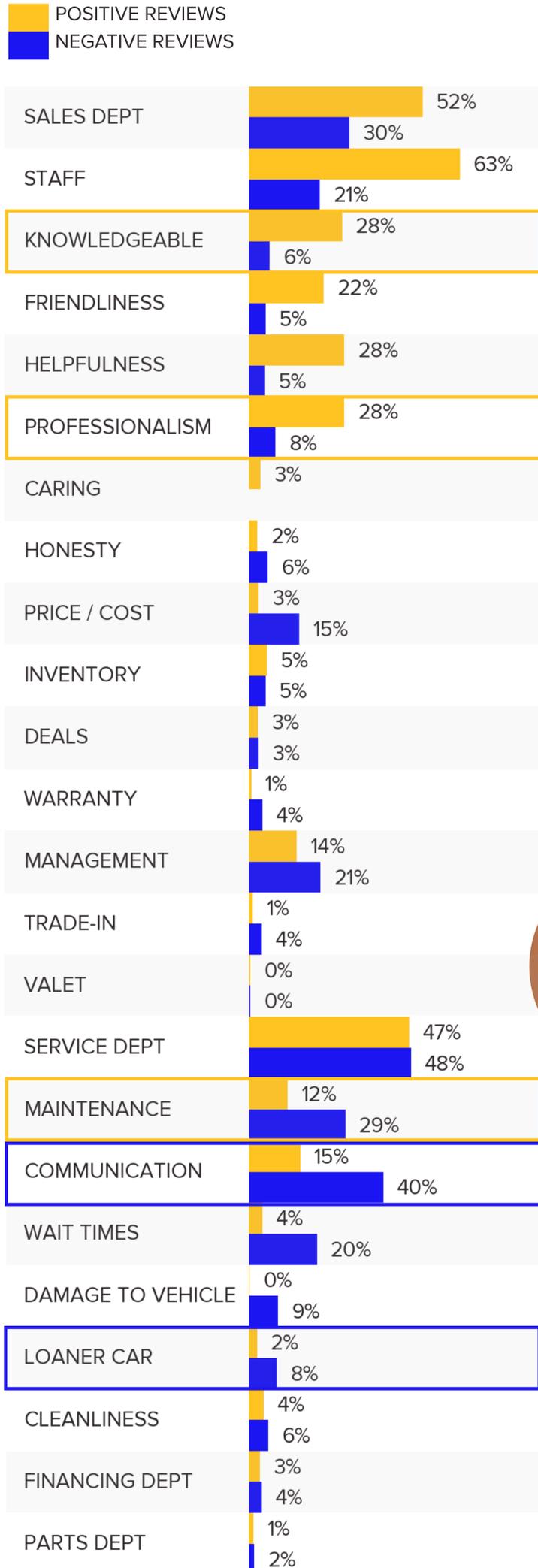
HEALTH SCORE

64/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

KNOWLEDGEABLE mentioned in 26% of positive reviews, 39% over benchmark

PROFESSIONALISM mentioned in 27.63% of positive reviews, 55.2% over benchmark

MAINTENANCE mentioned in 27.9% of negative reviews, 15% below benchmark

WEAKNESSES

COMMUNICATION mentioned in 41.67% of negatives, up 11.5% from benchmark

LOANER CARS mentioned in 8.7% of negatives, up 211% from benchmark

BEST DEALERSHIP

Porsche Jacksonville
Jacksonville, FL

Health score: **75**
Monthly volume: **49**
Percent of negative reviews: **4%**

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

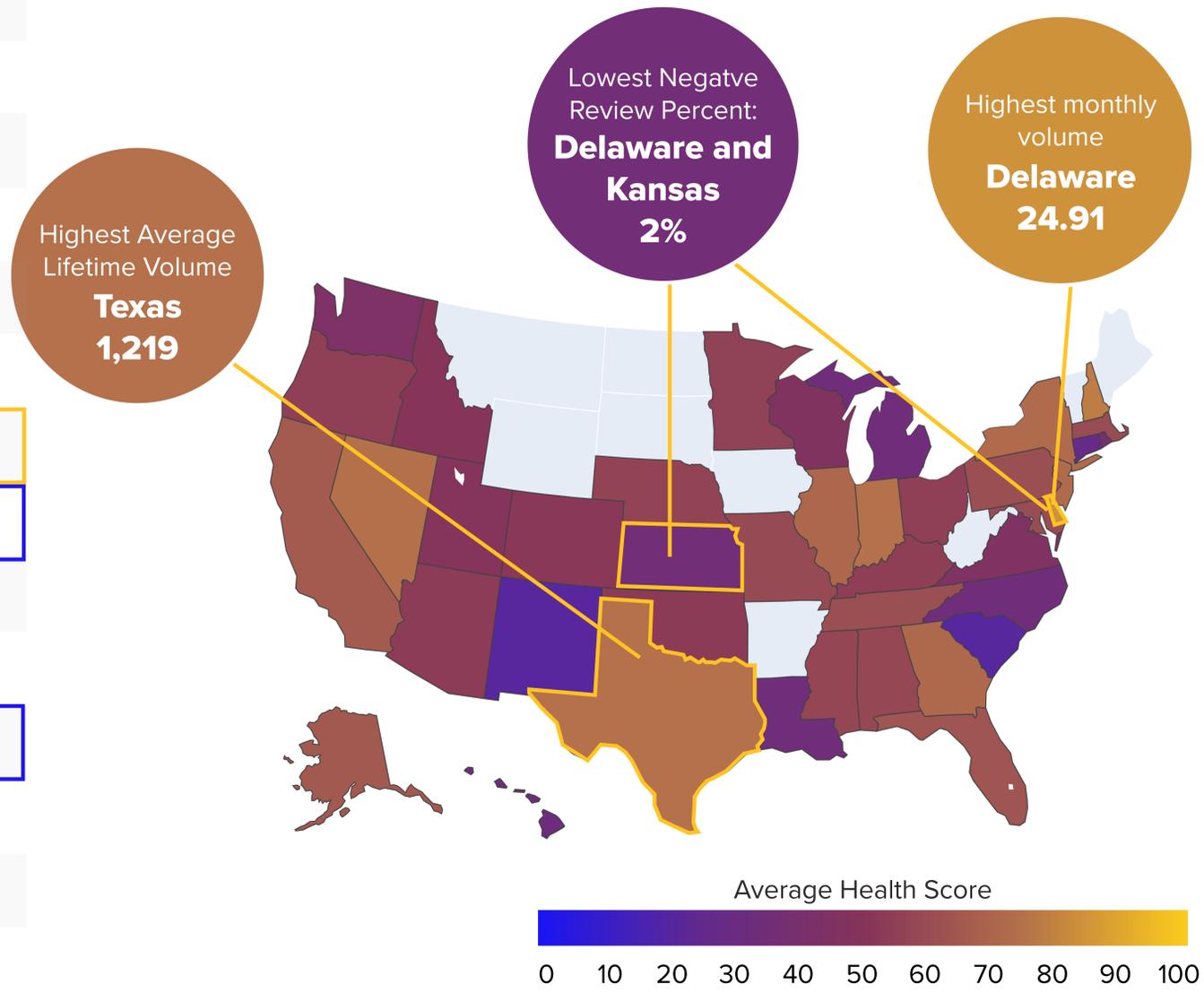
RIVALRY

Porsche v. Audi Health Scores



Porsche average star rating: **4.7**
Audi average rating: **4.6**

Audi average lifetime volume: **890.5**
Porsche average lifetime volume: **352**

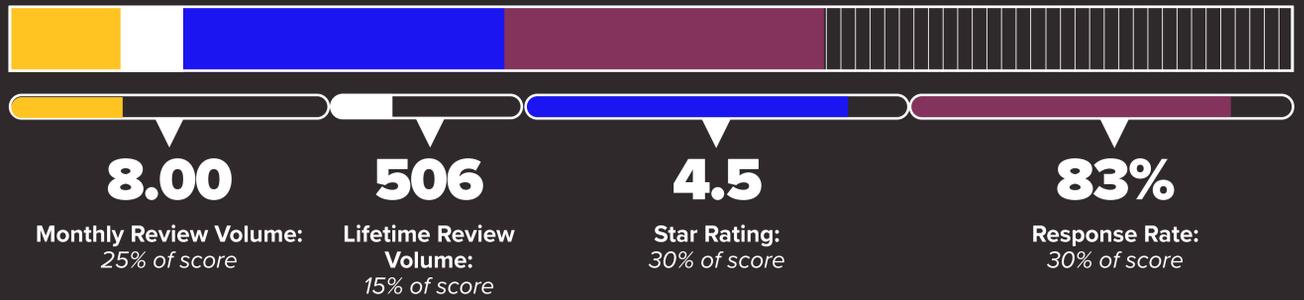


GMC

RANKED 25TH OUT OF 32 OEMS
RANKED 17TH OUT OF 18 NON-LUXURY BRANDS

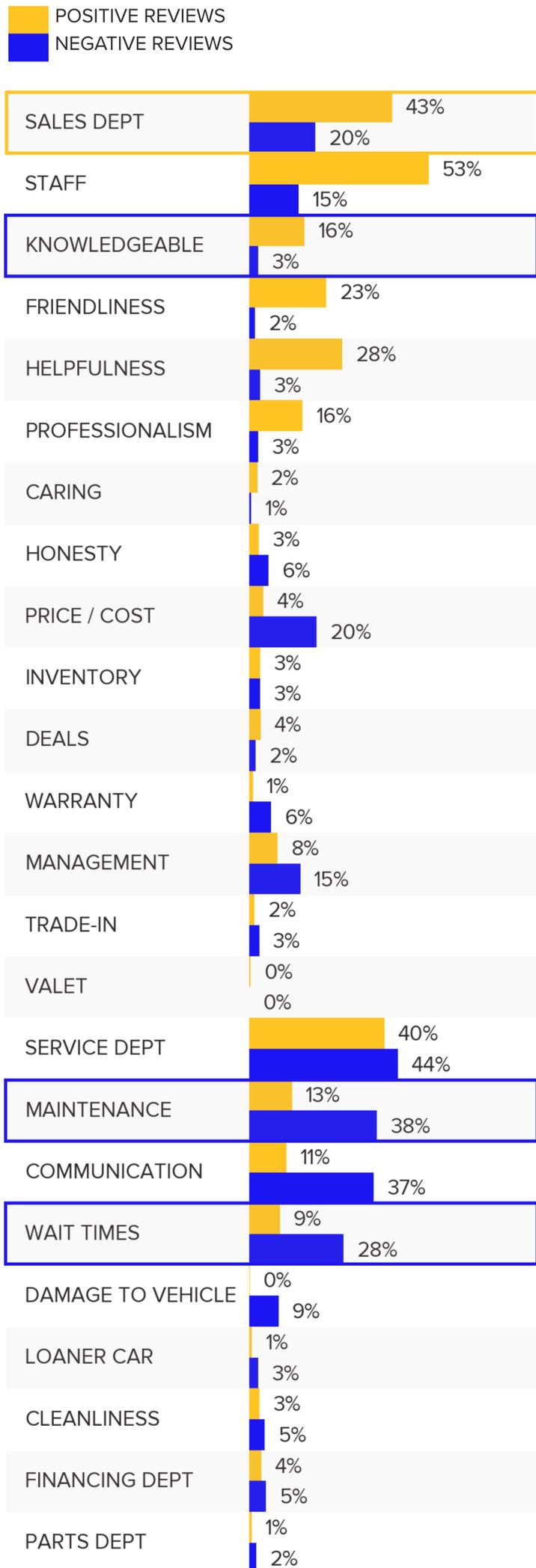
HEALTH SCORE

63/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand

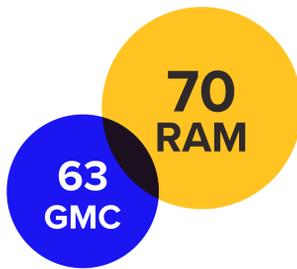


STRENGTHS

SALES DEPT mentioned in 19.56% of negative reviews, 19.66% below benchmark

RIVALRY

GMC vs RAM



GMC monthly volume: **8**
RAM monthly volume: **11**
GMC has **18.75%** more negative **MAINTENANCE** mentions than RAM

WEAKNESSES

KNOWLEDGE is mentioned in 16.34% of positive reviews, 12.69% below benchmark

MAINTENANCE is mentioned in 38.17% of negative reviews, 16.21% below benchmark

WAIT TIMES are mentioned in 27.88% of negative reviews, 8.52% below benchmark

MODEL REPUTATIONS

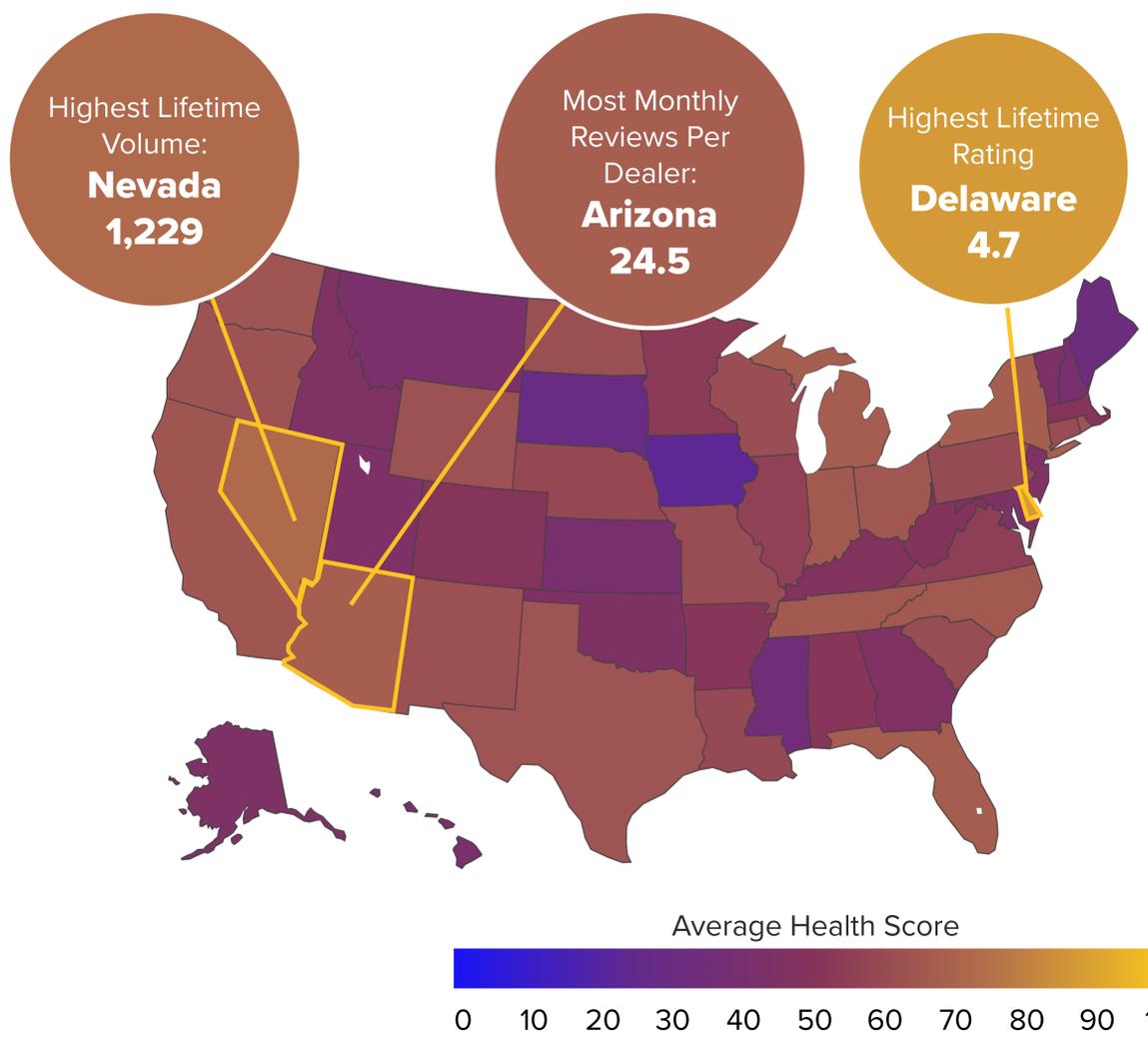
GMC Sierra

4.35 Average Rating

Rank 23/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

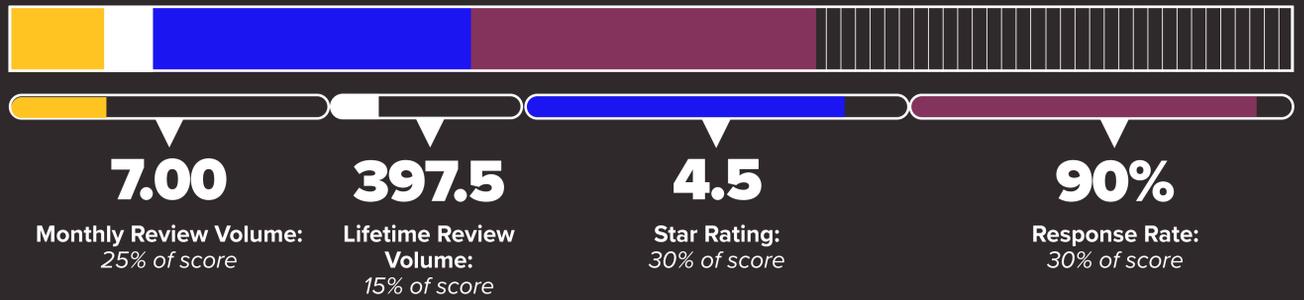


LAND ROVER

RANKED 26TH OUT OF 32 OEMS
RANKED 9TH OUT OF 14 LUXURY BRANDS

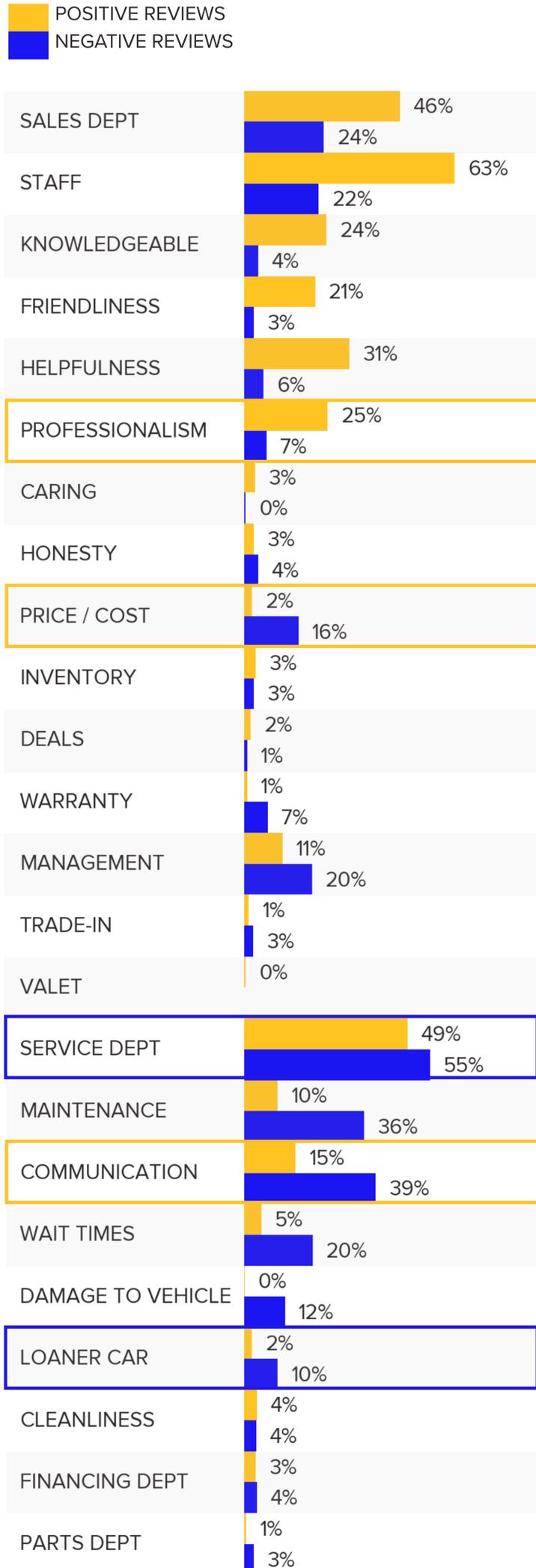
HEALTH SCORE

63/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

PROFESSIONALISM mentioned in 25.26% of positive reviews, 41.85% over benchmark

PRICE/COST mentioned in 16% of negative reviews, 22.15% below benchmark

COMMUNICATION mentioned in 15.47% of positive reviews, 35.76% over benchmark

WEAKNESSES

SERVICE DEPT mentioned in 56.73% of negative reviews, 28.33% above benchmark

LOANER CARS mentioned in 11% of negative reviews, 296% above benchmark

MODEL REPUTATIONS

Land Rover Range Rover

4.14 Average Rating

Rank 28/31 rated model of the top-selling models list

RIVALRY

Land Rover v. Audi Health Scores



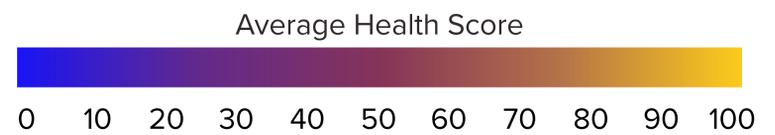
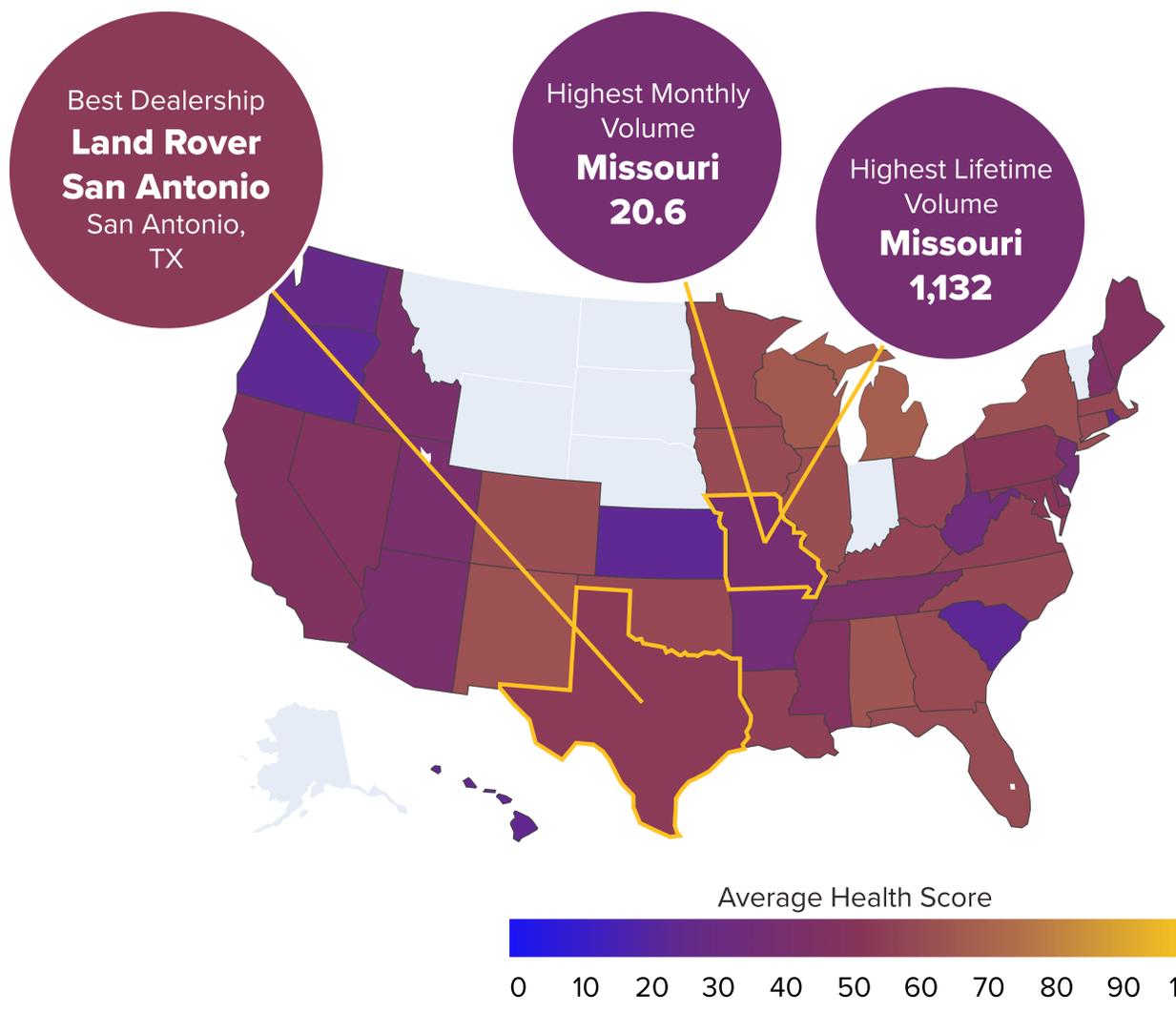
Land Rover average rating: 4.5

Audi average rating: 4.6

PROFESSIONALISM positive mentions
Land Rover: 25.26%
Audi: 22.77%
Benchmark: 17.8%

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

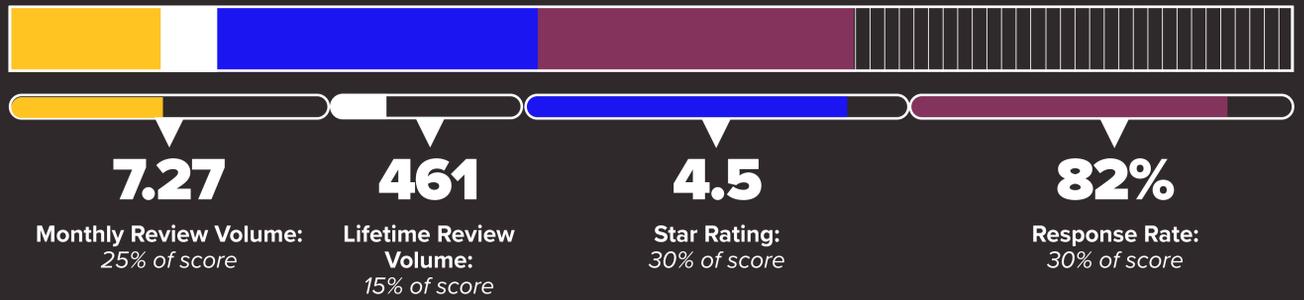


BUICK

RANKED 27TH OUT OF 32 OEMS
RANKED 10TH OUT OF 14 LUXURY BRANDS

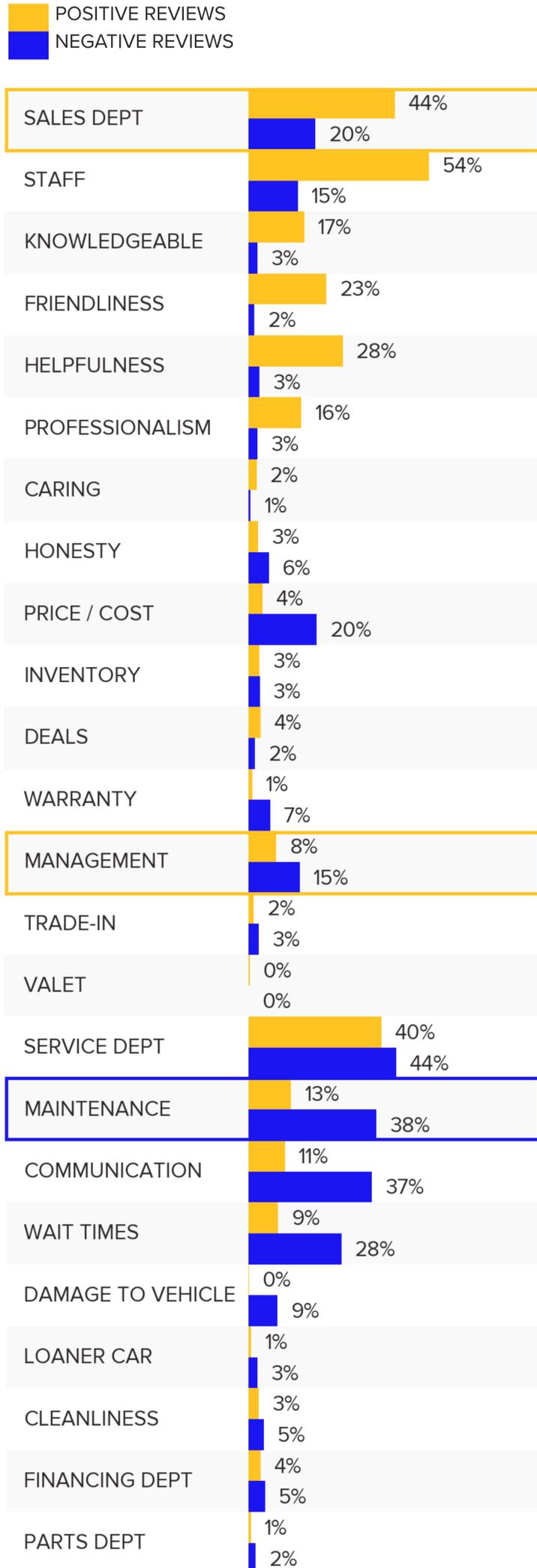
HEALTH SCORE

62/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SALES DEPT is mentioned in 19.82% of negative reviews, 18.59% below benchmark

MANAGEMENT is mentioned in 14.98% of negative reviews, 12.21% below benchmark

WEAKNESSES

MAINTENANCE is mentioned in 38.09% of negative reviews, 15.96% above benchmark

Monthly review volume is low at **7.2 reviews/month**

RIVALRY

Buick v. Acura Health Scores



Acura negative review percentage: **8%**
Buick negative review percentage: **11%**

Acura response rate: **92%**
Buick response rate: **82%**

Buick 40% more negative mentions of **WAIT TIMES** compared to Acura

MODEL REPUTATIONS

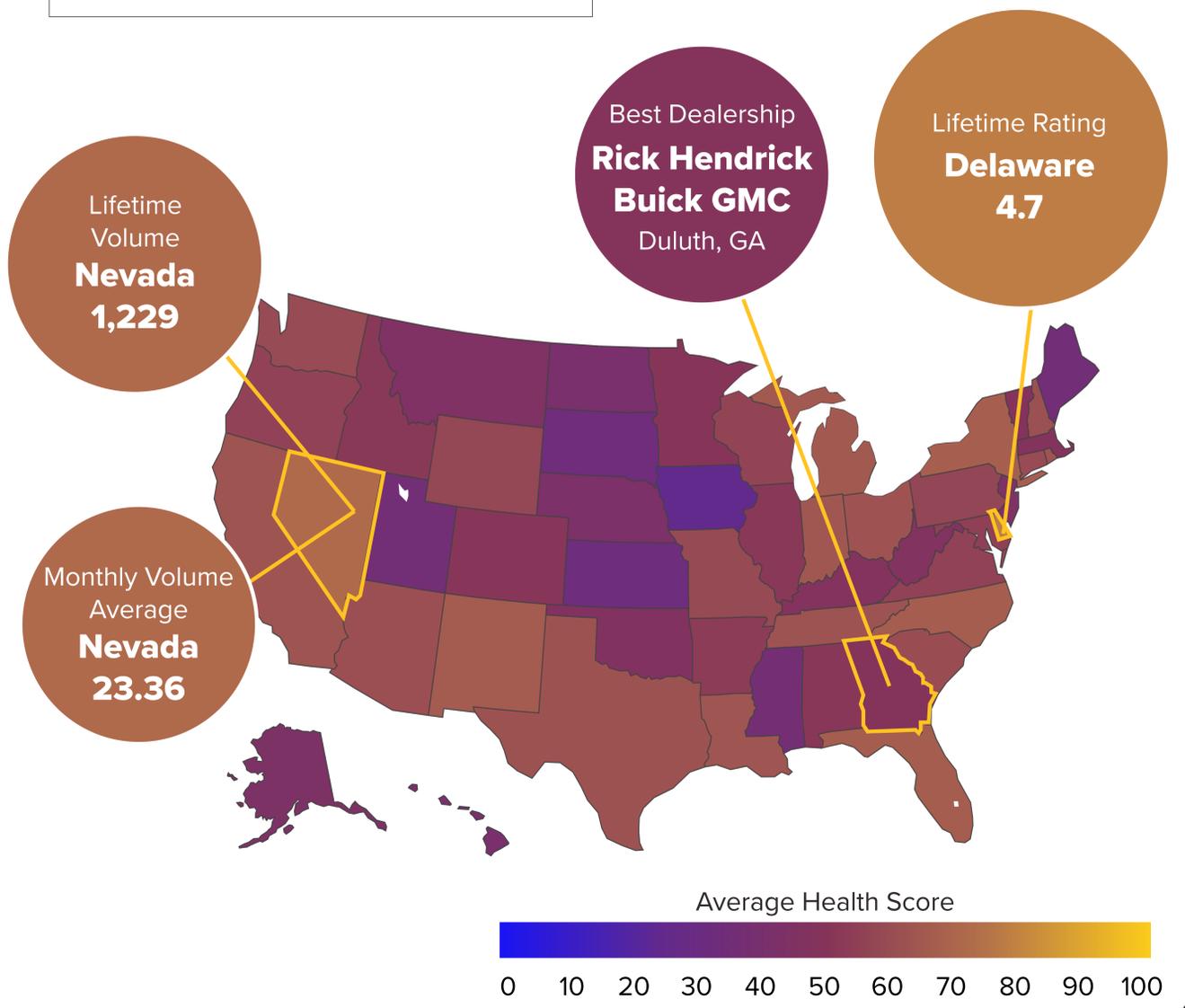
Buick Encore GX

4.71 Average Rating

Rank 4/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

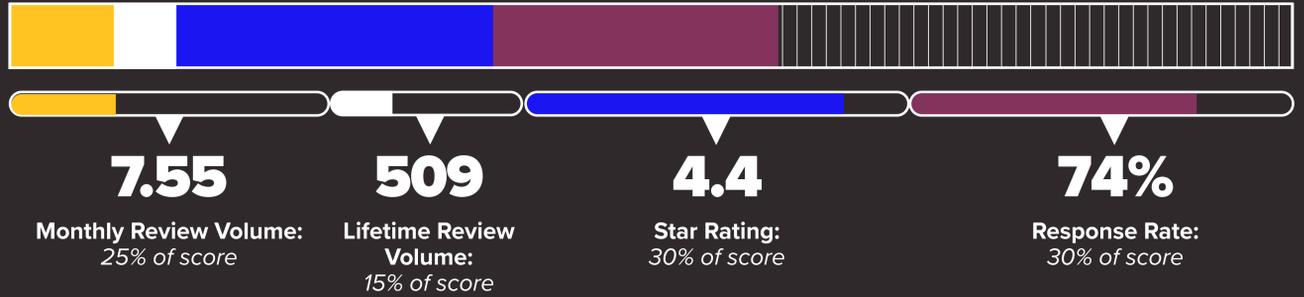


FORD

RANKED 28TH OUT OF 32 OEMS
RANKED 18TH OUT OF 18 NON-LUXURY BRANDS

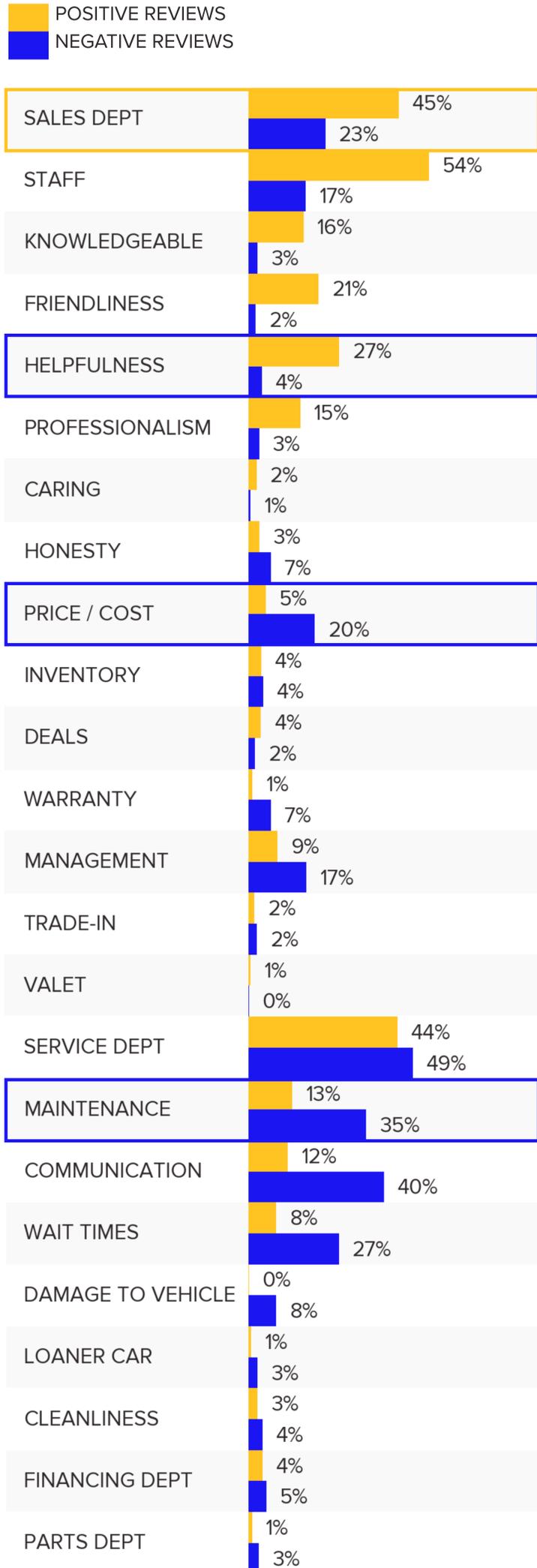
HEALTH SCORE

60/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SALES DEPT mentioned in 47.22% of positive reviews, 4.42% over benchmark

WEAKNESSES

HELPFULNESS is mentioned in 27.21% of positive reviews, 12.03% below benchmark

SERVICE DEPT is mentioned in 48.06% of negative review, up 8.73% from average

MAINTENANCE is mentioned in 34.65% of negative reviews, 5.5% more than benchmark

RIVALRY

Ford v. GMC Health Scores



INVENTORY comes up in more reviews overall for Ford than GMC: 4.28% Ford vs 3.46% GMC

GMC average rating: **4.5**
Ford average rating: **4.4**

GMC response rate: **83%**
Ford response rate: **74%**

MODEL REPUTATIONS

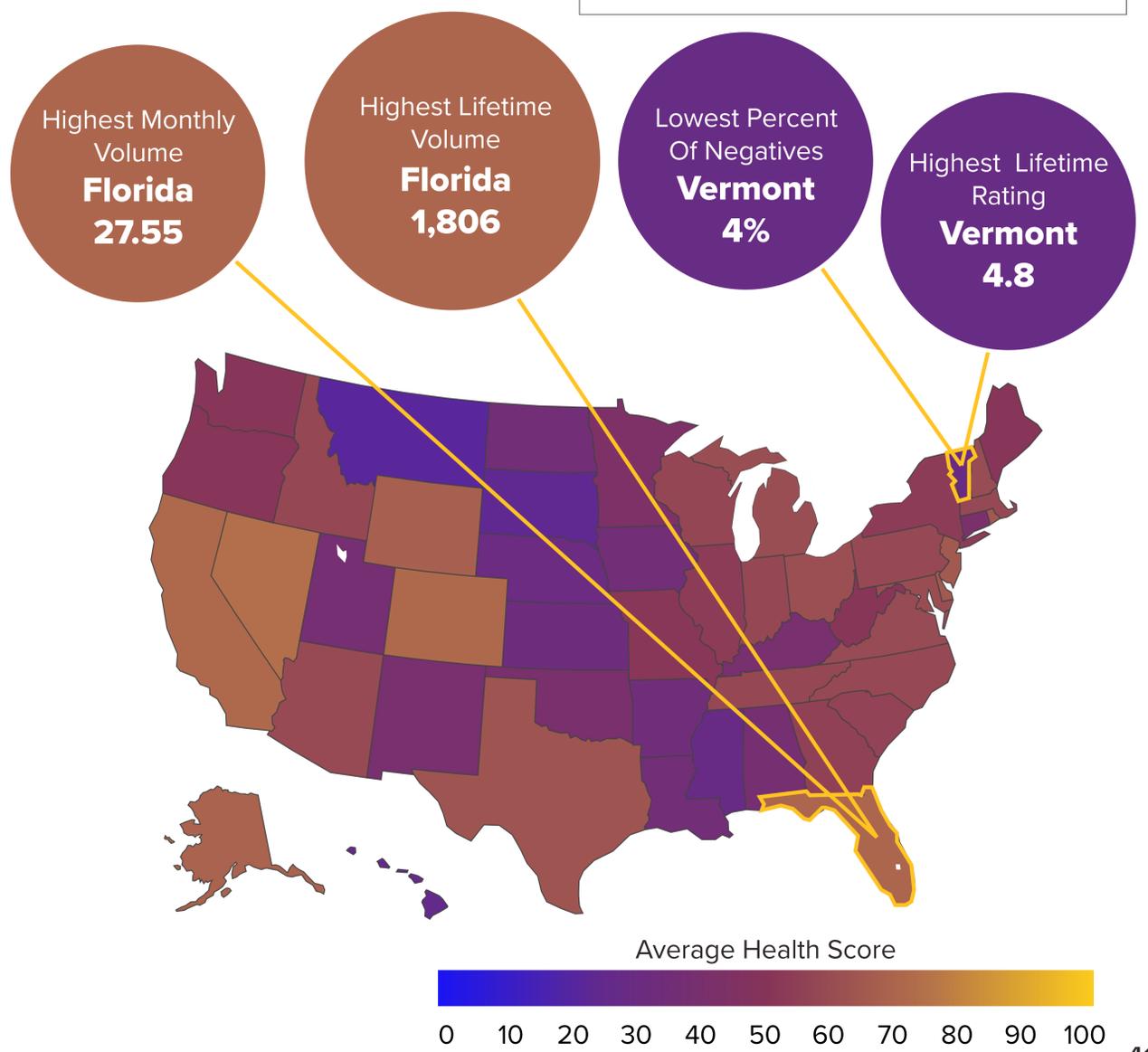
Ford F Series

4.18 Average Rating

Rank 27/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

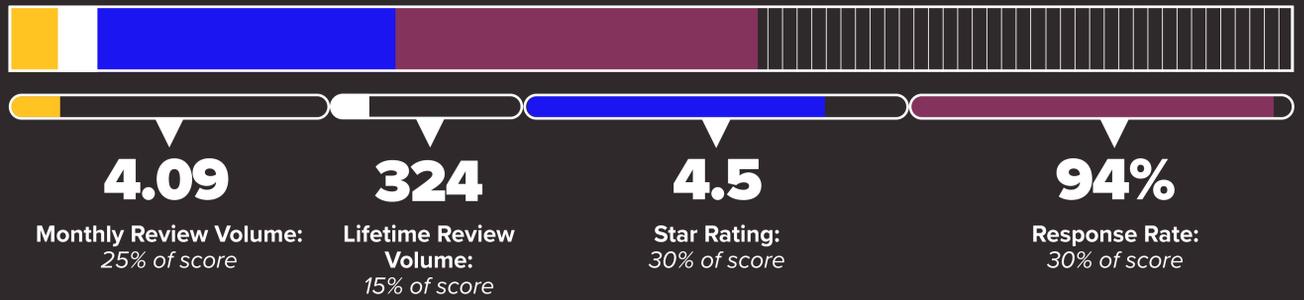


CADILLAC

RANKED 29TH OUT OF 32 OEMS
RANKED 11TH OUT OF 14 LUXURY BRANDS

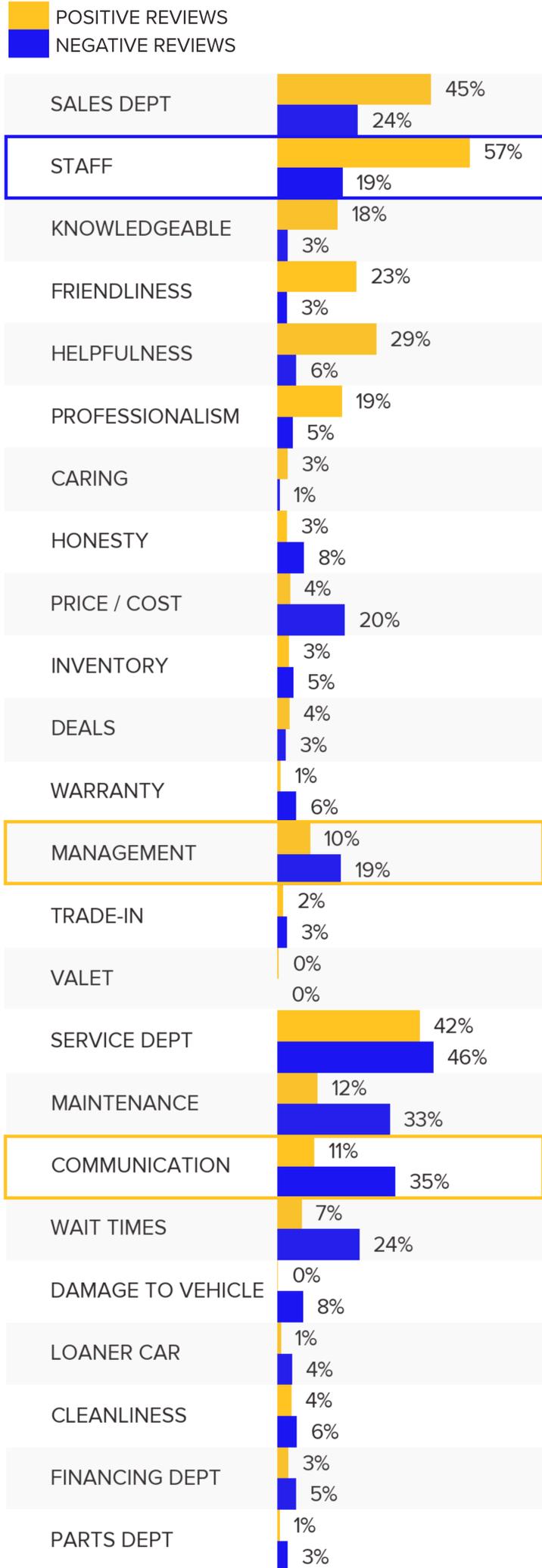
HEALTH SCORE

58/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

94% response rate

COMMUNICATION comes up in 34.65% of negative reviews, 7.29% below benchmark

MANAGEMENT is mentioned in 9.69% of positive reviews, 21.89% above benchmark

WEAKNESSES

Review volume is well below benchmark of 10.4 at **4.09** monthly reviews per location

STAFF is mentioned in 19.42% of negative reviews, 11.07% above benchmark

MODEL REPUTATIONS

Cadillac Escalade

3.67 Average Rating

Rank 30/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

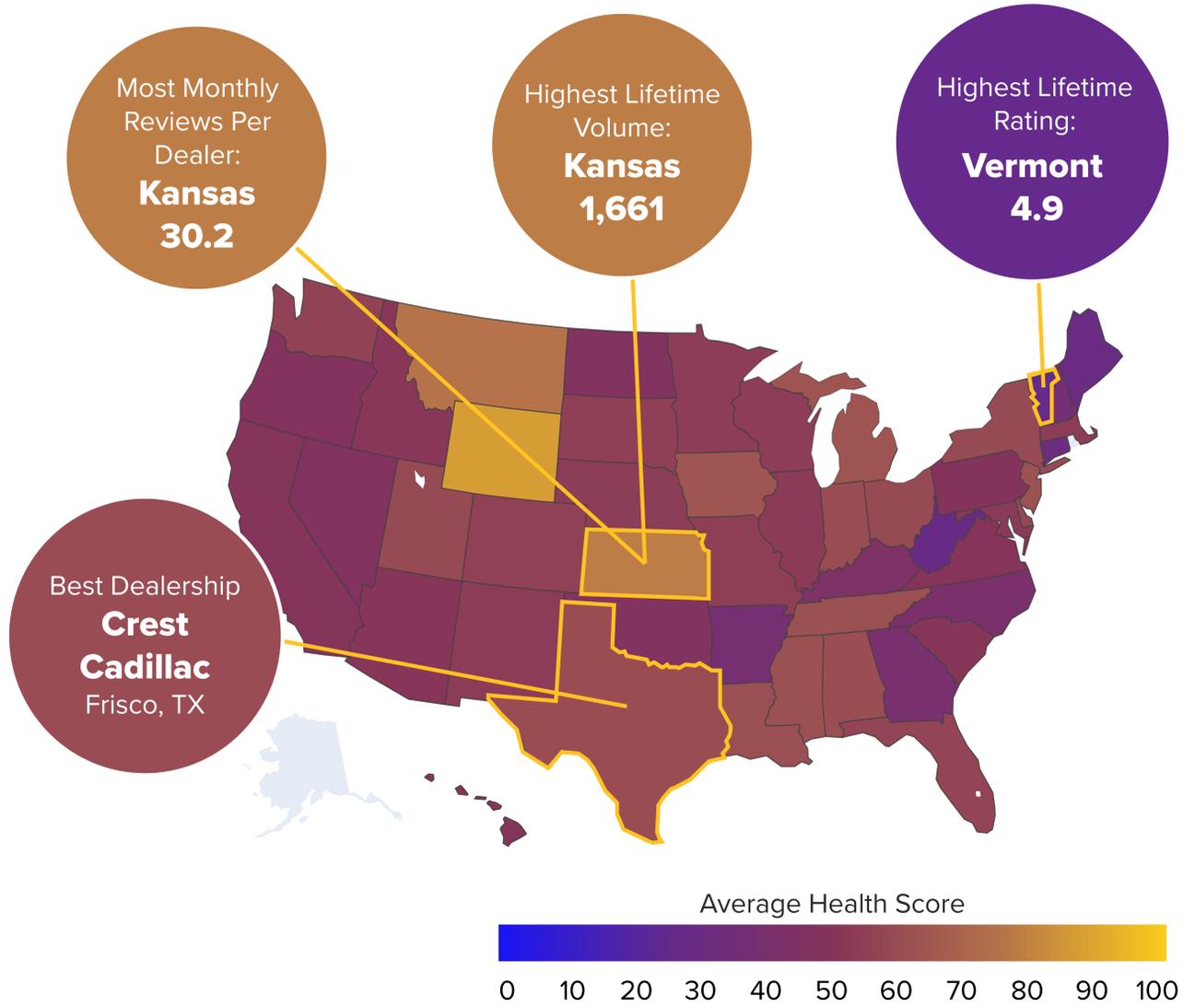
RIVALRY

Cadillac vs. Lincoln Health Scores



Cadillac ahead of Lincoln with **94%** vs **31%** response rate

Lincoln slight volume advantage at **4.82** vs **4.09**, but both are below benchmark

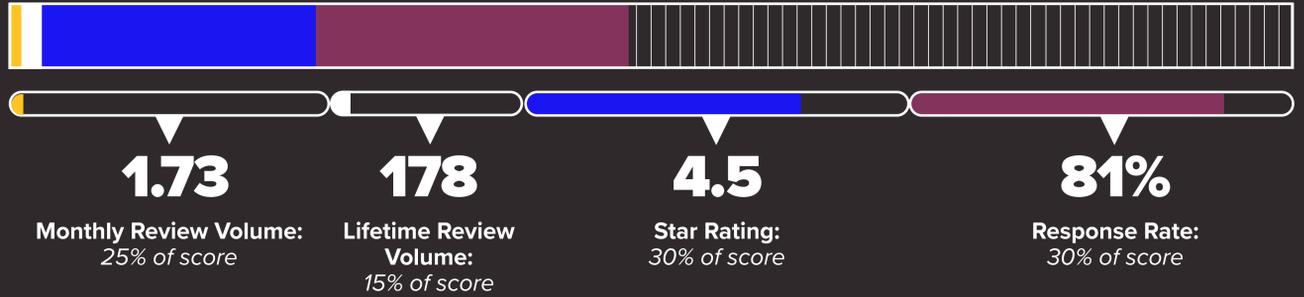


JAGUAR

RANKED 30TH OUT OF 32 OEMS
RANKED 12TH OUT OF 14 LUXURY BRANDS

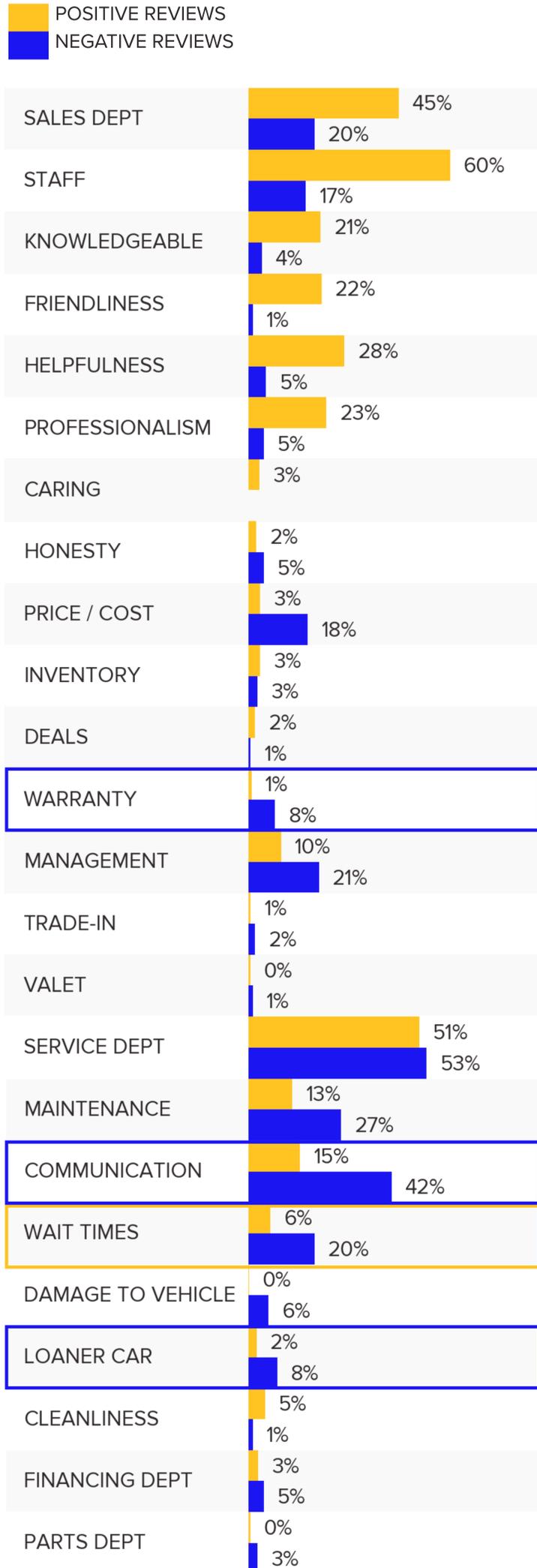
HEALTH SCORE

48/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

WAIT TIMES are mentioned in 19.72% of negative reviews, 23.24% below benchmark

RIVALRY

Jaguar v. BMW Health Scores



BMW X5 model rating: **4.55**

Jaguar F-PACE model rating: **4.28**

WARRANTY is mentioned in 73% more negative Jaguar reviews v BMW reviews

WEAKNESSES

WARRANTY is mentioned in 7.75% of negative reviews, 39.6% above benchmark

COMMUNICATION is mentioned in 42.96% of negative reviews, 14.96% above benchmark

LOANER CARS are mentioned in 9.15% of negative reviews, 227% above benchmark

MODEL REPUTATIONS

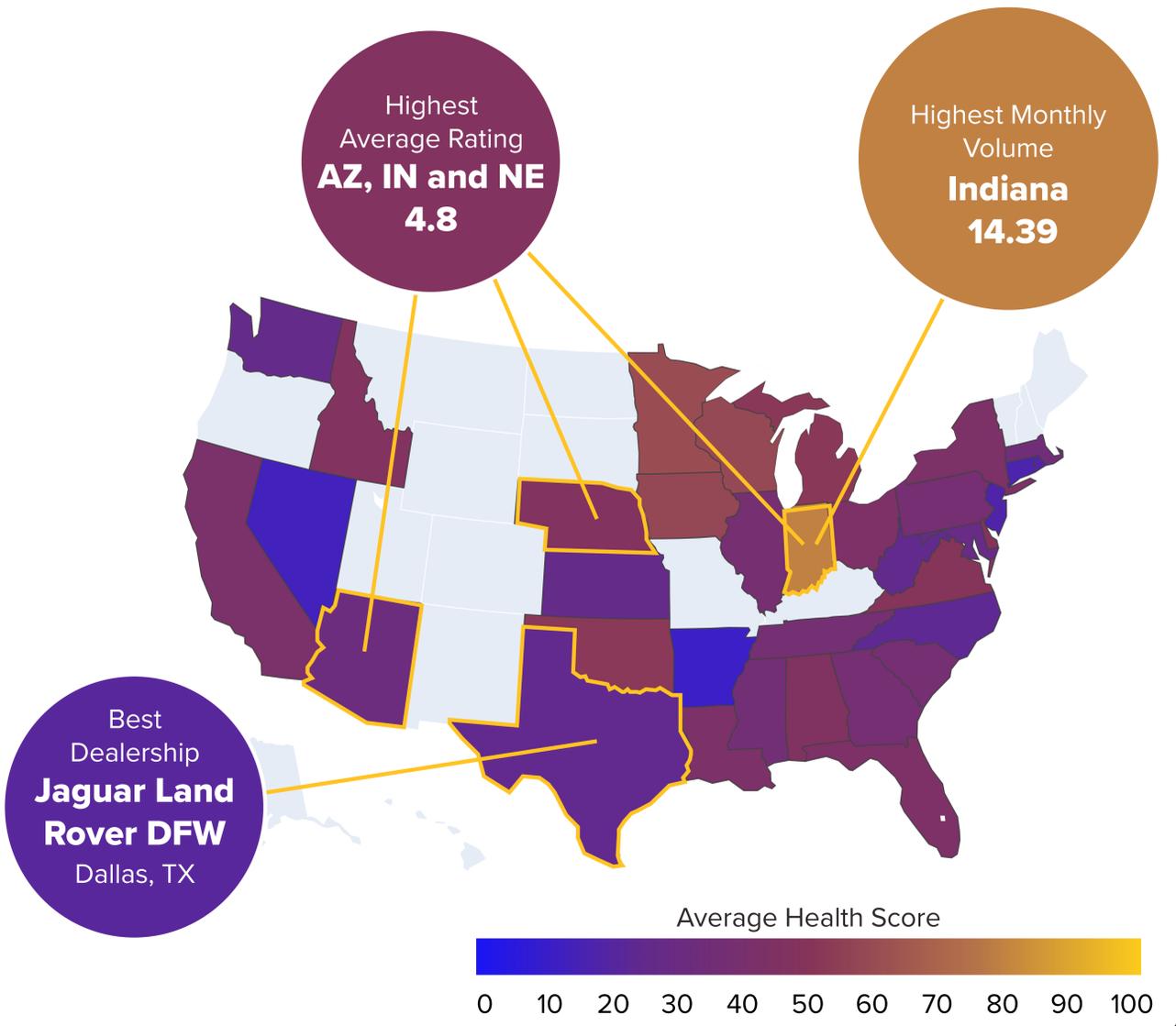
Jaguar F-PACE

4.28 Average Rating

Rank 25/31 rated model of the top-selling models list

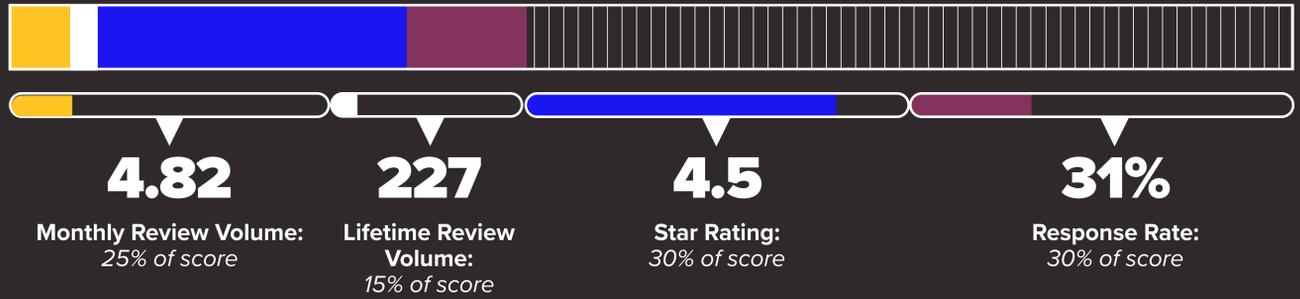
REGIONAL STANDOUTS

The map below displays average health score by state for this brand



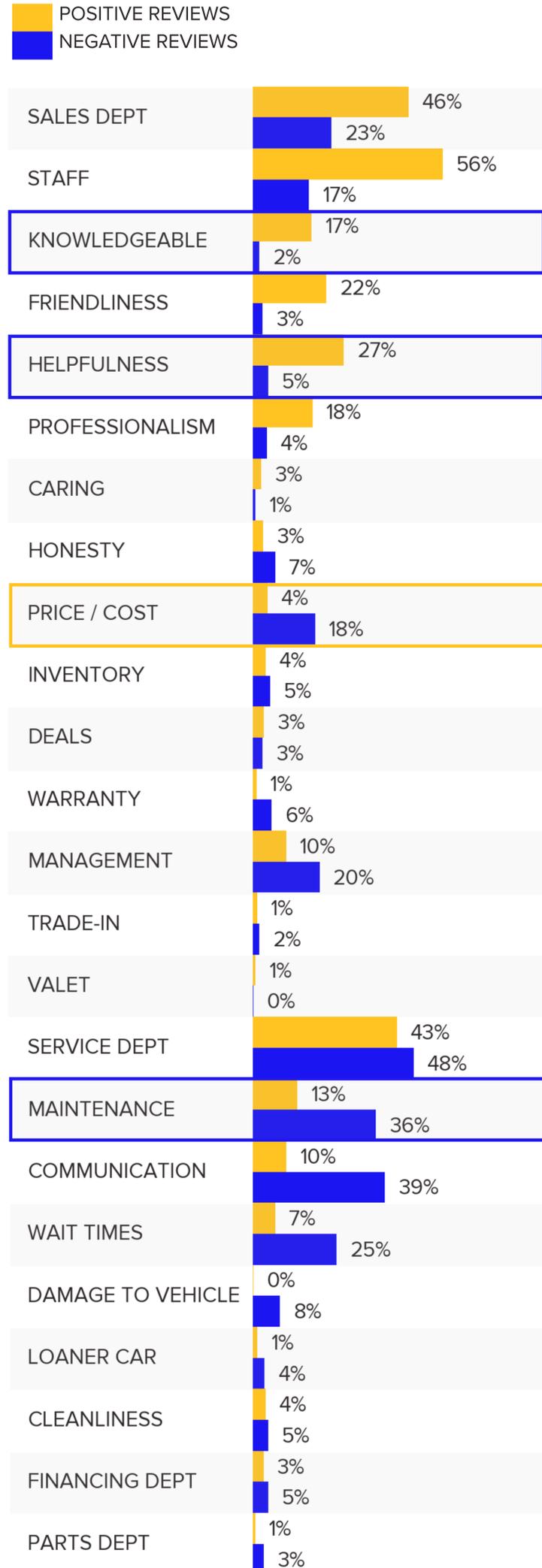
LINCOLN

RANKED 31ST OUT OF 32 OEMS
RANKED 13TH OUT OF 14 LUXURY BRANDS



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

PRICE/COST is mentioned in 18.47% of negative reviews, 10.65% below benchmark

RIVALRY

Lincoln v. INFINITI Health Scores



Lincoln monthly volume: **4.82**
INFINITI monthly volume: **9.09**

Lincoln response rate: **31%**
INFINITI response rate: **98%**

Lincoln has 38% more negative mentions of **WAIT TIME**

Lincoln has 42.1% more negative mentions of **MAINTENANCE**

WEAKNESSES

31% response rate

4.82 reviews/month well below average

MANAGEMENT is mentioned in 19.95% of negative reviews, 16.92% above benchmark

MAINTENANCE is mentioned in 35.84% of negative reviews, 9.10% above benchmark

MODEL REPUTATIONS

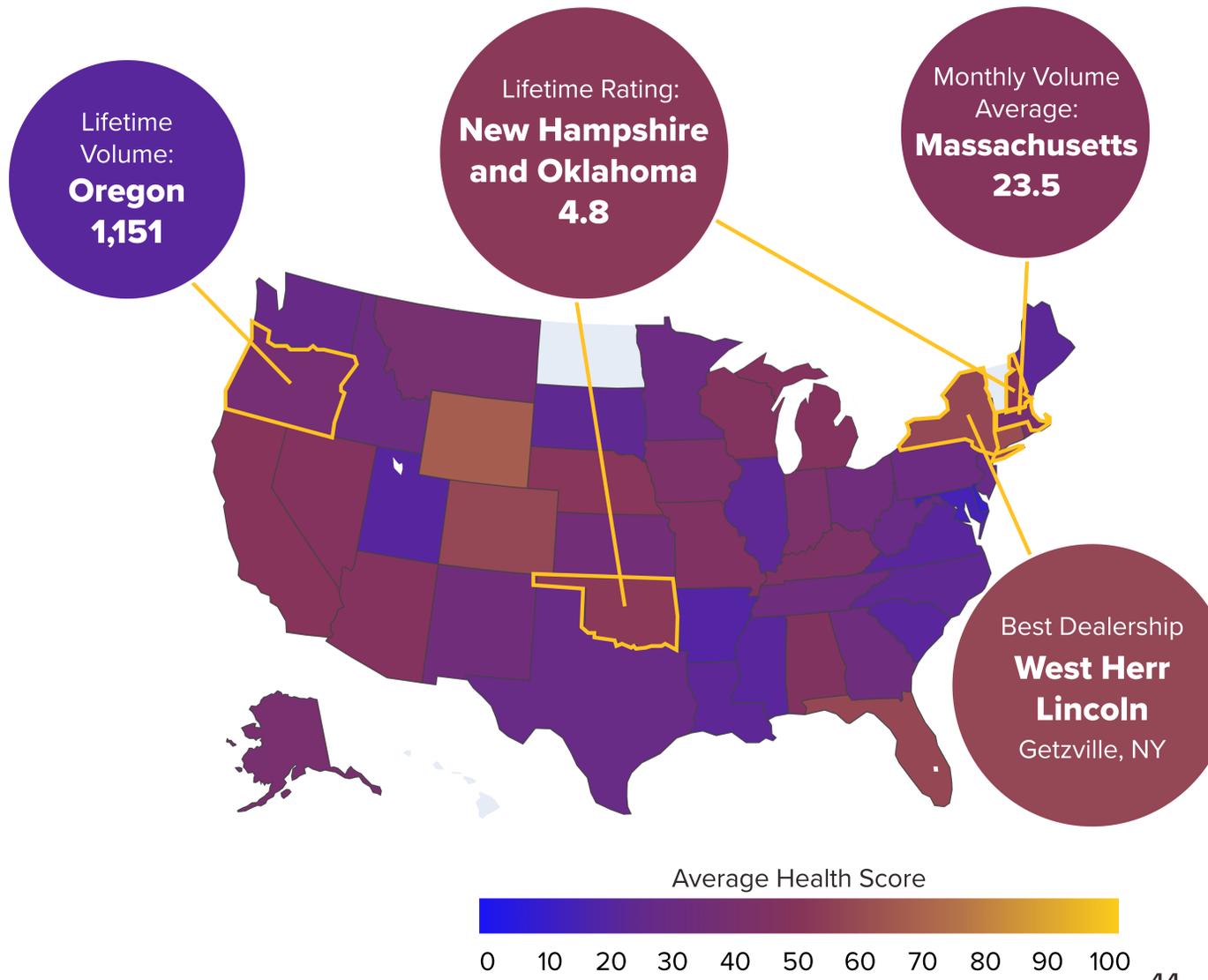
Lincoln Corsair

4.71 Average Rating

Rank 3/31 rated model of the top-selling models list

REGIONAL STANDOUTS

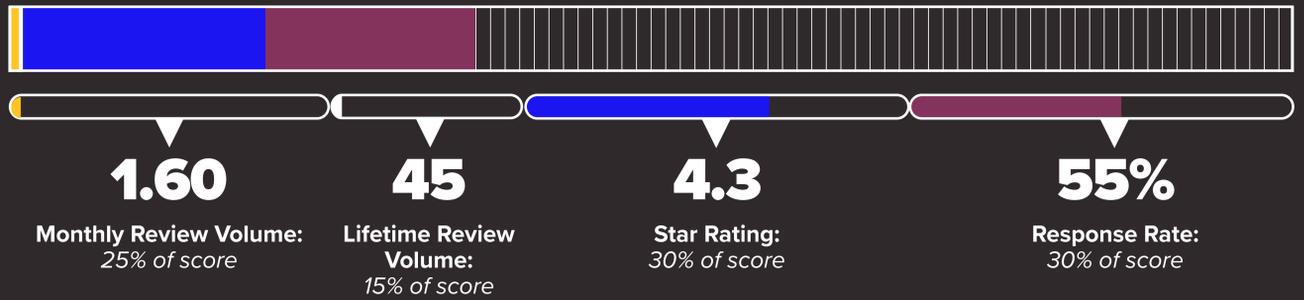
The map below displays average health score by state for this brand



GENESIS

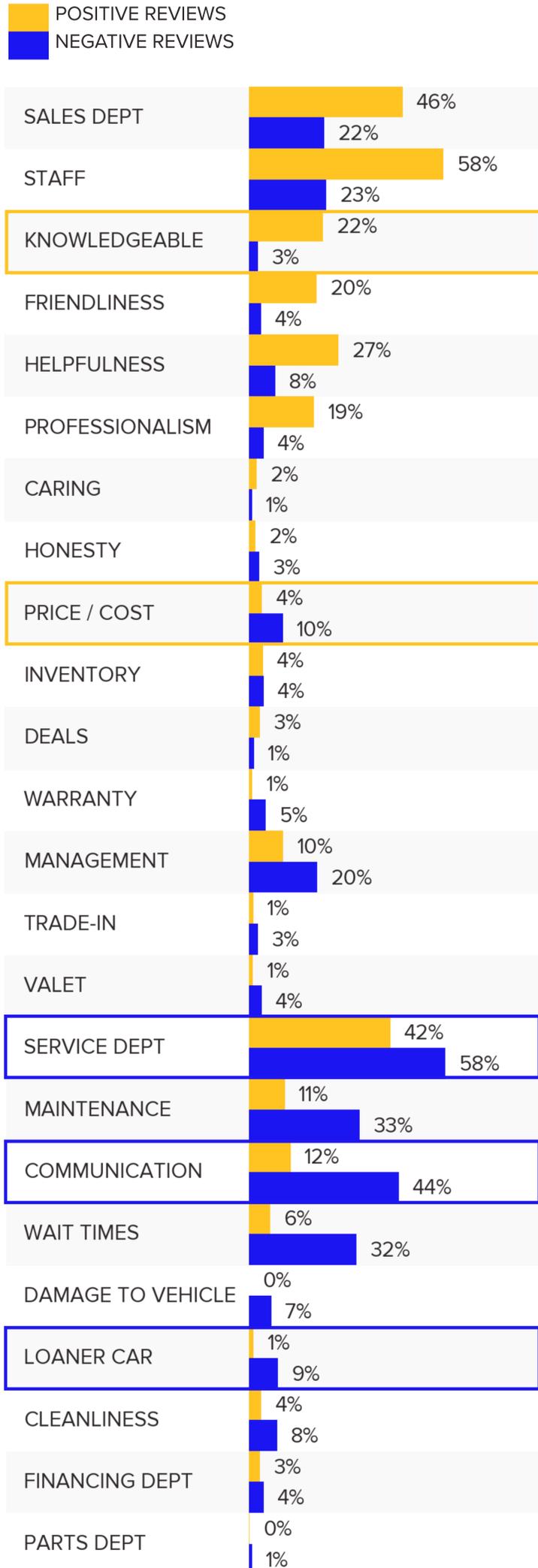
RANKED 32ND OUT OF 32 OEMS
RANKED 14TH OUT OF 14 LUXURY BRANDS

HEALTH SCORE 36/100



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



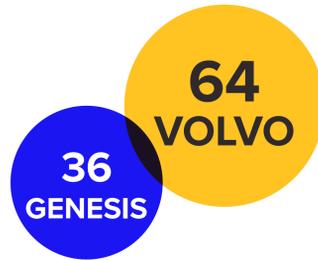
STRENGTHS

KNOWLEDGE mentioned in 21.93% of positive reviews, 17.2% above benchmark

PRICE mentioned in 9.66% of negative reviews, 53.27% below benchmark

RIVALRY

Genesis v. Volvo Health Scores



Genesis monthly review volume: **1.6%**
Volvo monthly review volume: **7%**

COMMUNICATION negative mentions
Genesis: **43.5%**
Volvo: **36.65%**
Benchmark: **37.37%**

WEAKNESSES

SERVICE DEPT mentioned in 58.13% of negative reviews, 31.5% above benchmark

COMMUNICATION mentioned in 43.5% of negative reviews, 16.16% above benchmark

LOANER CARS mentioned in 8.59% of negative reviews, 207.23% above benchmark

MODEL REPUTATIONS

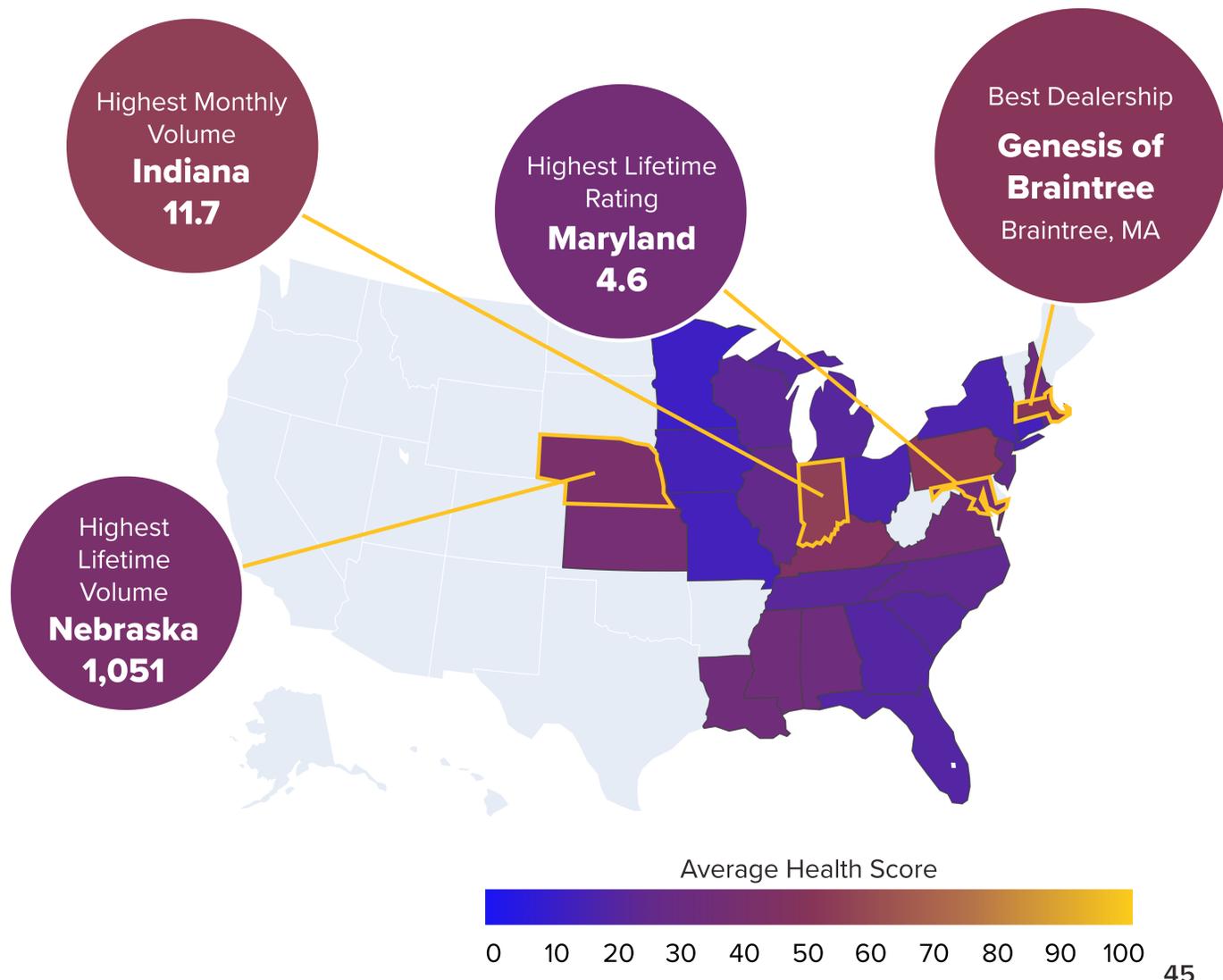
Genesis GV70

4.1 Average Rating

Rank 29/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand



BRAND SCORECARD RANKING METHODOLOGY

In assessing the reputation of the top automakers, Widewail ranks each brand based on a rating or “Health Score” out of 100 that measures the quality of its reputation today. A brand’s Health Score is based on four core reputation metrics, and it is a relative metric based on the other brands it is directly compared to. Core metrics are calculated by analyzing the Google reviews from the dealership network for each OEM.

WHAT IMPACTS A BRAND’S HEALTH SCORE?

To calculate a brand’s Health Score, we looked at four reputation metrics, weighing each as a percentage based on its impact on overall reputation. We’ve broken the components of a Health Score into three categories:

Lifetime and Monthly Review Volume (40%)

We believe the amount of review activity is an important indicator of reputation health for a business, and it is a leading driver of local search rankings. This category includes two components: lifetime review volume (15%) and monthly review volume (25%).

Star Rating (30%)

Rating is a key identifier of business health. Google star rating has a substantial impact on if a business shows up in local search results and if that business is entered into a prospect’s consideration set.

Review Response Rate (30%)

Engaging with customers by responding to reviews is a key component of a healthy reputation.

HEALTH SCORE FORMULA

$$(Response\ Rate) * 0.3 + (Adjusted\ Star\ Rating / 5) * 0.3 + (Lifetime\ Volume) * 0.15 + (Average\ Monthly\ Volume) * 0.25$$

Review Response Rate: We found the average (median) review response rate for the network of dealerships for each brand.

Adjusted Star Rating: We found the average (median) Google star rating for the dealerships for each brand, adjusting the star rating slightly using an additive smoothing process to account for differences in review volume. Using Google’s rating system means 5 stars is the maximum.

Lifetime Volume: We found the average (median) lifetime review volume for each brand’s network of dealerships

Average Monthly Volume: We found the average (median) volume of new reviews coming in per month for each brand’s network of dealerships



Thank you!

Widewail assists businesses in their climb to the top of the local search pack and works on increasing search visibility through SEO-minded review response and review generation solutions.

More reviews. Less stress.

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www.widewail.com



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Know, Like and Trust

Request A Demo



KOONS



LITHIA



“Signing up for Widewail was one of the best decisions I’ve made since I’ve been here.”

Topher Liddle
Marketing Director
Sloane Automotive Group



Listings

Business Listings Management



Invite

Review Generation Software



Invite Video

Video Testimonial Generation Software



Engage

People-Powered Review Response Services



Engage Plus

Social Media Engagement Management

Growing fast while taking care of our clients.

**Inc.
5000**