



VOICE OF THE CUSTOMER

Q1 2025

THIS REPORT IS BROUGHT TO YOU BY WIDEWAIL

WHY WIDEWAIL IS DIFFERENT

WIDEWAIL IS THE ONLY FIRM THAT CAPTURES AND ANALYZES 100% OF GOOGLE REVIEWS FOR EVERY AUTOMOTIVE DEALER IN THE U.S. EACH MONTH.

IN ADDITION TO READING THIS REPORT, HERE ARE THREE WAYS TO PUT THAT DATA TO WORK:

TRY THE “WARI”

widewail.com/wari

FREE TOOL: WIDEWAIL AUTOMOTIVE REPUTATION INDEX

Access key reputation data for all dealers in the US in Widewail’s free research tool, the Widewail Automotive Reputation Index

ADVANCED REPORTING TOOLS FOR CLIENTS

widewail.com/connect

TRACK TOPICS IN DETAIL IN YOUR REVIEWS

Clients receive access to advanced customer experience topic and sentiment analysis tools—with built-in industry benchmarks for easy comparison.

BESPOKE COMPETITOR ANALYSIS

widewail.com/connect

UNCOVER THE ELEMENTS OF CUSTOMER EXPERIENCE WHERE YOU ARE AHEAD, AND WHERE YOU ARE BEHIND

Request a custom quarterly brief to see how your customer experience stacks up against competitors.



“To get the most constructive feedback, you want to lean into those 2- to 4-star reviews. These customers aren’t overly upset or angry like some 1-star reviewers are. Instead, they’re being honest. It’s from these reviews that you’re going to be able to collect the most information about which systems work and which don’t. While we can’t fix everything, Widewail helps us increase review volume and leverage the data.”

Colby Joyner
Cavender Auto Group

EXECUTIVE SUMMARY

A STRONG START, BUT COMPETITION HEATS UP

In the first quarter of 2025 alone, U.S. new car dealerships generated 1.4 million Google reviews, putting us on track for a remarkable 33% growth over last year. This explosion of data presents both immense opportunities and critical challenges for dealerships navigating an increasingly transparent marketplace.

This report dives deep into millions of customer reviews, revealing the true pulse of consumer sentiment across sales and service. It uncovers where top-performing dealerships are consistently winning, and identifies the subtle shifts that are redefining customer expectations.

MARKET MOMENTUM REMAINS SOLID

Ratings remain high, and overall every key reputation metric improved in Q1 '25 vs Q4 '24. But the competitive landscape is shifting rapidly: more rooftops are hitting high review volumes, and the performance gap between leaders and average dealerships is widening. Average review volume per dealership has increased 28% in the last 21 months. In 2024, there were 415 dealerships that averaged over 100 Google reviews/month. This year it's 755. 82% growth in this elite club of dealerships. In this environment, small operational advantages—whether in responsiveness, service, or transparency—are fueling outsized gains in both review volume and customer sentiment.

WHAT'S DRIVING THESE TRENDS?

Staff remains a top positive driver, with complaints down 2.5%—a welcome reversal after challenges in late 2024.

Service and communication still cause friction, accounting for over 40% of negative reviews. While service complaints dipped modestly, communication continues to divide customer opinion, highlighting inconsistent execution across dealerships.

Sales negativity rose 4.3%, reflecting growing concerns about professionalism, staff knowledge, and financing processes—even as some dealerships improve in key areas.

The EV experience is rapidly improving: frustration with EV knowledge dropped 28%, and the satisfaction gap between EV and traditional buyers shrank by more than half.

Inventory mentions increased slightly, but remain a relatively minor source of customer dissatisfaction.

PRICING MENTIONS CONTINUE TO FALL

Pricing and tariffs remain background noise for customers, with few direct mentions and stable sentiment around deals—even as seasonal demand pushes review volume higher.

Chart 1 | Mentions of Pricing in All Reviews



OEM reputation rankings reveal critical momentum swings:

Lexus continues to lead in sentiment and volume, setting the bar for engagement and customer satisfaction.

Subaru broke into the top 5 for the first time, showing that reputation gains can outpace sales volume.

Ford climbed 8 positions, boosted by service improvements but still facing EV and warranty challenges.

Acura's drop from 10th to 14th underscores how fragile brand momentum can be at the top.

METRIC	INDUSTRY AVERAGE
Monthly Review Volume	11.3 (up 6.2% Q4)
Average Google Rating	4.64 (up from 4.61)
Percentage Negative	9% (down 10%)
Response Rate	88% (up from 86%)

WHY THIS MATTERS

With Widewail's breakthrough technology, we can now measure reputation and CX performance in public-facing customer comments at an industry-wide scale. We can benchmark every element, and measure customer experience with precision that is new to the market. This report highlights where the industry is headed, the risks dealers must manage, and the strategic opportunities that separate the best from the rest.

WHAT IS IN THIS REPORT?

Each quarter, the Widewail team analyzes millions of reviews using AI technologies to categorize and log what is being said into 27 fundamental topics, whether or not the specific keyword is actually said. Widewail’s technology can determine which tags to apply to each review based on contextual details. For Q1 2025, we researched 1.4M Google reviews from ~18,000 U.S.-based new car dealerships.

“

The fact that the automotive industry recorded 1.4M Google reviews in Q1 is news on its own. We’re on track for 5.6M reviews in 2025, a 33% growth over the 4.2M Google reviews we recorded in 2024.

— MATT MURRAY | CEO, WIDEWAIL

Q1 REPUTATION BENCHMARKS WIDEWAIL CLIENTS VS. THE INDUSTRY

2025 Q1 INDUSTRY AVERAGES		2025 Q1 PERFORMANCE FOR WIDEWAIL AUTO CLIENTS	
11.3	MONTHLY REVIEW VOLUME	35	
4.64	AVERAGE GOOGLE RATING	4.77	
9%	NEGATIVE PERCENTAGE	6%	
88%	RESPONSE RATE	100%	

WHERE TOP-RATED DEALERSHIPS WIN

Top dealers have these 5 topics mentioned **often** in positive reviews:

Top dealers have these 5 topics mentioned **infrequently** in negative reviews:

POSITIVE REVIEWS: Q1 2025				NEGATIVE REVIEWS: Q1 2025			
RANK	TOPIC	MENTION %, GROWTH VS. Q4		RANK	TOPIC	MENTION %, GROWTH VS. Q4	
1	STAFF	76.0%	▼ -2.5%	1	COMMUNICATION	41.8%	▲ +0.9%
2	HELPFULNESS	22.8%	▲ +3.6%	2	STAFF	36.7%	▼ -2.5%
3	FRIENDLINESS	18.1%	▲ +4.2%	3	CAR MAINTENANCE	22.0%	▼ -1%
4	KNOWLEDGEABLE	15.5%	▲ +2%	4	WAIT TIMES	20.8%	▼ -0.9%
5	PROFESSIONALISM	11.6%	▲ +4.7%	5	MANAGEMENT	19.9%	▲ +1.4%

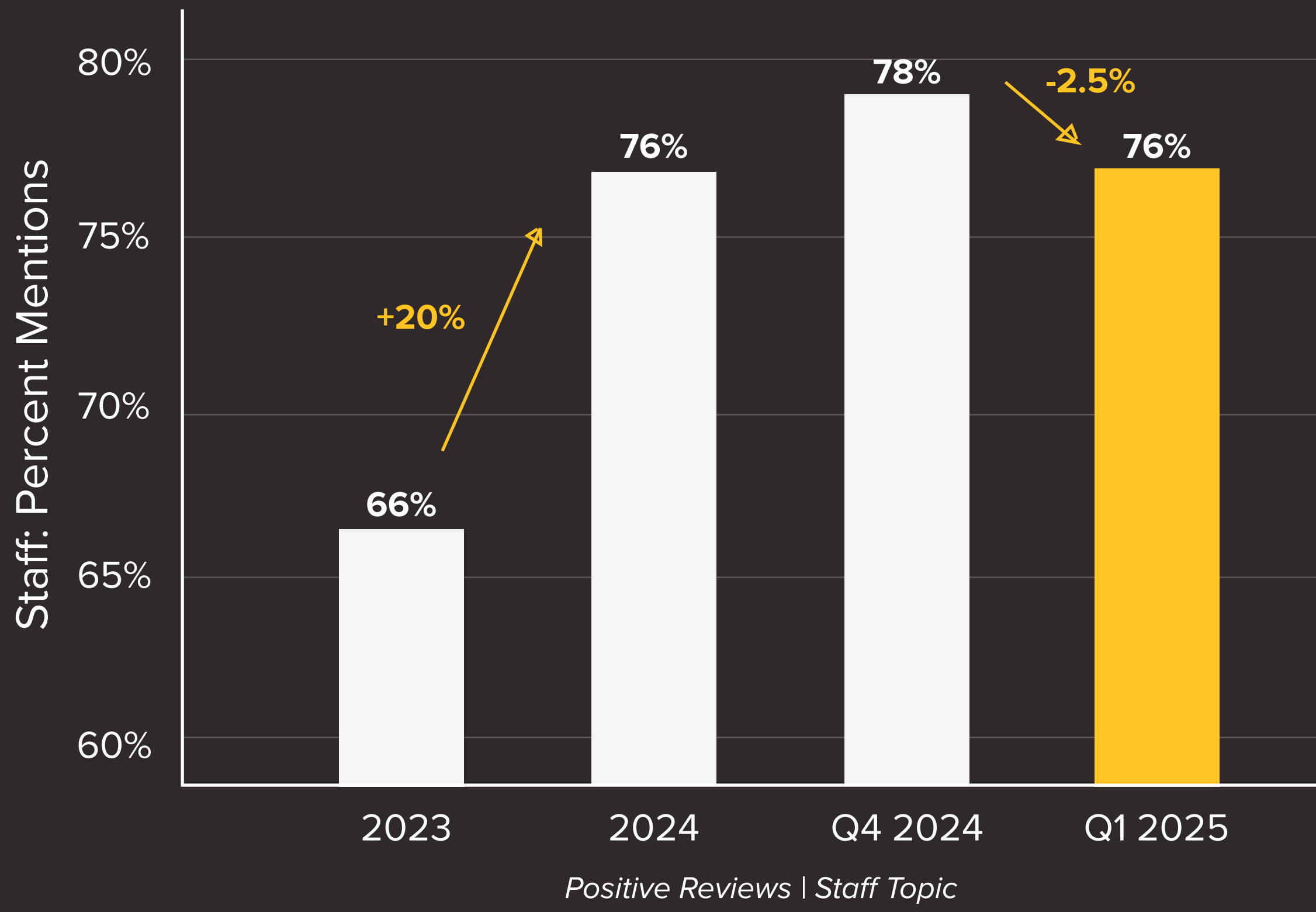
WHAT DO CUSTOMERS CARE ABOUT IN Q1?

Q1 VS. Q4 TOPIC BENCHMARK INSIGHTS

STAFF SENTIMENT STABILIZES

Staff remains the #1 source of positive feedback, though positive mentions declined slightly. On the negative side, a key trend from last year—rising staff-related complaints—reversed course in Q1, with staff negativity **dropping 2.5% after growing 20% year-over-year in 2024**.

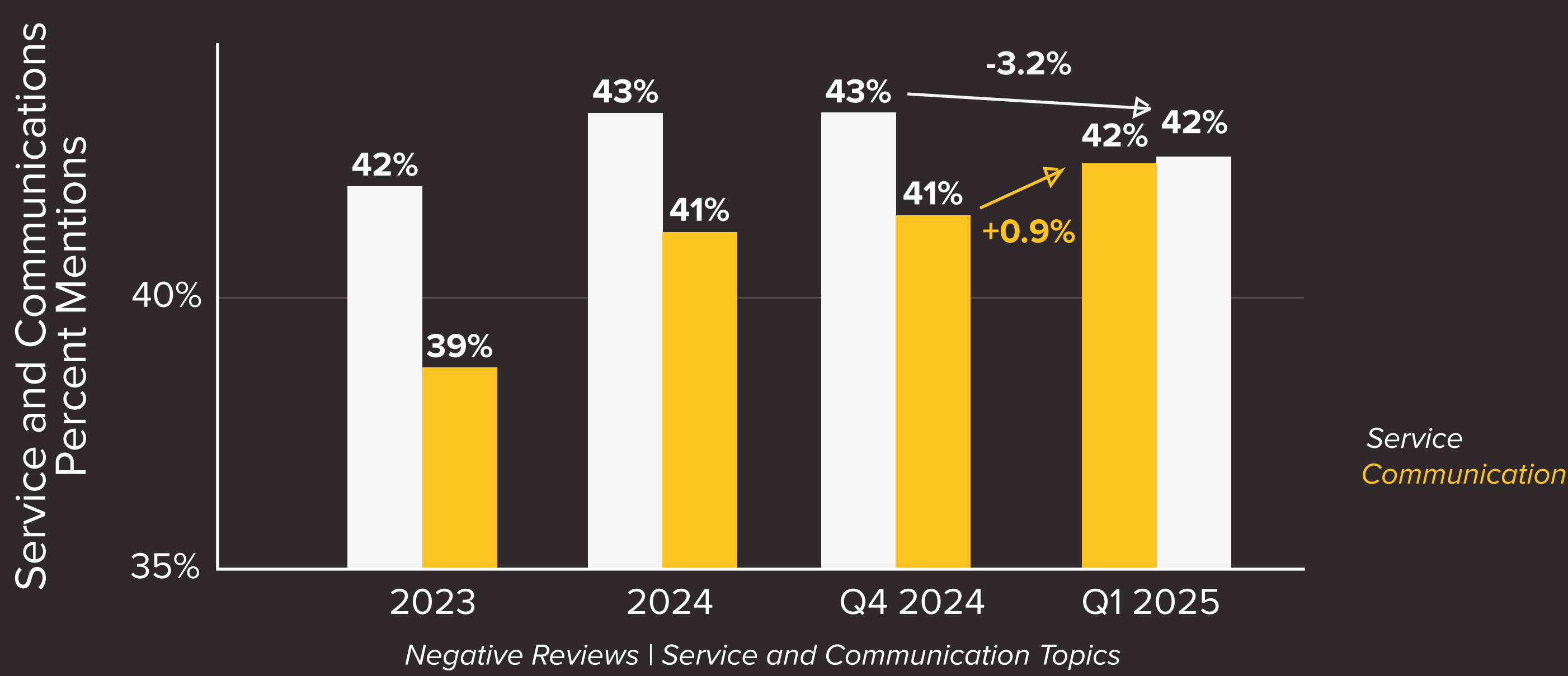
Chart 2 | Mentions of Staff in Positive Reviews



SERVICE AND COMMUNICATION CONVERGE, STILL LEAD NEGATIVE THEMES

The service department saw real progress in Q1, with **negative mentions falling 3.2%**. Still, service and communication continue to dominate negative reviews, now tied at the top. Both were mentioned in 41% of all negative reviews, pointing to persistent challenges in how service experiences are communicated and delivered.

Chart 3 | Mentions of Service, Communication in Negative Reviews



PRICING SENTIMENT HOLDS STEADY DESPITE TARIFF NOISE

Even with headlines focused on tariff impacts, pricing-related negativity remained **unchanged** from Q4 to Q1. The anticipated consumer pushback hasn't shown up in reviews, suggesting that early fears haven't yet permeated the customer experience—or have thus far been well-managed at the retail level.

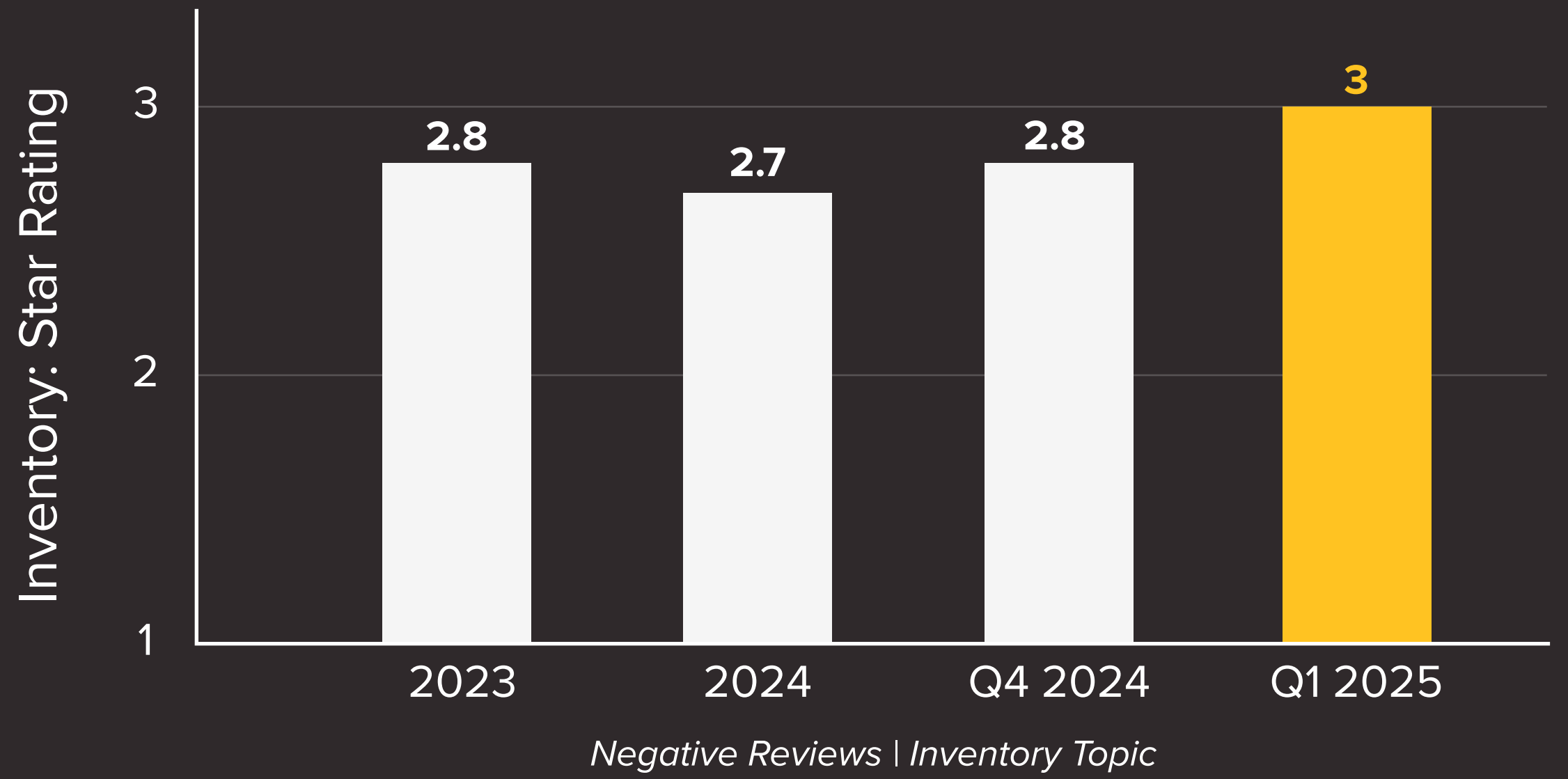
Chart 4 | Mentions of Pricing in Negative Reviews



INVENTORY COMPLAINTS ARE RISING — BUT STILL RARE

Mentions of inventory-related issues **grew 6.5% in Q1**, one of the fastest-rising negative topics. However, inventory still appears in just **3% of negative reviews overall**, meaning the issue is growing in mention frequency, but remains on the fringe of customer experience.

Chart 5 | Mentions of Inventory in Negative Reviews



COMMUNICATION PRAISE GROWING AMID UNCERTAINTY

Positive mentions of communication **rose 5% in Q1**, making it the third-fastest-growing positive topic. Amid market shifts and external pressures, this suggests dealership staff are doing a strong job of helping customers navigate an uncertain landscape.

Chart 6 | Mentions of Communication in Positive Reviews



TARIFF IMPACT: LIMITED — FOR NOW

Early signs suggest that, as of April 2025, recently imposed tariffs have had minimal impact on the consumer experience. While headlines have focused on potential pricing volatility, our research suggests customer-facing effects remain limited in scope.

In fact, rather than suppressing demand, many dealers experienced a record-breaking March and April. We observed a slight uptick in consumer activity—possibly a result of buyers accelerating purchases ahead of anticipated price hikes. Review volume across Google increased by 10% in March and April compared to January and February. But, notably, the median number of reviews per rooftop in April was 11—identical to April 2024—indicating stability in consumer engagement year-over-year and further reinforcing the limited impact of tariffs through the end of April.

PRICE SENTIMENT

LOWER NEGATIVITY DESPITE SEASONAL SPIKE

Mentions of price continue a two-year downward trend, with price-related negativity predictably spiking each spring. However, 2025’s seasonal increase in negative sentiment is lower than in prior years, suggesting shoppers may be more tolerant of pricing conditions—at least for now. It’s possible that early communication about tariffs has helped manage expectations or that spring promotional activity is offsetting pricing concerns.

Chart 7 | Mentions of Pricing in Negative Reviews

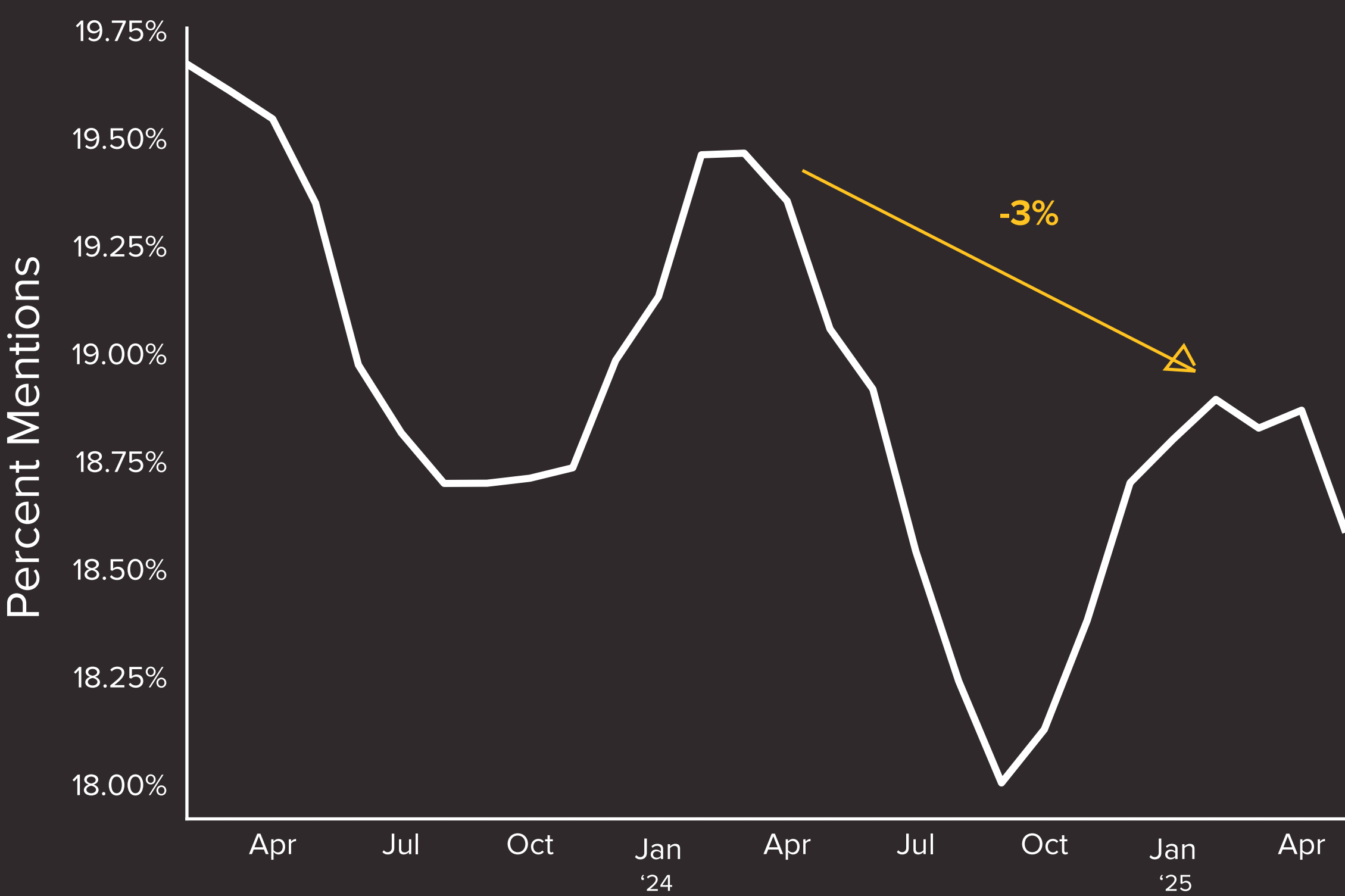
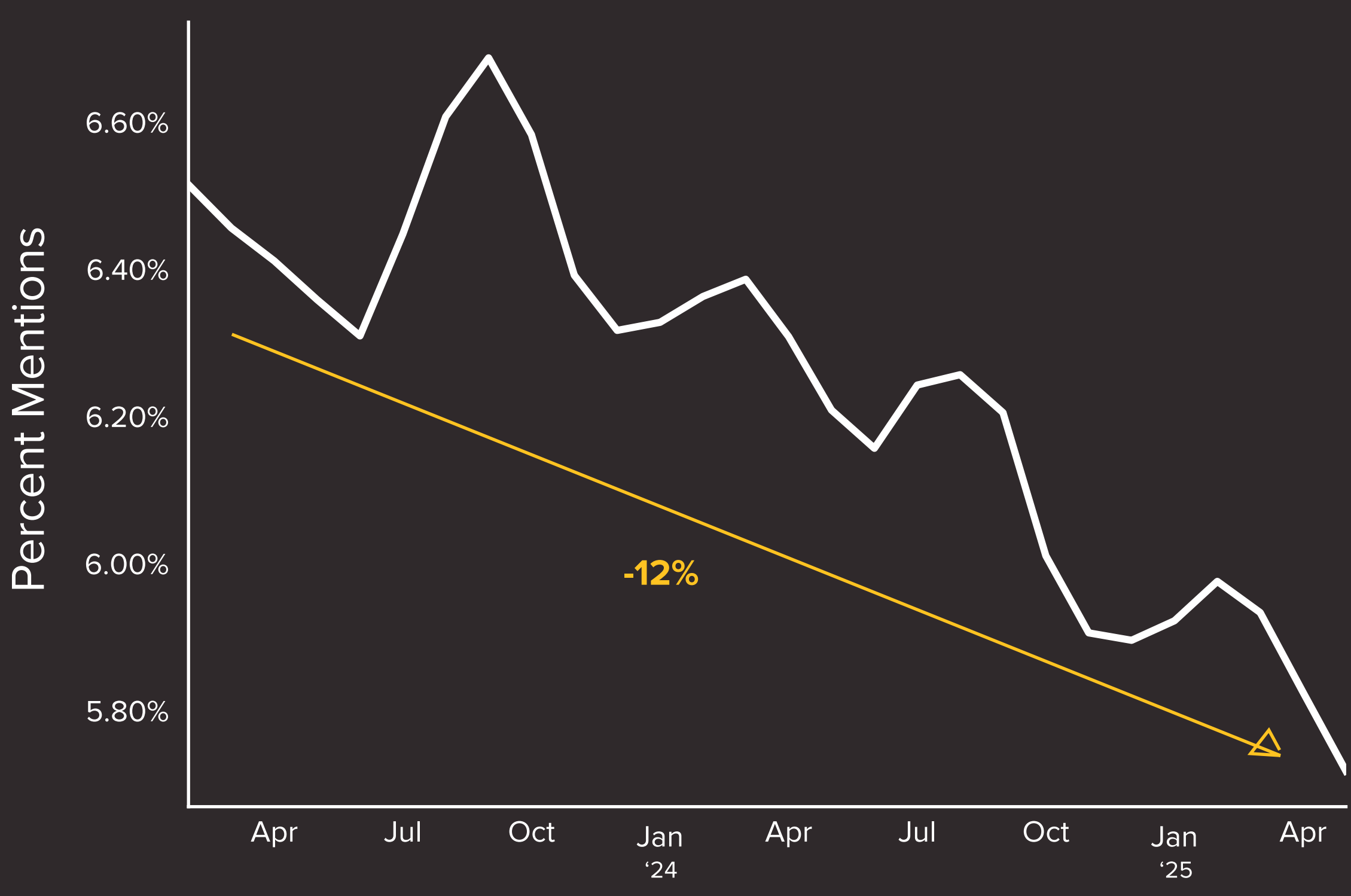


Chart 8 | Mentions of Pricing in All Reviews

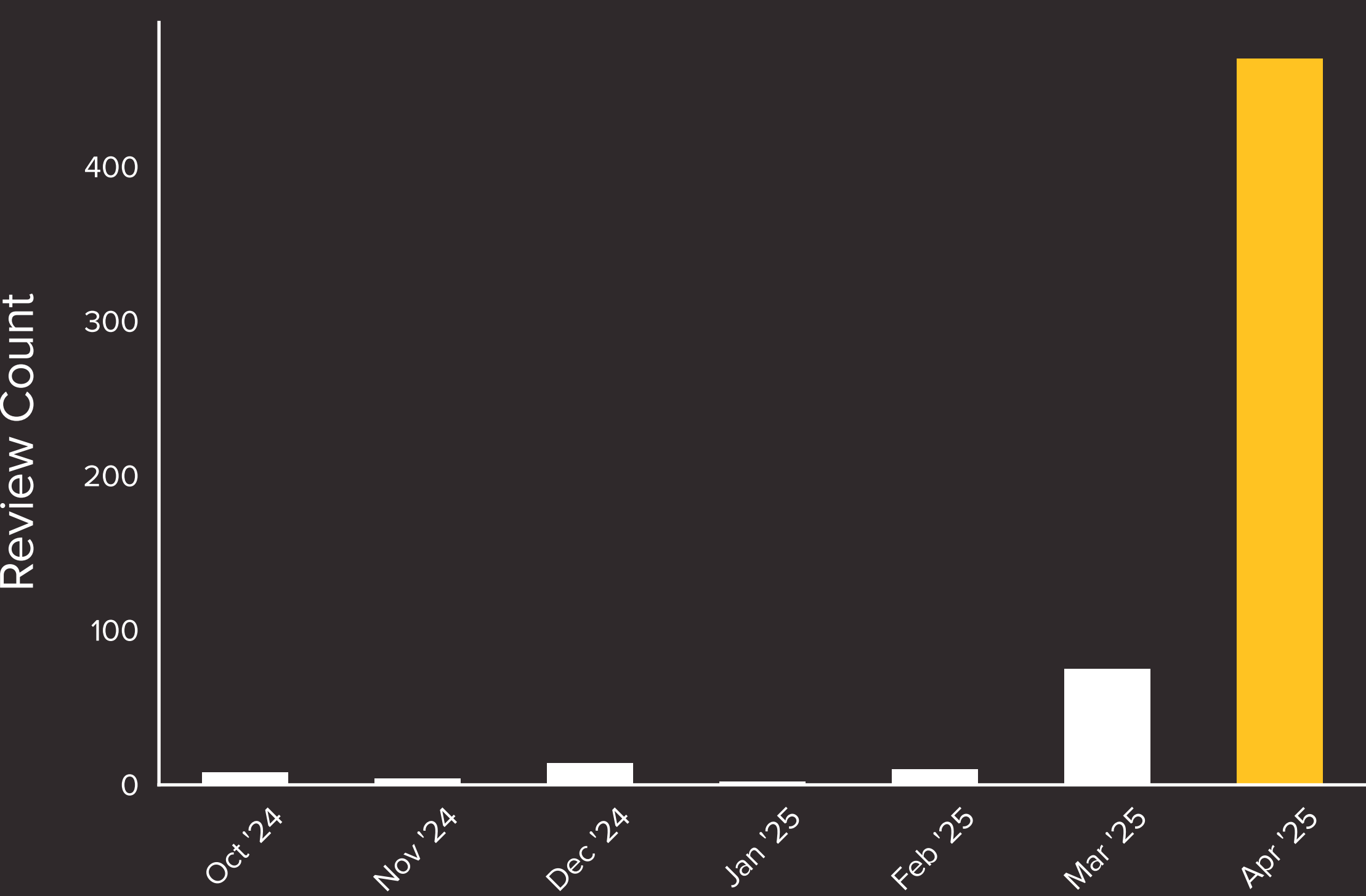


TARIFF MENTIONS

OUT OF 1.4 MILLION REVIEWS ANALYZED FROM THE START OF 2025, ONLY 450 REFERENCED TARIFFS BY NAME.

April represented a dramatic increase compared to previous months—clearly tied to news coverage and dealer messaging—but in the broader context, tariff mentions still represent a fraction of overall consumer commentary. To date, tariffs have not emerged as a dominant theme in the review landscape.

Chart 9 | Mentions of Tariffs in All Reviews



DEALS

APRIL PEAK, BUT NO DISRUPTION TO LONG-TERM PATTERN

Mentions of deals peaked in April, up 3% in Q1, continuing the 24-month trend line. Deal-related criticism has been volatile the last two years, but is rarely mentioned. We observe a 9% spike in deal negativity in April off a small base.

Chart 10 | Mentions of Deals in All Reviews

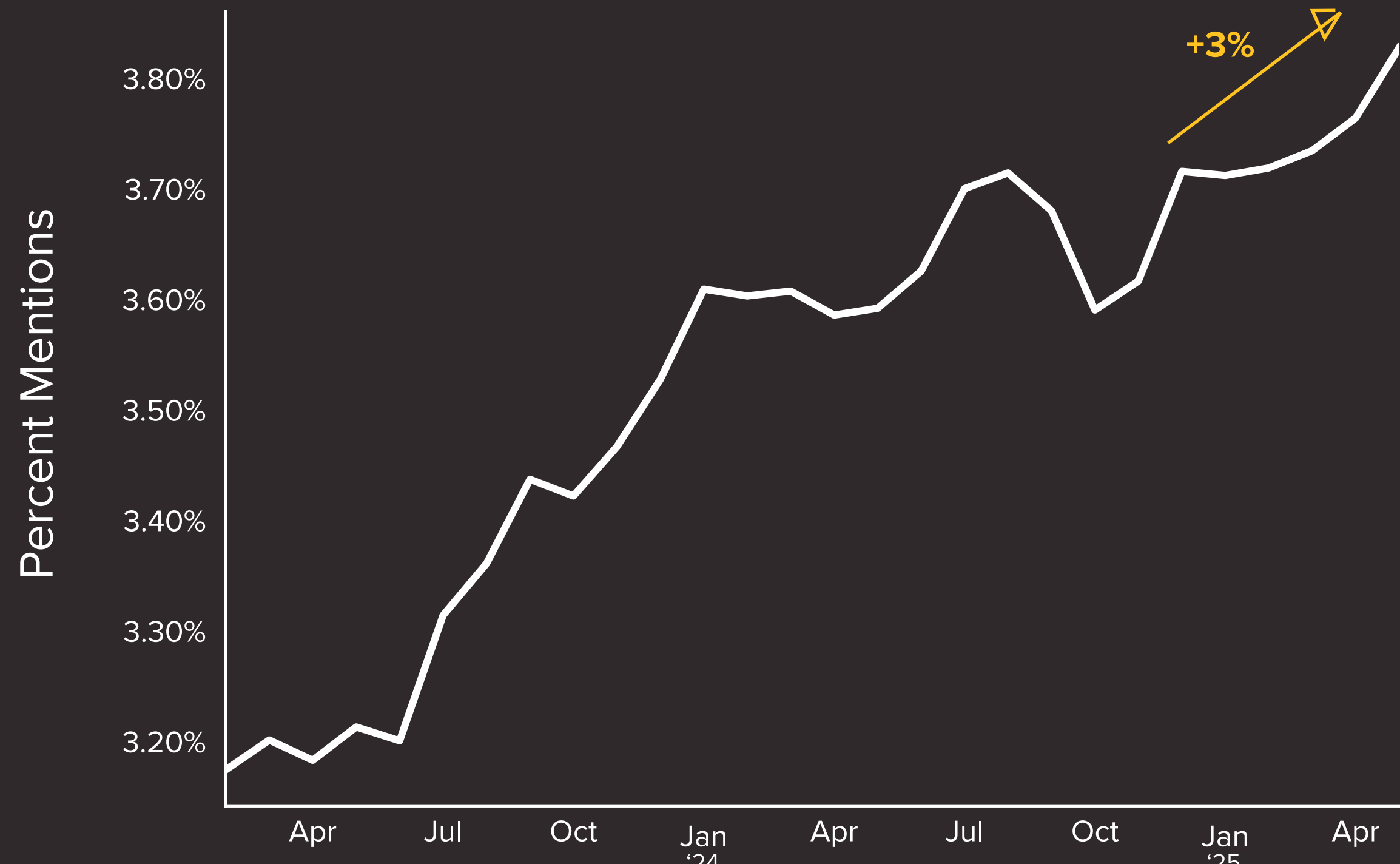


Chart 11 | Mentions of Deals in Negative Reviews



“

We saw only a tiny fraction of reviews referencing tariffs, just 450 out of 1.4 million reviews, which makes it difficult to pin any meaningful impact on customer sentiment so far. Most of the pricing and deal-related commentary aligns with ongoing seasonal and long-term trends.”

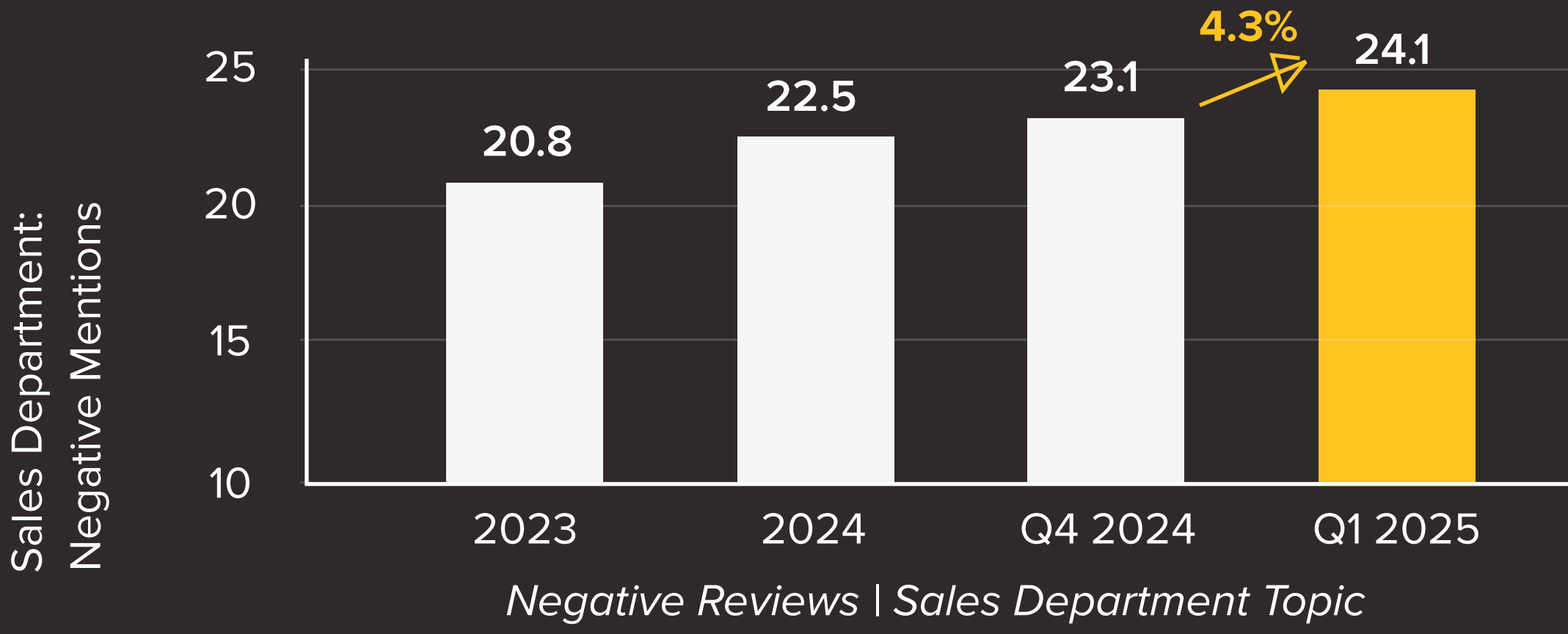
— MITCH JOSEPH | DATA SCIENCE, WIDEWAIL

SALES NEGATIVITY RISES 4.3% AS PROFESSIONALISM AND KNOWLEDGE TAKE A HIT

SALES DEPARTMENT NEGATIVITY TICKS UP

Overall negativity in the sales department **rose 4.3% in Q1**. While not a dramatic shift, it signals increased friction in the early stages of the customer journey. Financing-related complaints climbed even higher, up 6.1% quarter-over-quarter, highlighting that the frustration associated with finance, which we highlighted in the 2024 report, has continued to intensify.

Chart 12 | Mentions of Sales Department in Negative Reviews



PROFESSIONALISM AND KNOWLEDGE LEAD NEGATIVE THEMES

Within sales-specific reviews, the biggest jumps in negative sentiment were around **professionalism, up 11.6%, and knowledge, up 9.7%**. These are foundational to a positive showroom experience, and soft spots in either can erode trust early in the buyer journey.

Chart 13 | Mentions of Professionalism and Knowledge in Sales in Negative Reviews



EV KNOWLEDGE GAP NARROWS

A key trend from last year was the knowledge gap in EV sales: negative EV reviews mentioned knowledge-related issues **76% more often** than ICE reviews. In Q1, that gap shrank significantly, now 33%, as dealers appear more comfortable selling EVs. Looking specifically at EV reviews from Q4 to Q1, Knowledge negativity **fell 28%**, a meaningful improvement in an area previously seen as a major vulnerability.

Chart 14 | Mentions of Knowledge in Negative EV vs. ICE Reviews

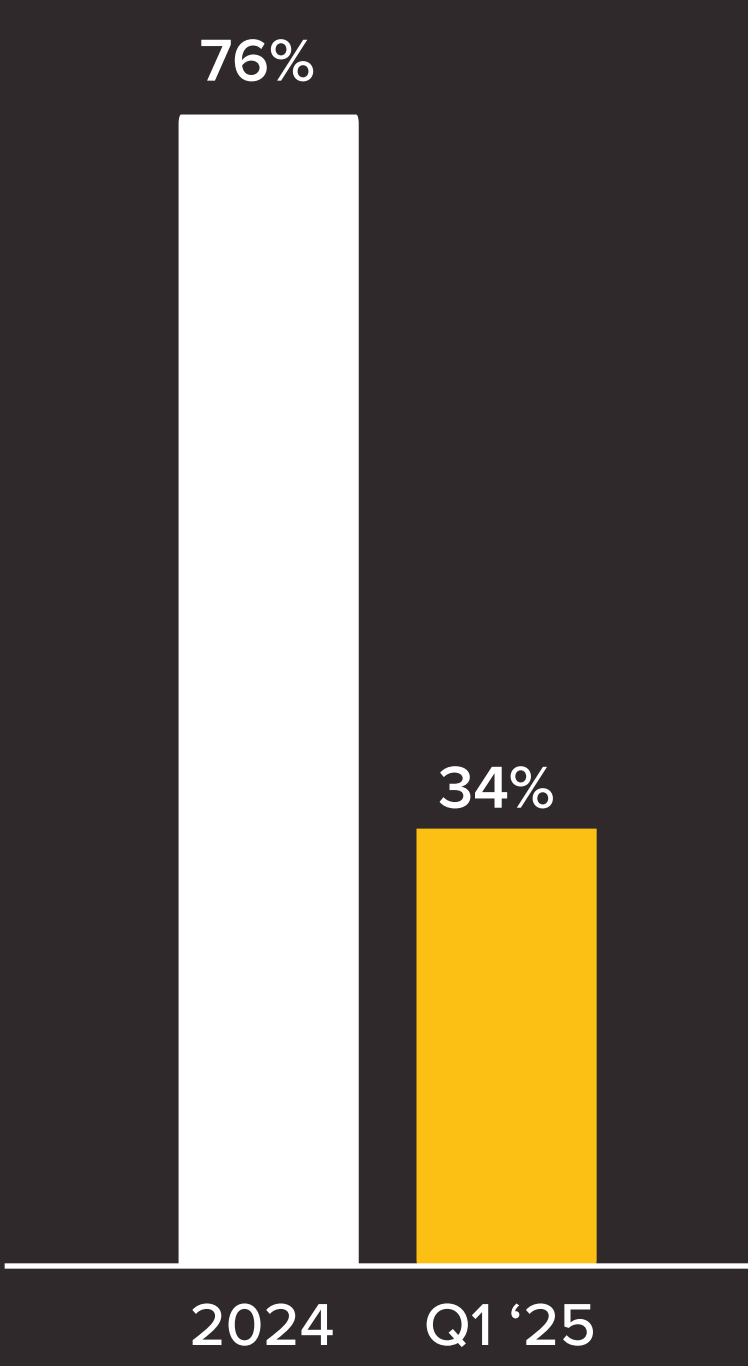
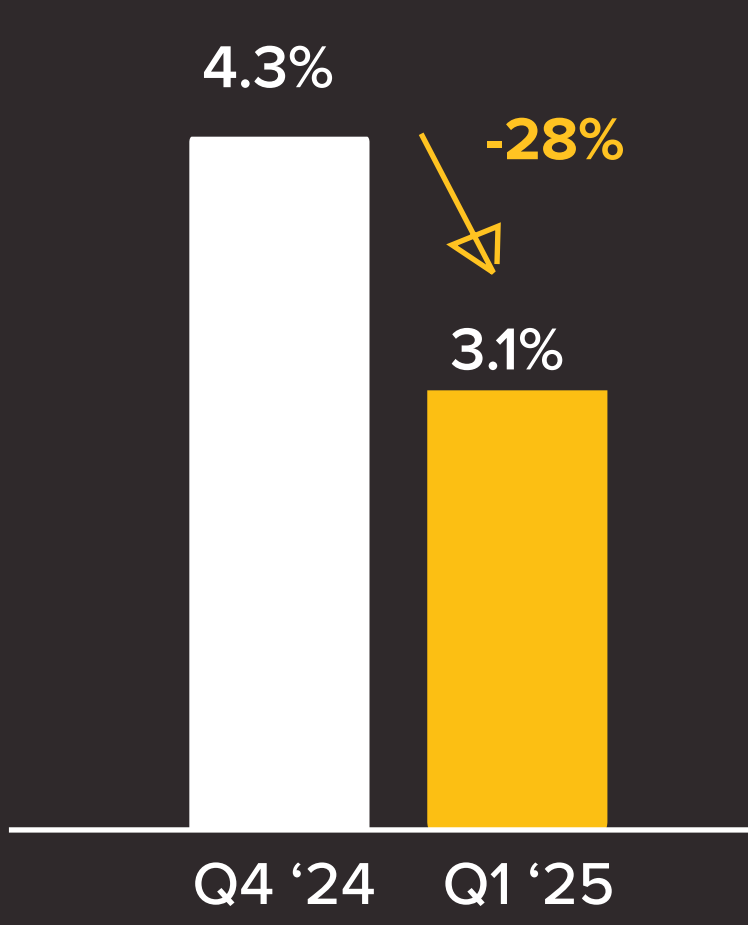


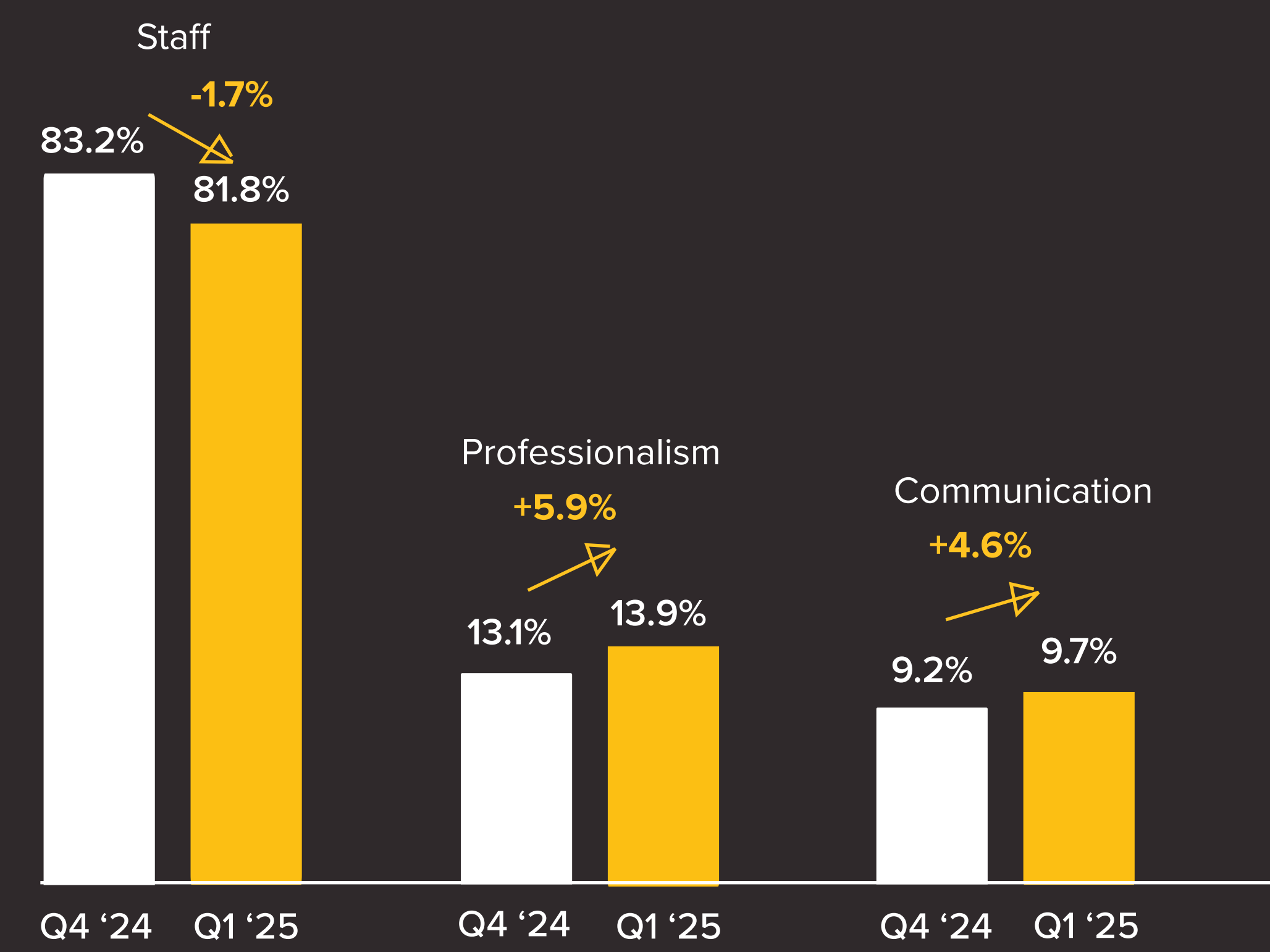
Chart 15 | Mentions of Knowledge in Negative EV Reviews



POSITIVE THEMES HOLD STEADY IN SALES REVIEWS

On the positive side, sales-related sentiment was largely stable quarter over quarter. Staff mentions dipped slightly (-1.7%), while professionalism and communication saw modest gains—**up 5.9% and 4.6%**, respectively. While not dramatic, these are encouraging signs that core strengths in the sales

Chart 16 | Mentions of Staff, Professionalism, and Communication in Positive Reviews



30% OF THE INDUSTRY LEAVING REVIEWS ON TABLE

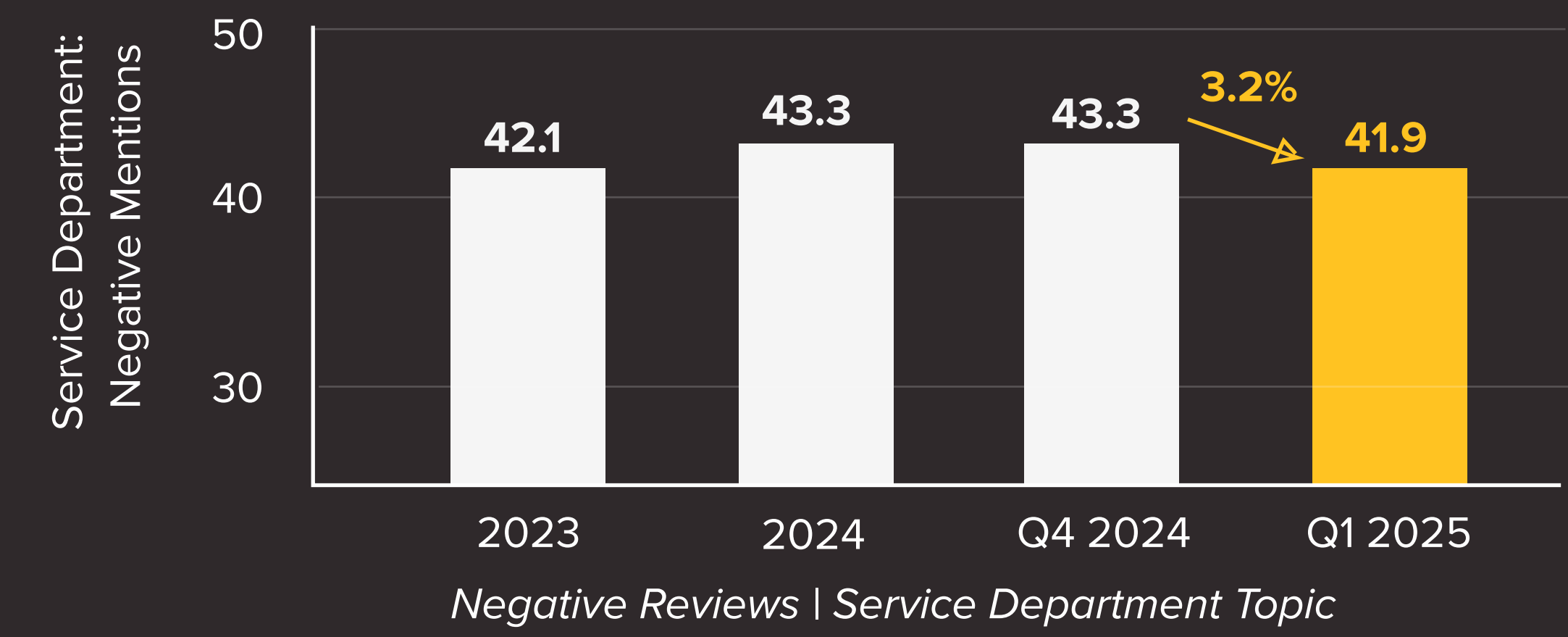
Widewail hypothesizes that about 30% of the industry is still not using a review generation tool, meaning there’s plenty of room for growth here. That’s a bounty of customer experience data currently unrealized. With it, we could apply artificial intelligence in the models to understand what people are talking about and what’s important to the customer. When we look at the data within this report, we are just beginning to understand its potential and we believe we will be able to improve the customer experience materially as we get better at accessing the opinions of a wider swath of customers.

REPAIRS FASTER, COMMUNICATION BETTER: SERVICE SENTIMENT IMPROVES

SERVICE SENTIMENT STEADY — AND IMPROVING SLIGHTLY

Overall, service department sentiment was stable in Q1. **Positive reviews held steady**, while negative sentiment **declined 3.2%**—a healthy sign as service continues to take on more importance in dealership profitability and customer retention.

Chart 17 | Mentions of Service in Negative Reviews



MIXED SIGNALS FROM STAFF AND COMMUNICATION

Service staff positivity dipped 3.7% in Q1. In contrast, **communication-related positivity rose 6%**, suggesting that while personal interactions may have slipped slightly, operational updates and transparency are improving.

Chart 18 | Mentions of Service Staff in Negative Service Reviews

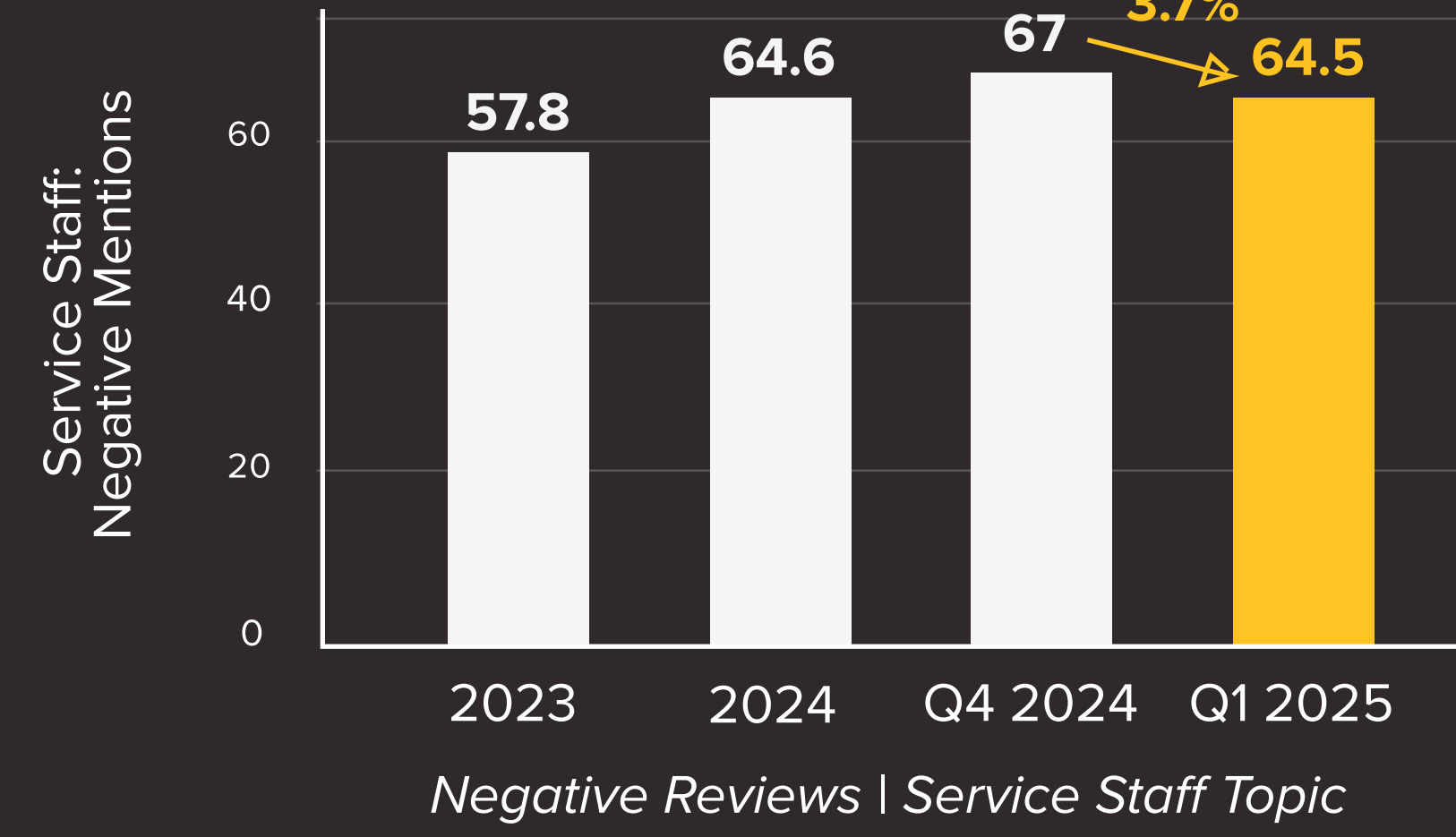


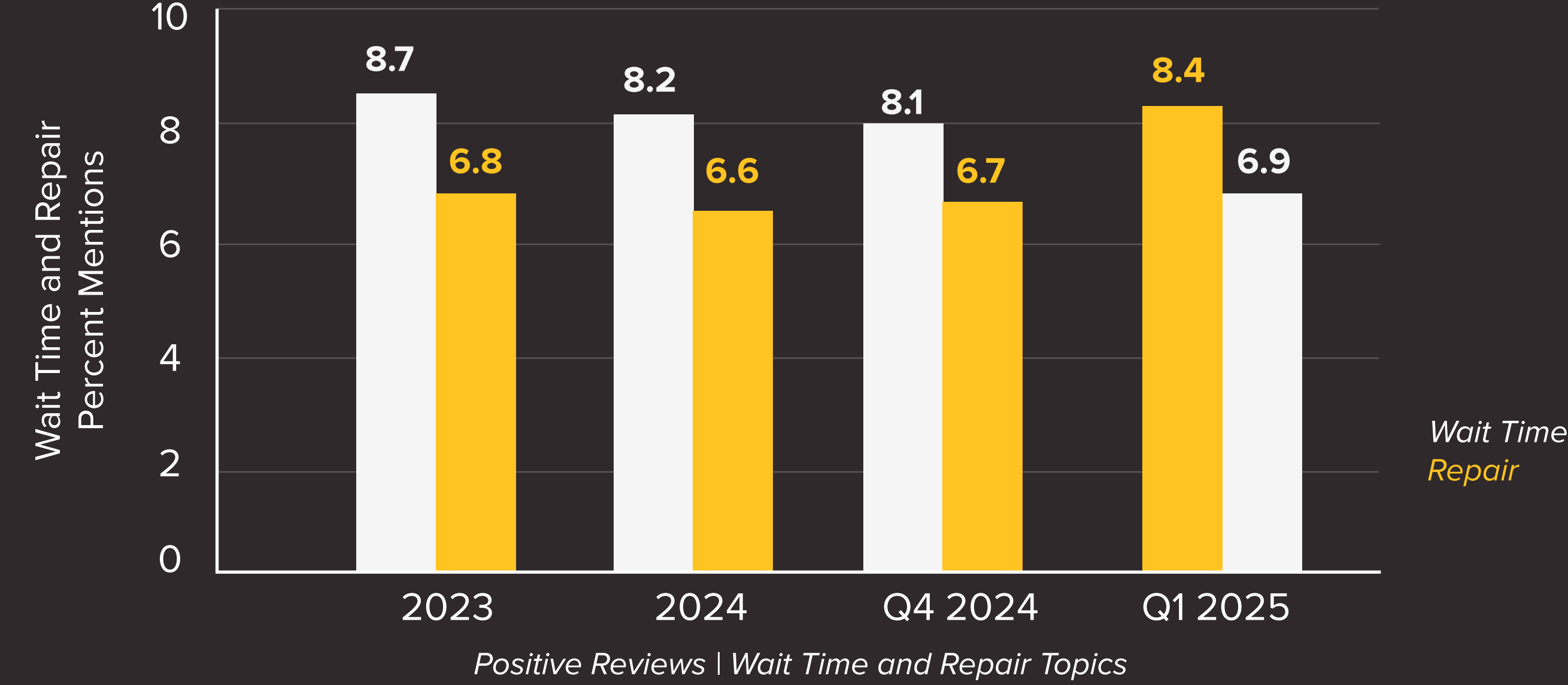
Chart 19 | Mentions of Communication in Positive Service Reviews



REPAIR AND WAIT TIME SATISFACTION CLIMB

Two practical drivers of service satisfaction—**repair quality** and **wait times**—both saw modest improvements. Repair positivity rose 2.4%, and wait time positivity increased 2.7%, signaling smoother operational performance overall.

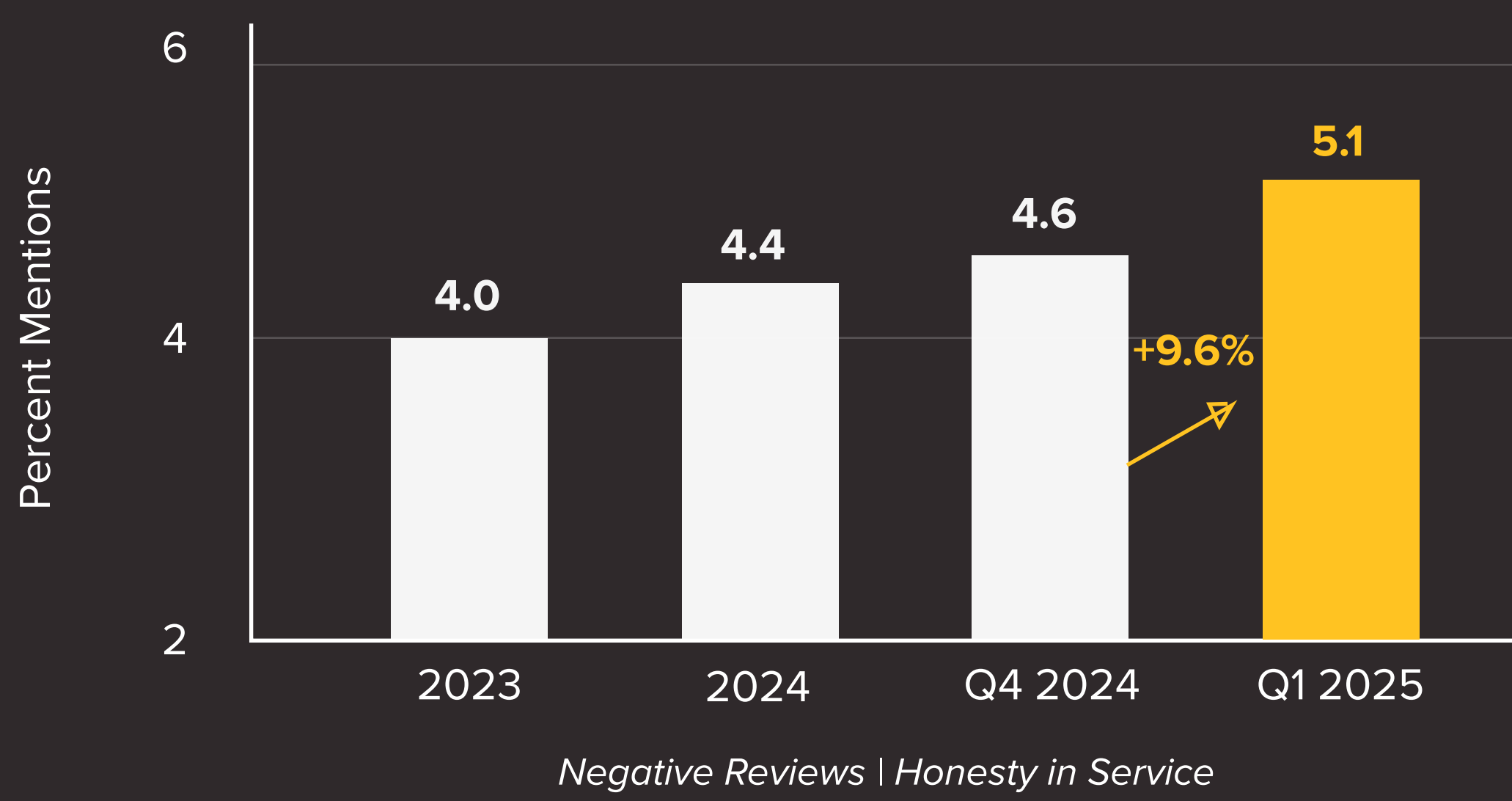
Chart 20 | Mentions of Wait Time and Repair in Positive Service Reviews



HONESTY CONCERNS GROWING, BUT STILL RARE

One red flag: honesty-related negativity rose 9.6% in Q1. However, it still appears in just 5% of negative service reviews, so the broader impact is limited. **Price-related negativity** remained mostly flat, increasing just 2%, suggesting stable customer expectations around cost.

Chart 21 | Mentions of Honesty in Negative Service Reviews



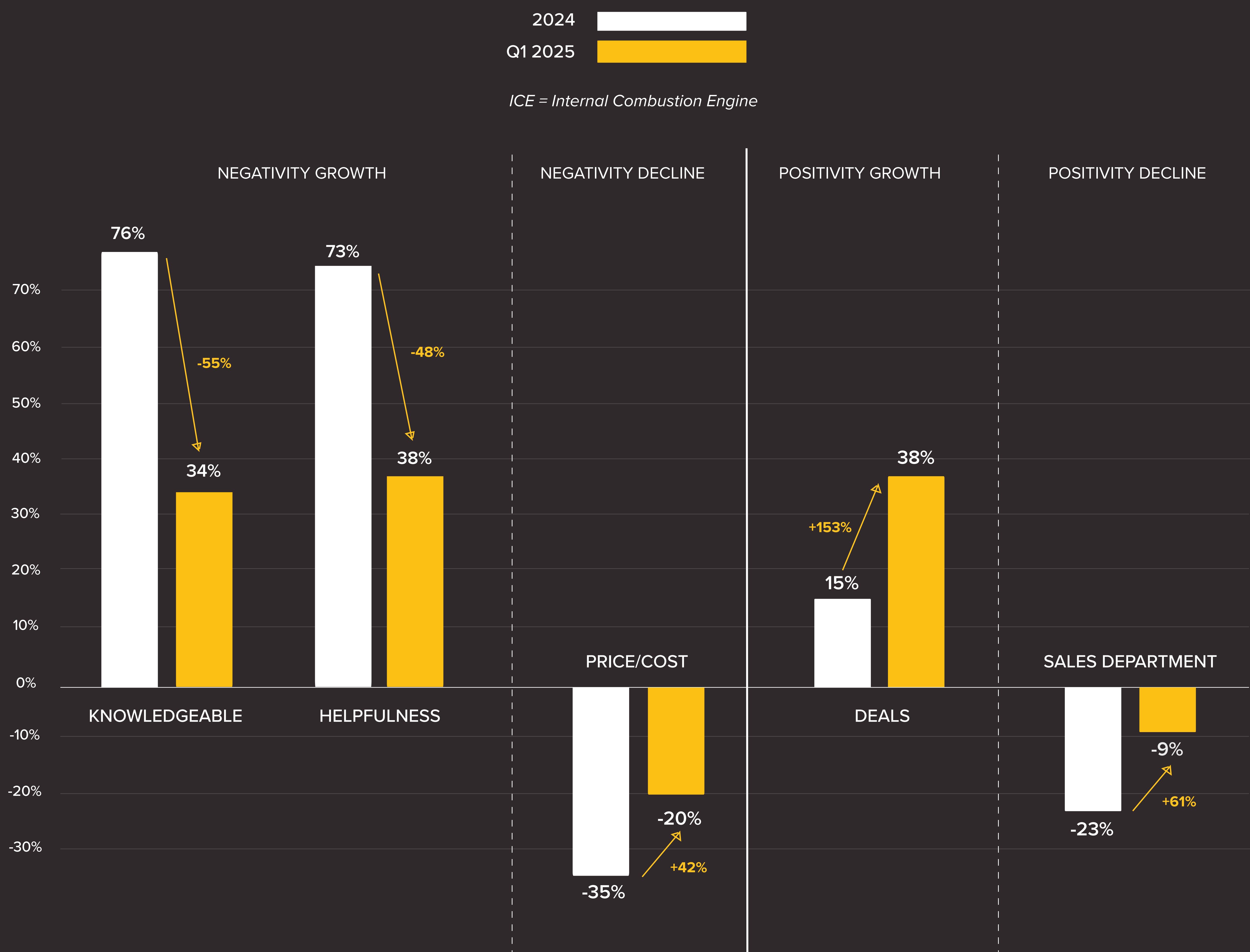
Last year, there were only 415 dealers who averaged 100 Google reviews or more per month. This first quarter, we’re seeing 755 dealerships reach that echelon.

EV EXPERIENCE FEEDBACK SHOWING STRONG GROWTH IN Q1

EV KNOWLEDGE NEGATIVITY CUT IN HALF IN Q1, A SIGNIFICANT STEP FORWARD FROM 2024

In 2024, customers reported significant differences in customer experience between BEV and ICE when making a purchase. Complaints with the sales department, particularly the knowledge and helpfulness of dealer teams when attempting to purchase an EV, caused notable problems. In Q1 2025, we see similar problems persist, but with significantly less negativity from the EV buyer, signaling impressive growth in the maturity of the EV buying experience.

Chart 22 | Mentions of Various Topics in BEV vs. ICE reviews | Q1 2025 vs. 2024

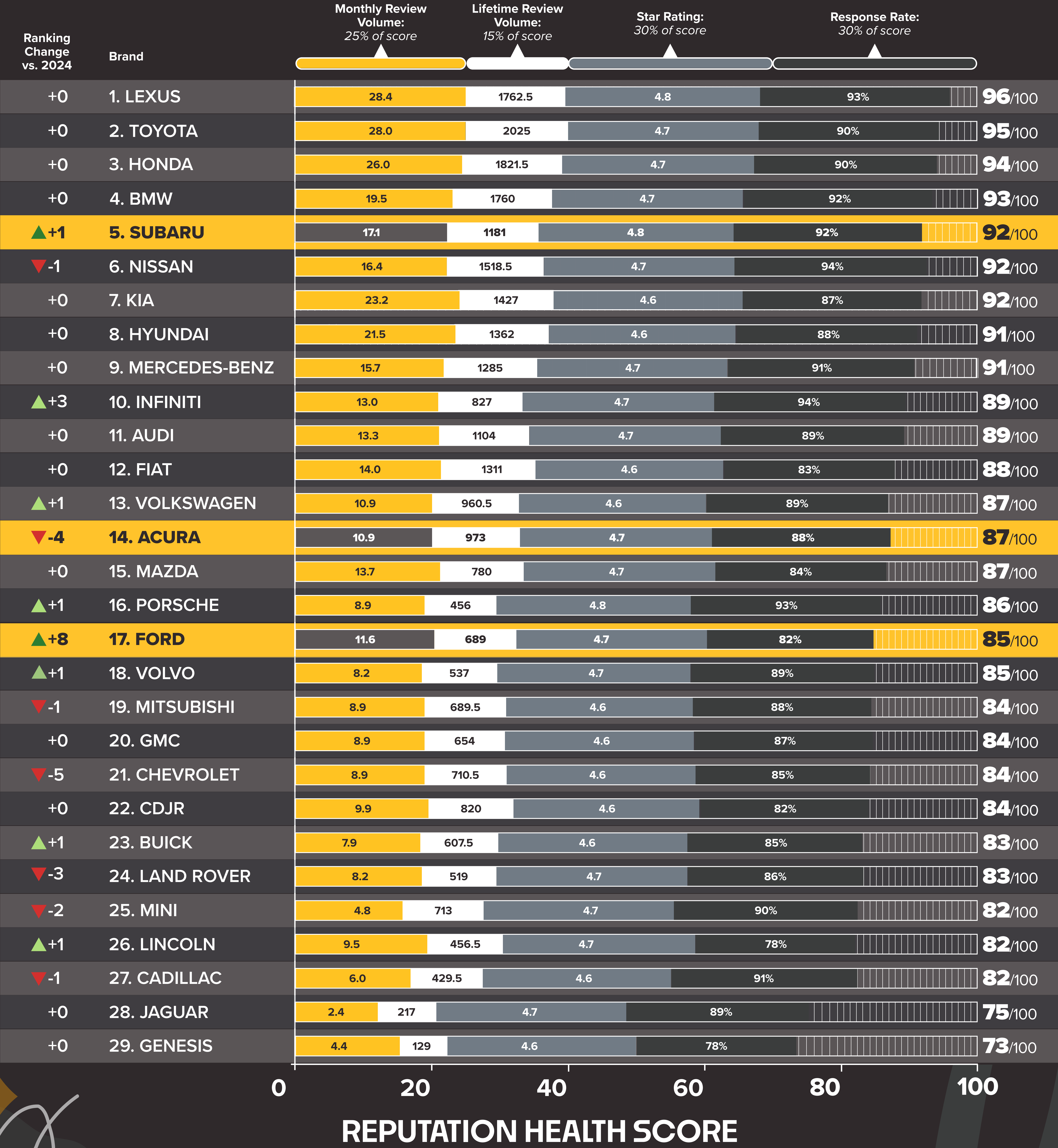


When limited specifically to EV reviews, we see Knowledge negativity drop 28% from Q4. Not only do we observe significant improvements when comparing EV buyer feedback to ICE buyer feedback, but also when looking at EV buyer sentiment over time.

Q1 2025
OEM REPUTATION RANKINGS

VOICE OF THE
CUSTOMER
Q1 2025

*Google Reviews Only



STILL #1, BUT A SLIGHT SLIP IN RESPONSE RATE

	Monthly Review Volume: 25% of score	Lifetime Review Volume: 15% of score	Star Rating: 30% of score	Response Rate: 30% of score	
+0	1. LEXUS	28.4	1762.5	4.8	93%
					96/100

Lexus maintains its position as the #1 OEM in reputation, continuing its multi-year dominance at the top of the rankings.

While the brand remains in the lead, there was a small dip in its overall healthscore—dropping by 1 point—driven primarily by a decline in response rate from 96% to 93%.

The good news for Lexus: its top reputation competitors, Toyota, Honda, and BMW, all registered a response rate drop in Q1 as well, indicating a broader trend in OEM responsiveness.

Despite a slight dip in response rate, Lexus is still the only OEM ranked #1 in both:

- Customer satisfaction: 4.77 average rating
- Monthly review volume: 28.37 reviews per rooftop

Most brands excel in one area, but not both:

- Honda sees high volume (25.97/month) but lower satisfaction (4.70 rating)
- Subaru matches Lexus’s rating (4.77) but has a much smaller review volume (17.09/month)

Lexus stands out as the only OEM consistently delivering both high sentiment and high engagement at scale.

In a random sampling of 1,000 positive and negative Lexus reviews from Q1, the brand term “Lexus” was explicitly mentioned 806 times.

The Lexus service experience is on the upswing and the data backs it up. Across the board, there have been improvements in these key areas:

- Negative mentions of wait time fell
- Negative mentions of service department decreased
- Positive mentions of communication rose
- Positive mentions of staff increased

Chart 23 | Lexus | Negative Wait Time Mentions | Nov '24–Mar '25

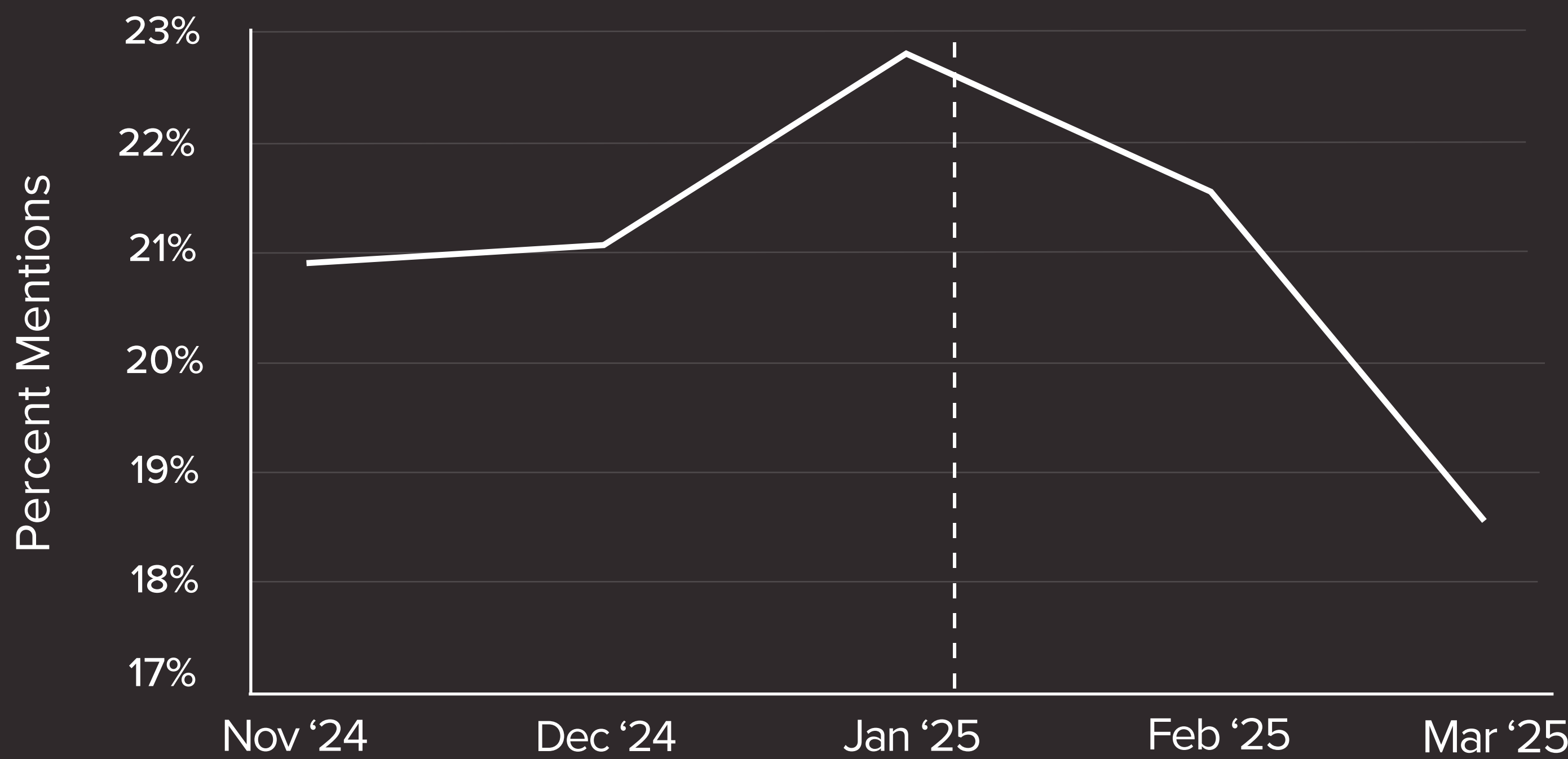


Chart 24 | Lexus | Negative Service Department Mentions | Nov '24–Mar '25

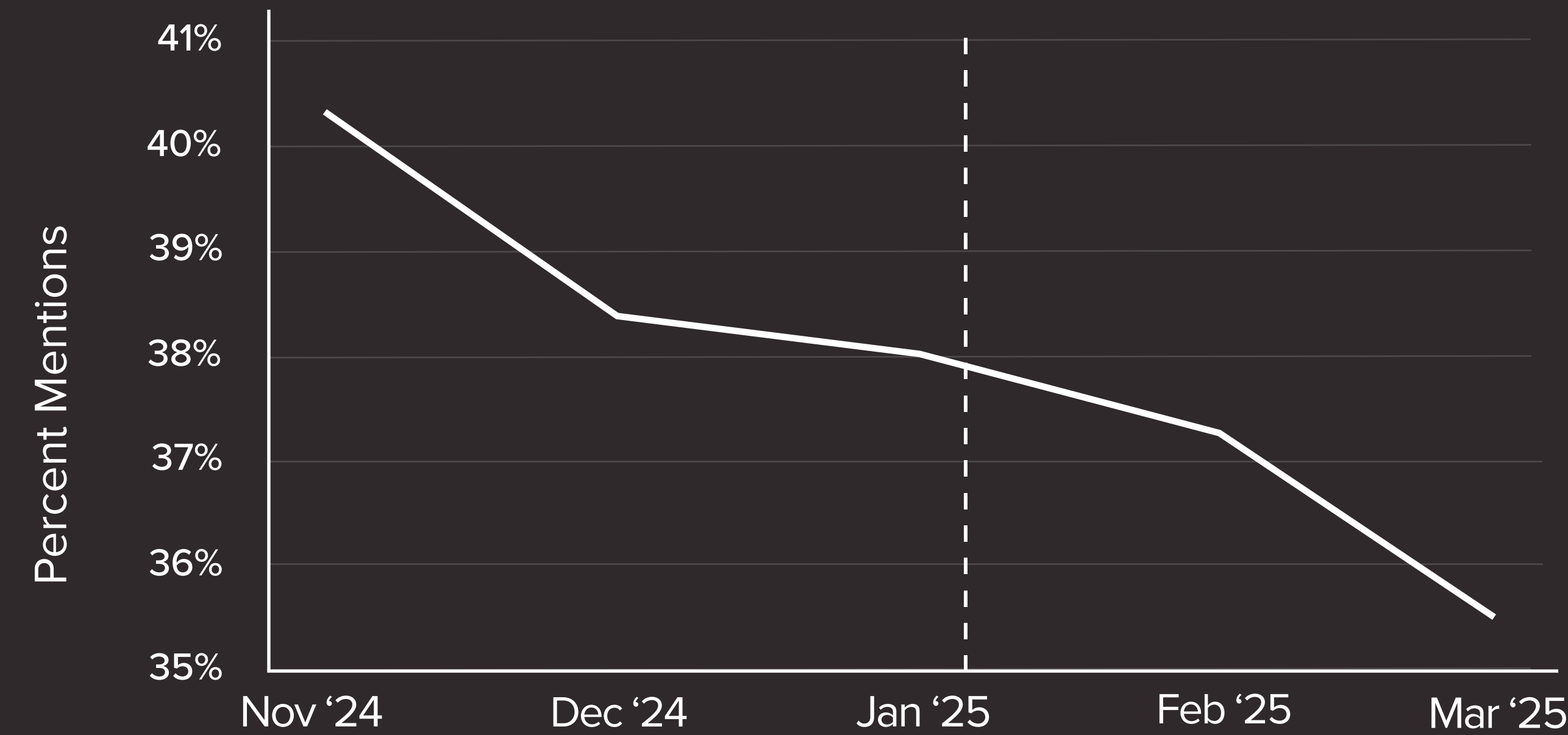


Chart 25 | Lexus | Positive Communication Mentions | Nov '24–Mar '25

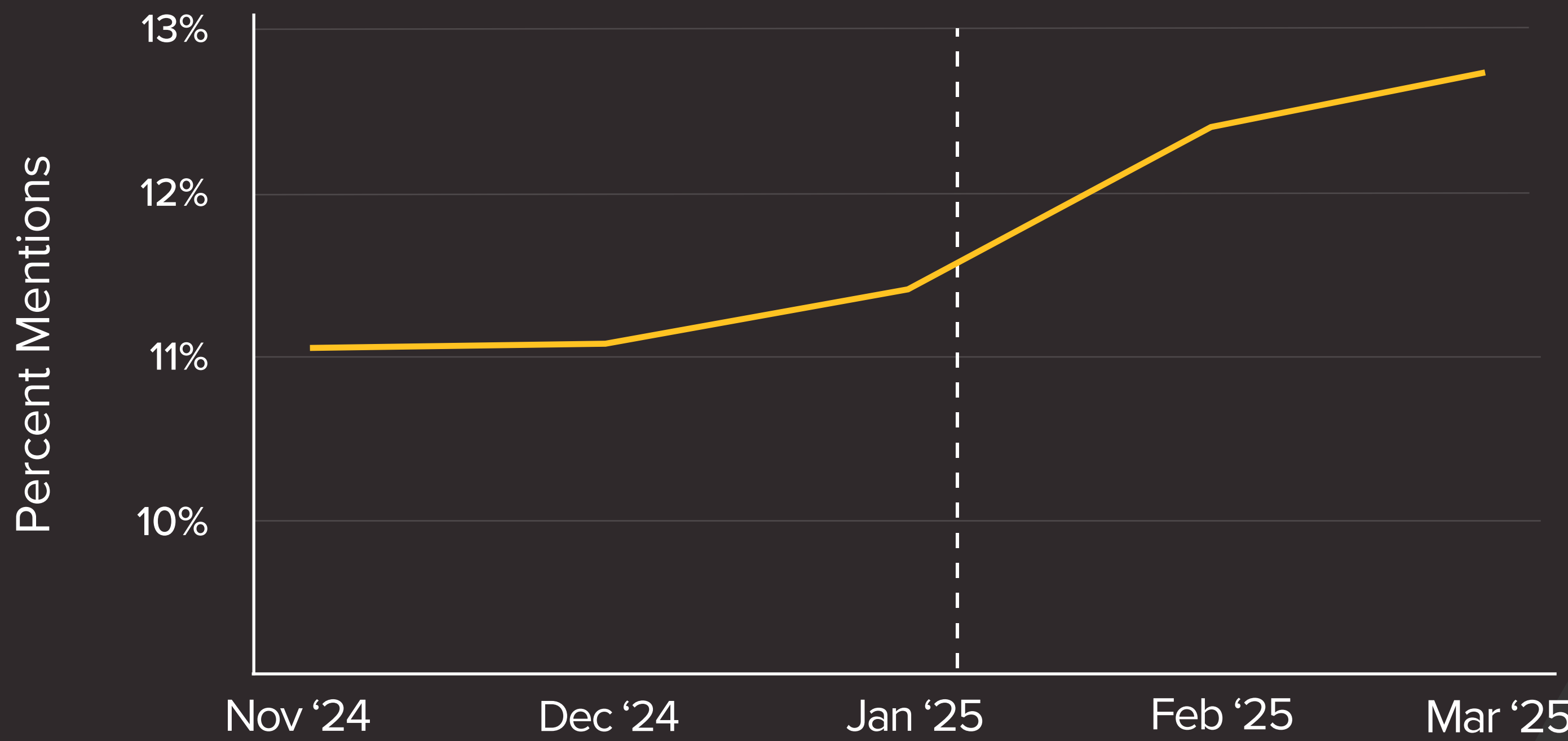
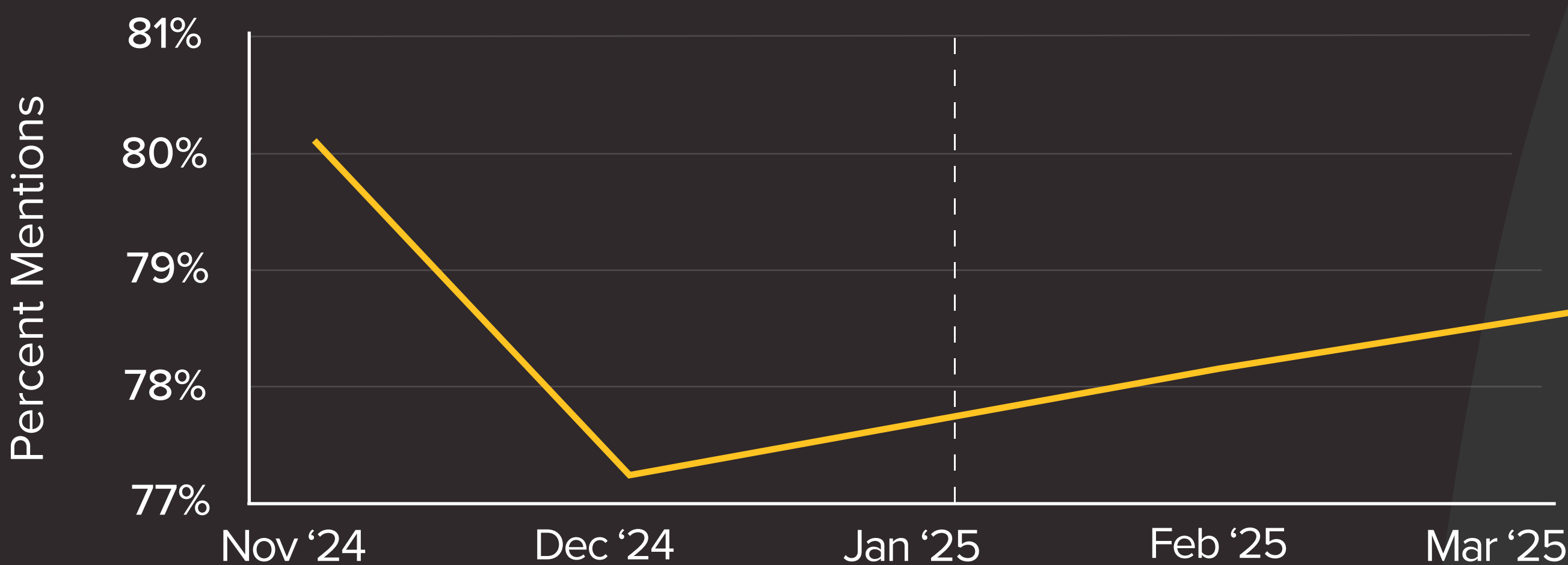


Chart 26 | Lexus | Positive Staff Mentions | Nov '24–Mar '25



SUBARU ENTERS TOP 5

QUIET CONSISTENCY — AND BETTER EFFICIENCY — PAYS OFF

Monthly Review Volume: 25% of score	Lifetime Review Volume: 15% of score	Star Rating: 30% of score	Response Rate: 30% of score
---	--	------------------------------	--------------------------------

▲+1	5. SUBARU	17.1	1181	4.8	92%	92/100
-----	-----------	------	------	-----	-----	--------

Subaru has quietly entered the top 5 of the reputation rankings for the first time, overtaking Nissan in Q1. The shift came from small but steady gains:

- +0.5 reviews per rooftop per month
- +0.1 increase in star rating

At the same time, Nissan declined by nearly the same amount, allowing Subaru to pull ahead.

What sets Subaru apart is how efficiently it’s converting sales into reputation growth.

- Subaru sold 167,000 vehicles in Q1, up 9% YoY
- Nissan sold 261,000, up just 3% YoY

Despite lower volume, Subaru is generating more review momentum and greater satisfaction gains. Its steady rise is a clear example of how consistent execution and post-sale performance can outpace sheer size.

Subaru dealerships are also reducing service friction. Repair complaints are down and wait time negativity dropped steadily. Positive mentions stayed flat, but fewer complaints equals a smoother customer experience. The fixes are working.

Chart 27 | Subaru | Car Maintenance and Repair Mentions | Nov '24–Mar '25

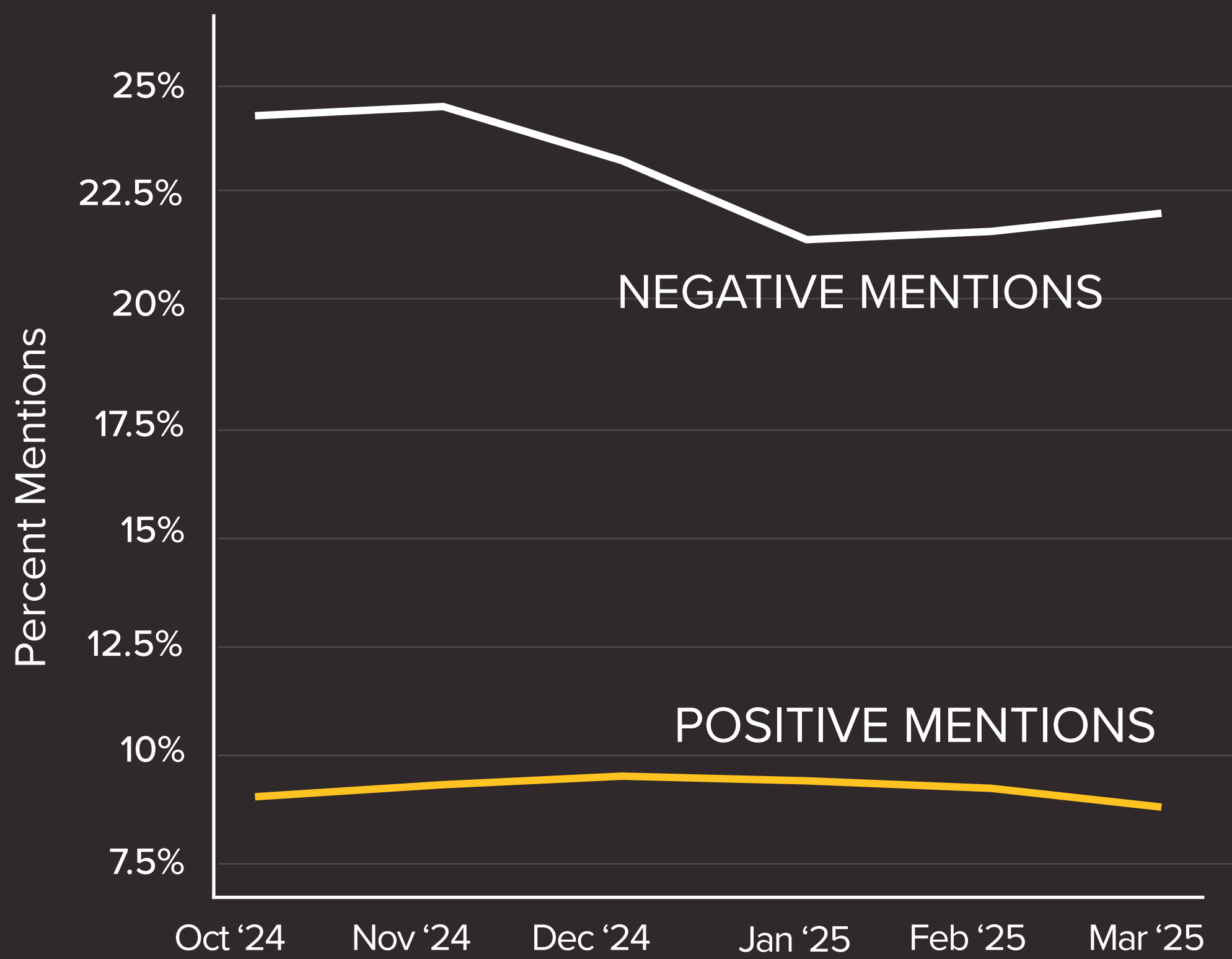
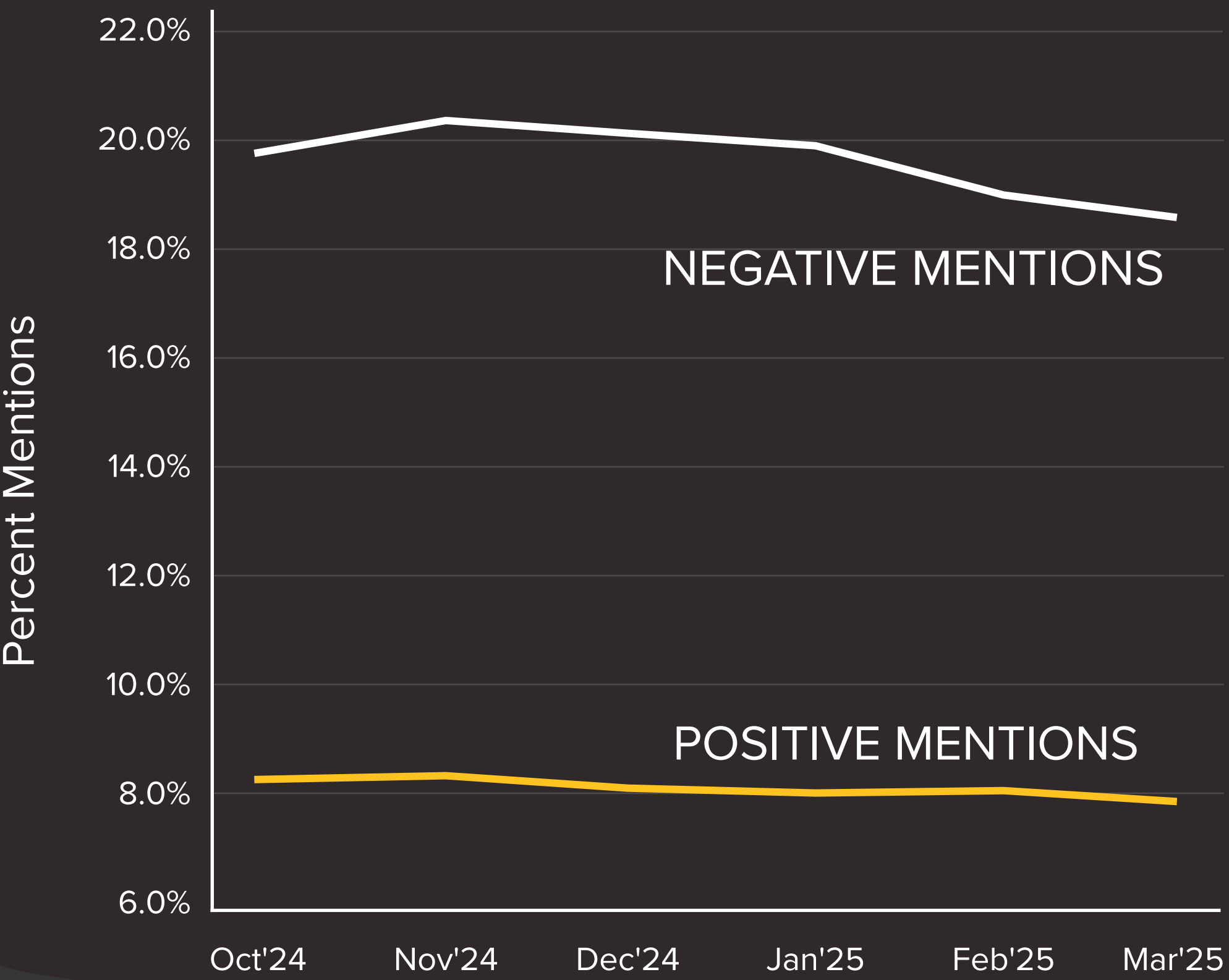


Chart 28 | Subaru | Wait Time Mentions | Nov '24–Mar '25



Subaru customer sentiment is moving in the right direction and shows steady improvement across several key areas:

- Negative mentions of pricing and repair declined
- Positive mentions of friendliness rose

Chart 29 | Subaru | Negative Pricing Mentions | Nov '24–Mar '25

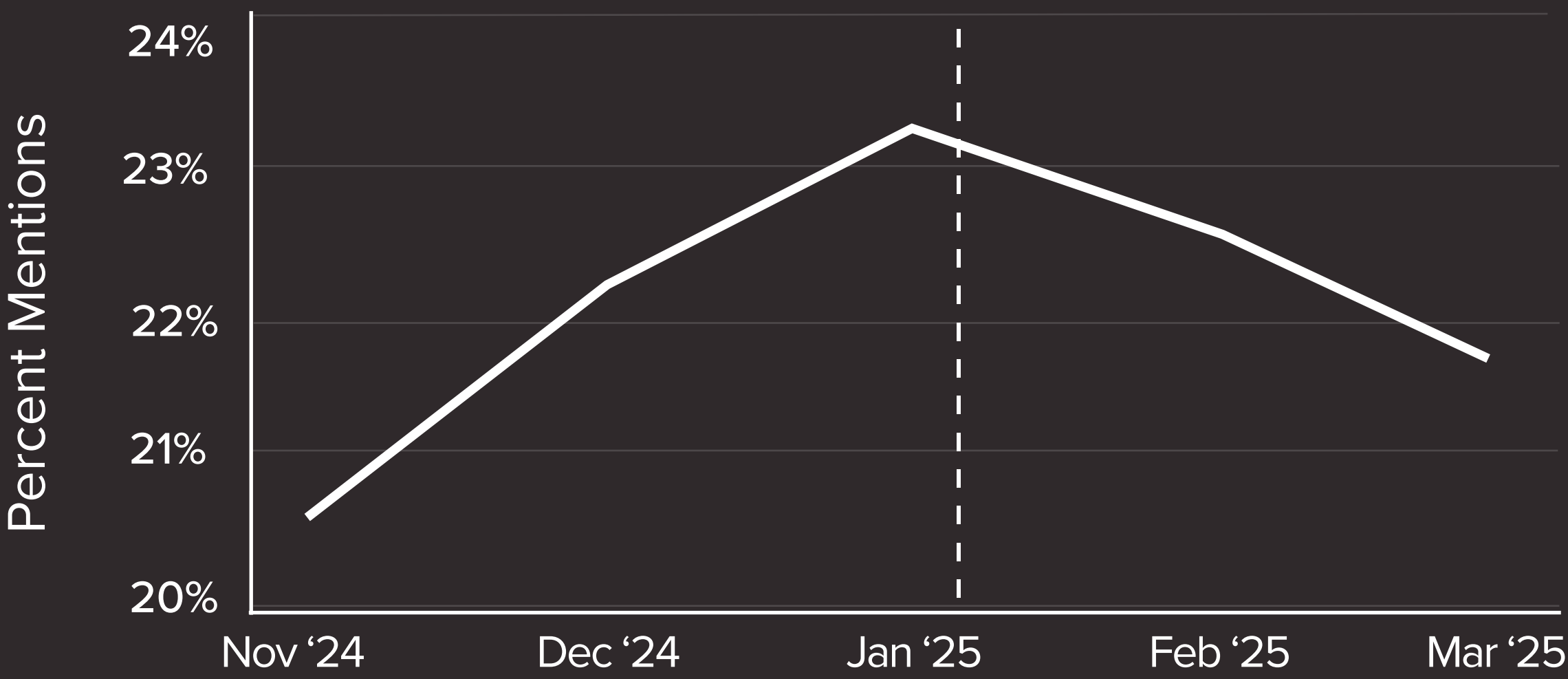


Chart 30 | Subaru | Negative Repair Mentions | Nov '24–Mar '25

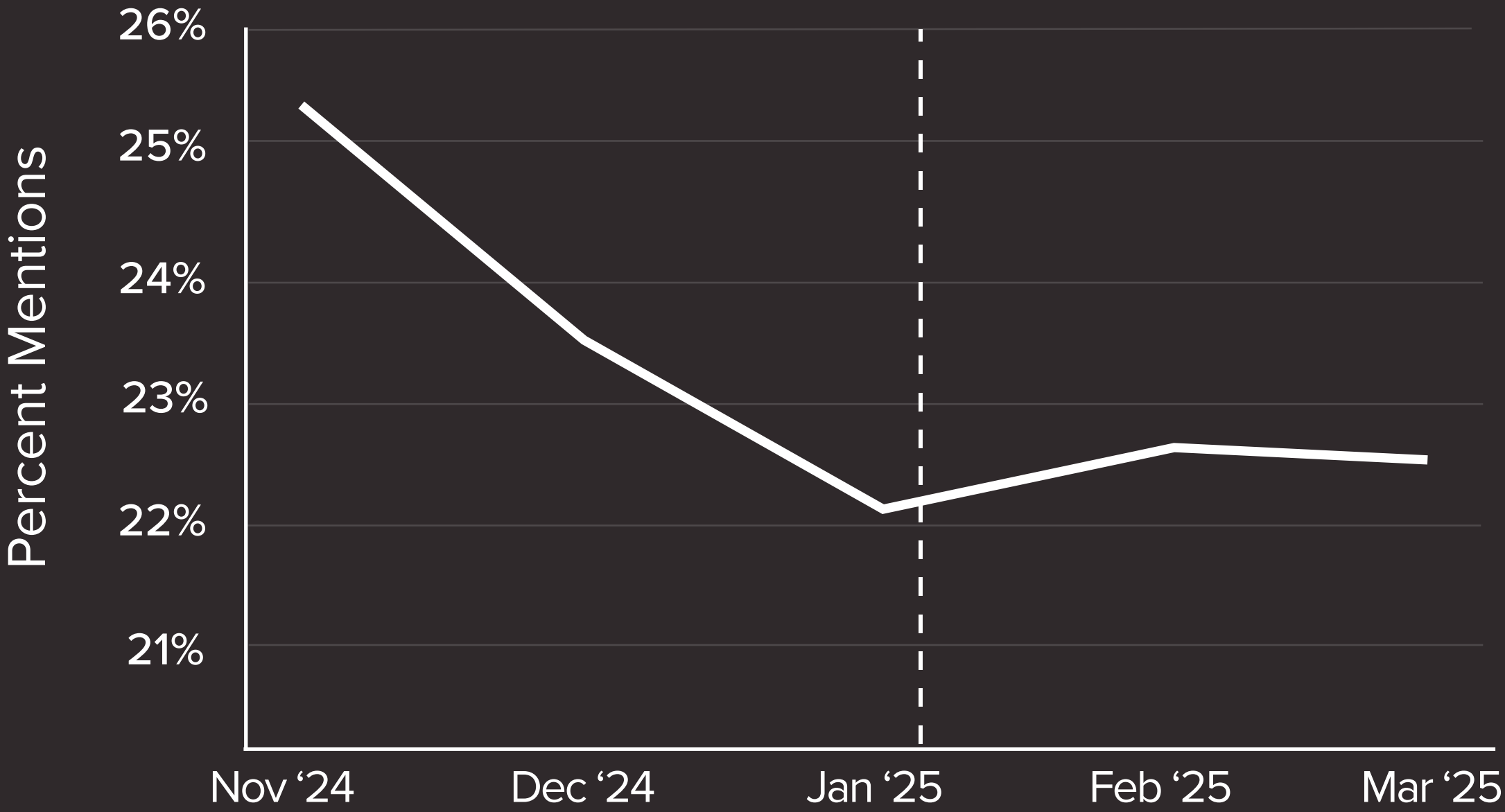
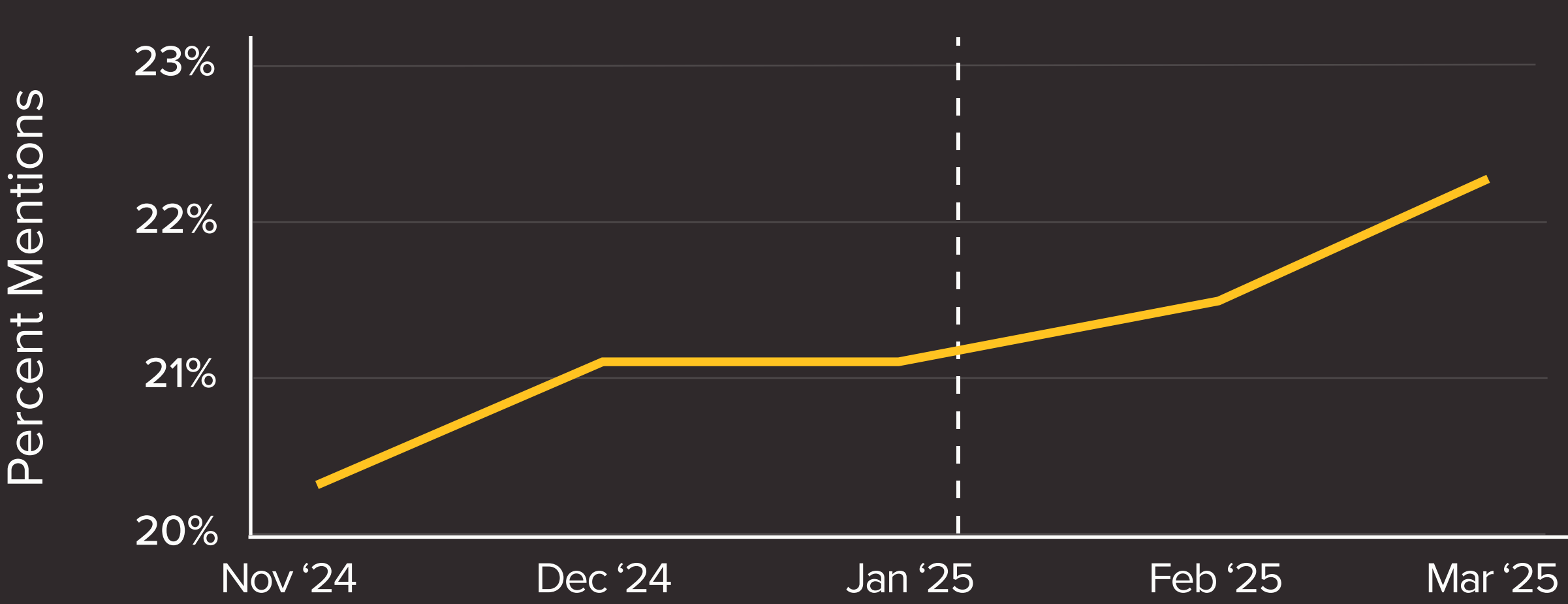


Chart 31 | Subaru | Positive Friendliness Mentions | Nov '24–Mar '25



SPOTLIGHT ON FORD: SMALL GAINS, BIG JUMP

FORD CLIMBS 8 SPOTS IN THE REPUTATION RANKINGS IN Q1

		Monthly Review Volume: 25% of score	Lifetime Review Volume: 15% of score	Star Rating: 30% of score	Response Rate: 30% of score	
▲+8	17. FORD	11.6	689	4.7	82%	85/100

Ford made a significant leap in reputation rankings this quarter, climbing 8 spots despite only a modest 1-point increase in its overall score. This move highlights how competitive the middle tier of OEMs has become, where even slight gains can yield major shifts in position. While Ford’s reputation score only rose from 84 to 85, it pulled ahead CDJR, Chevrolet, GMC, Mitsubishi, and Volvo, due to higher review volume. Ford averaged two more Google reviews per rooftop per month compared to last year, enough to secure the top position among the group of OEMs sitting at the 85 mark. In short, Ford’s ascent didn’t stem from dramatic overhauls—it’s the result of small, strategic refinements to its reputation performance.

THE RESULTS

A STRONG REPUTATION LIFT FROM INCREMENTAL IMPROVEMENTS

- **+22% increase in monthly review volume** – Ford dealers are successfully driving more engagement, which helped lift the brand above close competitors in a tightly packed tier.
- **+0.1 improvement in average star rating** – A notable gain in customer satisfaction, especially given Ford’s already high rating coming into Q1 of 4.6.
- **Response rate** – Flat compared to last year, remaining at 82%, suggesting that improvements came more from customer experience than internal process changes. The benchmark is 88%.

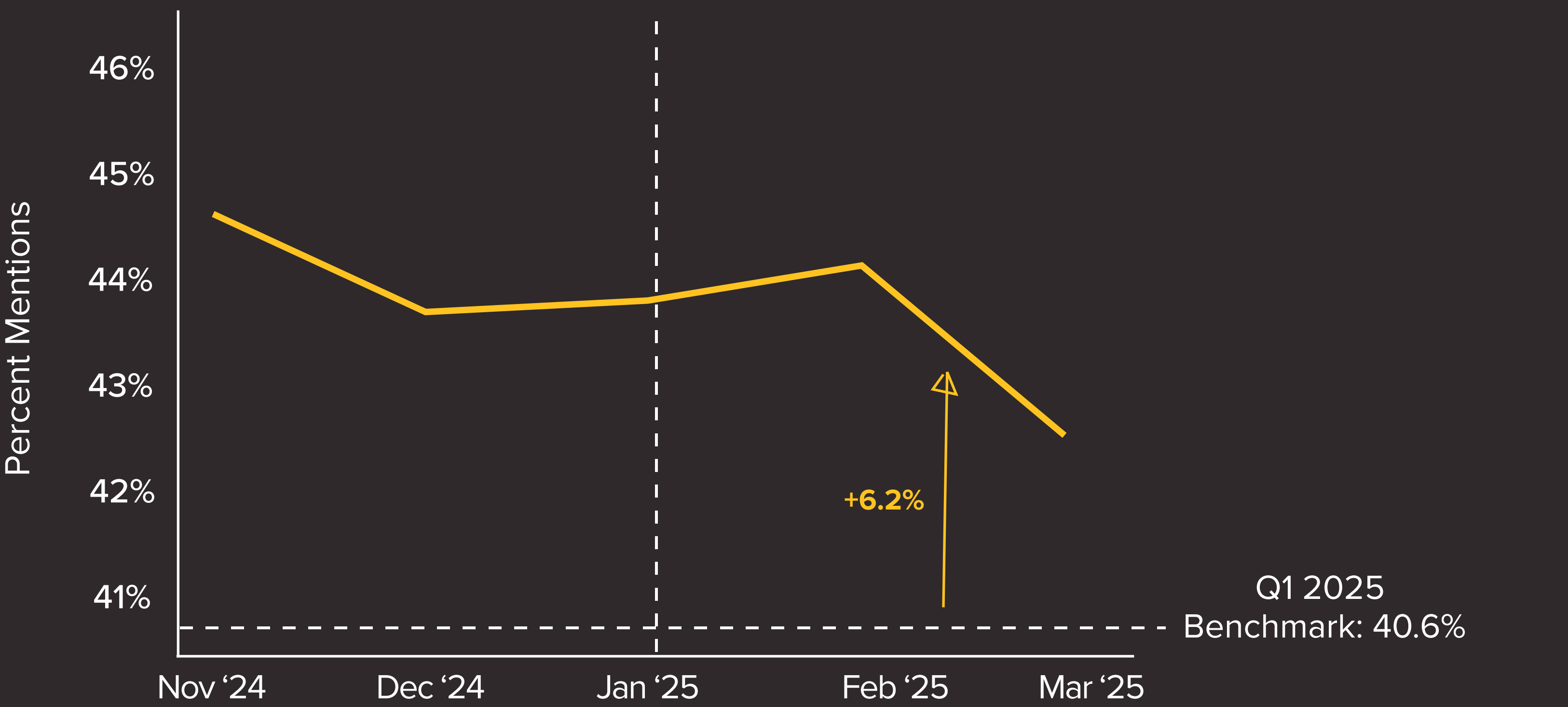
2024, FORD		2025 Q1, FORD
9.5	MONTHLY REVIEW VOLUME	11.6
4.6	AVERAGE GOOGLE RATING	4.7
631	LIFETIME VOLUME	689
82%	RESPONSE RATE	82%

TOPIC-LEVEL STRENGTHS

FORD SHINES IN THE SERVICE BAY

- When we dig into review topic data, Ford’s biggest gains came in areas critical to long-term brand trust and service retention. Compared to the Q1 industry benchmark, Ford outperformed in several key areas:
- **Service department:** +6.2% more positive mentions
 - **Communication:** +8% – service staff keep customers informed
 - **Repair:** +11% – Suggests customers are satisfied with the quality and effectiveness of repairs

Chart 32 | Ford | Service Mentions | Nov '24–Mar '25

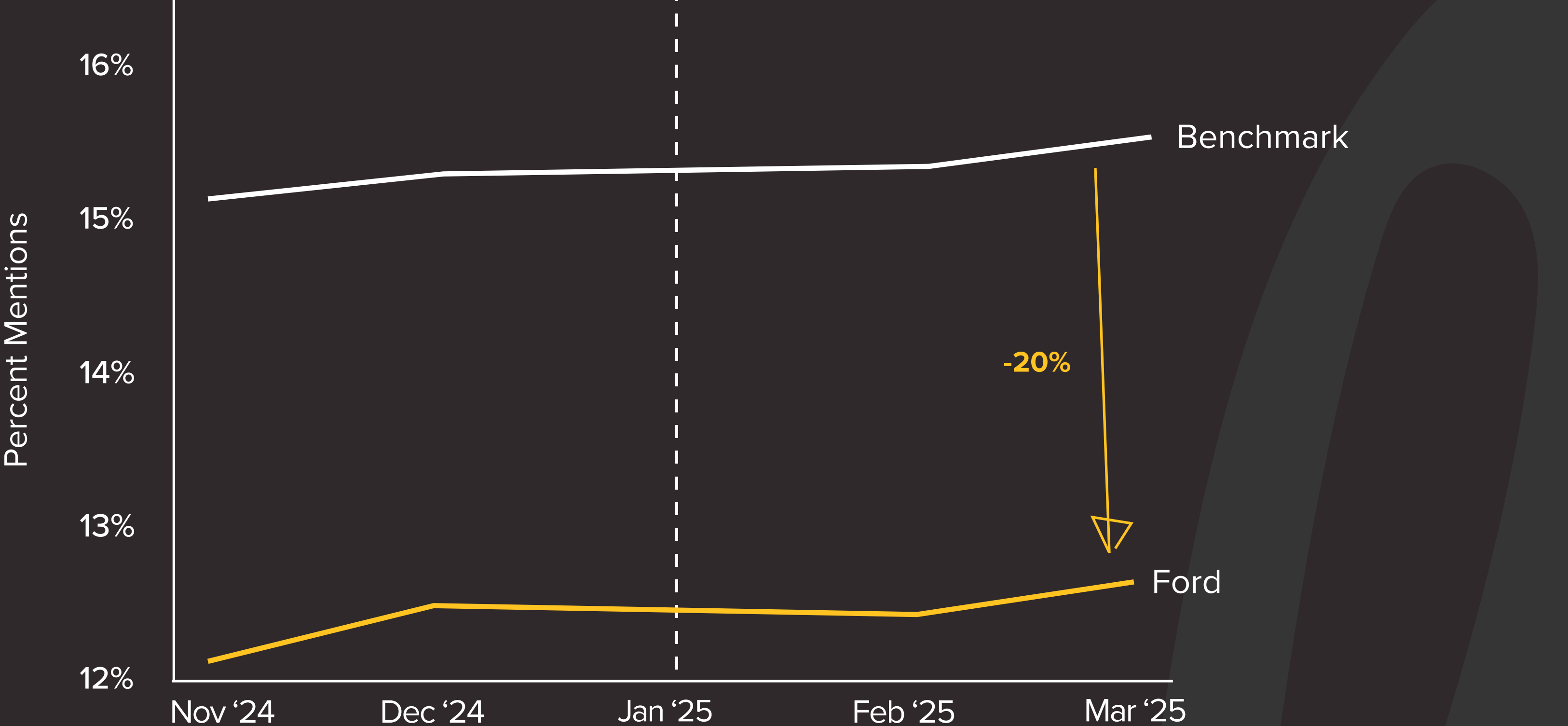


WHERE FORD FALLS SHORT

EV READINESS GAPS?

- Despite its strong showing in service, Ford still has work to do in areas critical to its future positioning, especially around education on electric vehicles.
- **Warranty-related negativity:** +16% above industry average
 - **Knowledge-related positivity:** -20% below benchmark – A red flag for any OEM aiming to lead in EVs. Knowledge is the number one divergent topic between EV and ICE buyers.

Chart 33 | Ford | Positive Knowledge Mentions | Nov '24–Mar '25



ACURA ERASES ALL GAINS FROM 2024

DROPS 4 SPOTS IN RANKINGS

		Monthly Review Volume: 25% of score	Lifetime Review Volume: 15% of score	Star Rating: 30% of score	Response Rate: 30% of score	
▼-4	14. ACURA	10.9	973	4.7	88%	87/100

A success story in 2024, Acura has stumbled out of the gate in 2025. The brand dropped from 10th to 14th in the reputation rankings during Q1, effectively erasing the progress it made last year when it climbed five spots and surpassed brands like Audi, Infiniti, and Volkswagen.

This year’s setback is driven by three key declines:

- **Reputation score:** Dropped from 91 to 87
- **Review volume:** Fell by 2 reviews per rooftop per month
- **Response rate:** Slipped from a strong 94% to 88%

Acura’s fall reinforces just how tight the competition has become in the upper tier of the OEM reputation rankings. Gains are hard-earned and short-lived without sustained effort. In this environment, even slight pullbacks—like slower review generation or less consistent engagement—create immediate consequences in the standings.

Acura proved in 2024 that it can compete with brands in the upper reputation tier. But in 2025, the margin for error is razor thin—and momentum can turn quickly when execution stalls.

While still presenting to the market an impressive 4.7 average rating, Acura’s topic performance has also backslid in a few key areas.

- **Negative mentions of wait time rose**
- **Positive mentions of staff decreased**
- **Negative mentions of sales department went up**
- **Negative mentions of price increased**

Chart 34 | Acura | Negative Wait Time Mentions | Nov '24–Mar '25

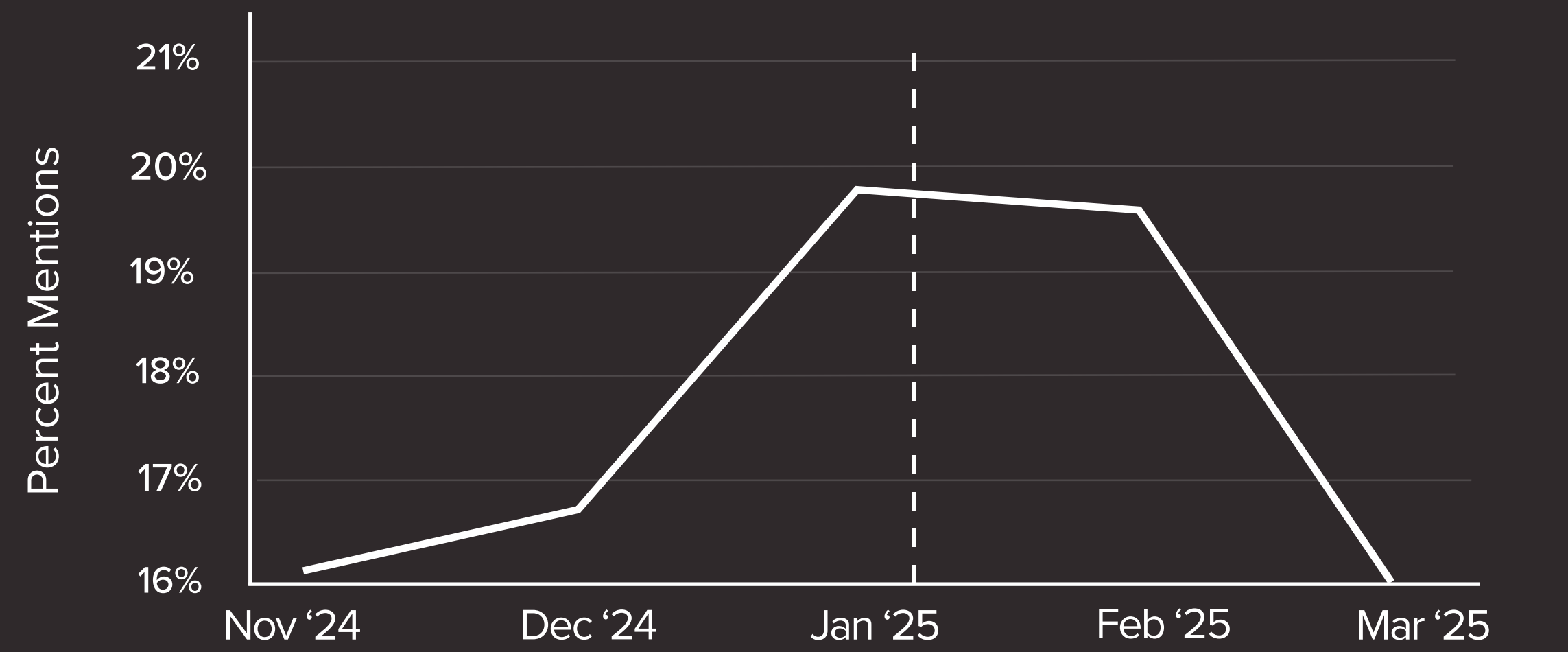


Chart 35 | Acura | Positive Staff Mentions | Nov '24–Mar '25

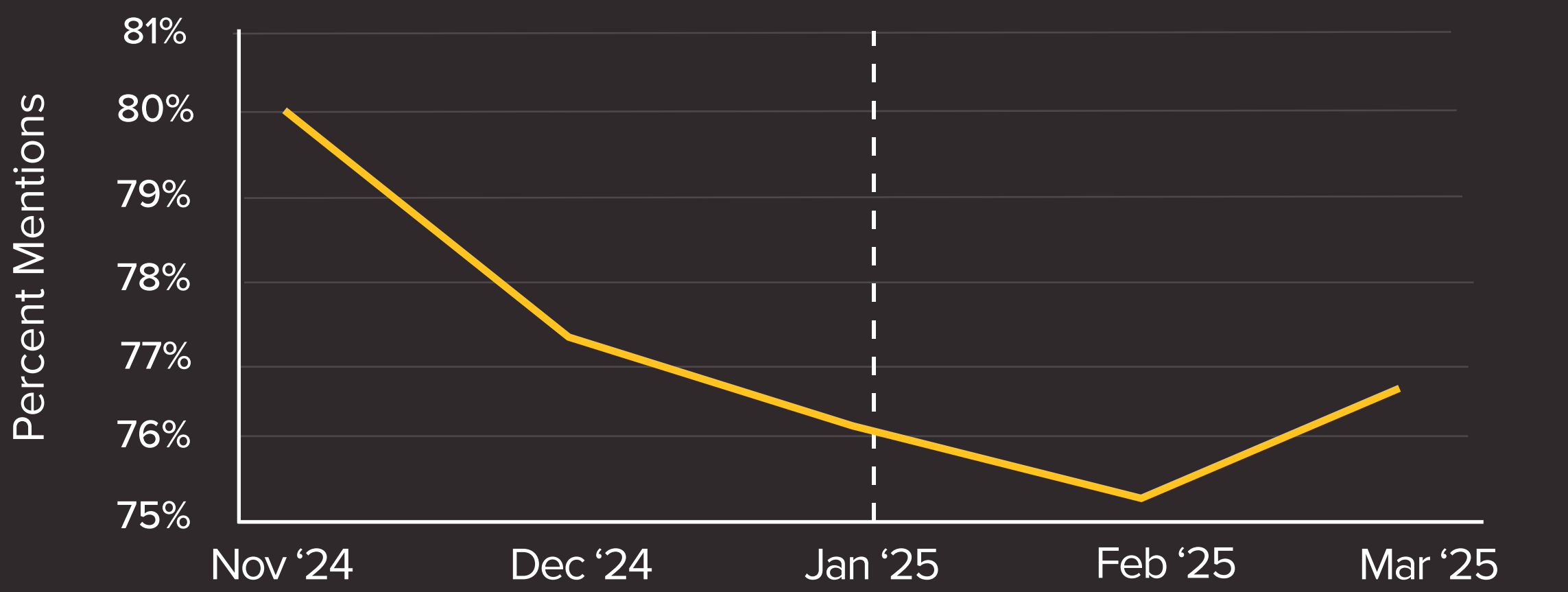


Chart 36 | Acura | Negative Sales Department Mentions | Nov '24–Mar '25

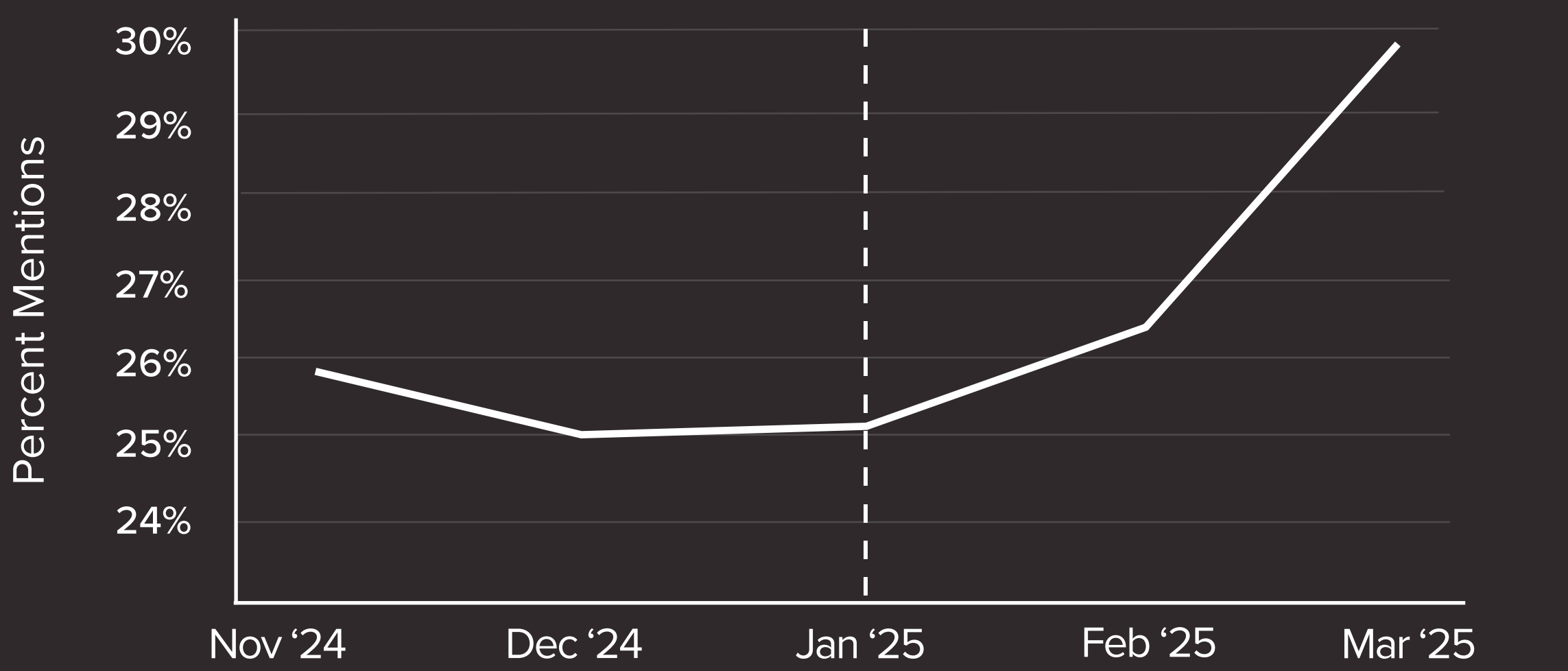
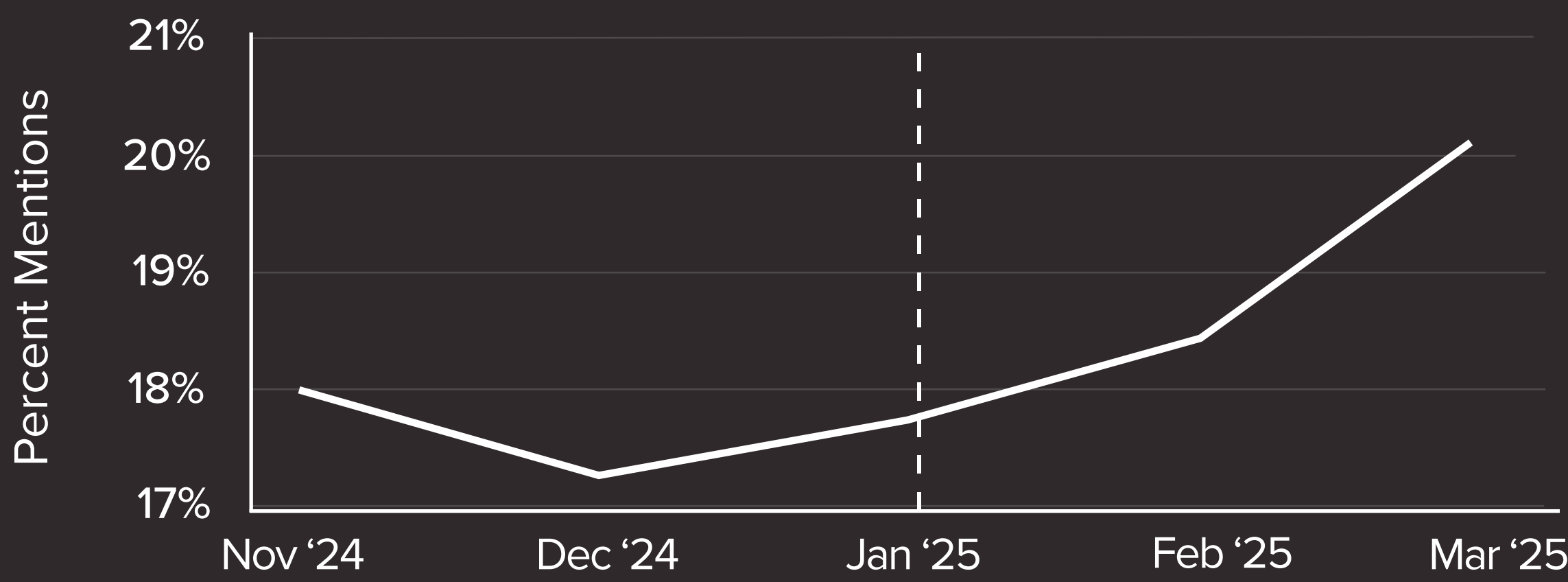


Chart 37 | Acura | Negative Price Mentions | Nov '24–Mar '25



AUTOMOTIVE REPUTATION INDEX

POWERED BY 

Get Your Dealership’s Reputation Data Instantly (and Free) from the Widewail Automotive Reputation Index (WARI)

The most complete view of dealership reputation performance in the U.S.

Widewail’s Automotive Reputation Index (WARI) tracks reputation metrics for over 18,000 dealerships across the country, updated monthly. It includes review volume, star rating, response rates, and negative review percentages—all sortable by OEM, location, and time.

Whether you’re benchmarking your own store or scanning your competitors, the WARI puts powerful consumer insights at your fingertips.

Ways to Use this Data:

- 1

Local Market Rankings

Map the competitive landscape in any US city, state or region.
- 2

OEM Reputation

See reputation benchmarks filtered by brands.
- 3

Ultimate Benchmarking

Filter columns and set benchmarks by reputation data, firmographic data or brand.
- 4






Up-To-Date Consumer Insights

What car buyers want, gathered from the latest review data.

Find Your Dealership

www.widewail.com/wari



 Hide fields	 Filter	 Group	 Sort		...				
<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	



What Widewail Customers Are Saying

Based on 1.4 million reviews, the data in this report offers the most complete picture of reputation performance in the industry. Here's how leading dealer groups are using Widewail to turn those insights into smarter decisions—and stronger outcomes.

Select Clients:



"At a dealership, there are so many items that have to be executed on a daily basis. With every customer that comes in, there are ten steps to one task and a mountain of paperwork for another. There are so many items to execute in reality. If we didn't have Widewail, asking for reviews just wouldn't get done."

Colby Joyner
Cavender Auto Group



→ Earned **9,800** new reviews with Widewail



→ **75% reduction** in negative review sentiment

"The benefits of both products were undeniable—right out of the gate. If I could do anything differently, I wouldn't have waited to approve Invite until after I'd seen Engage in action. Not only did our monthly review numbers shoot up, but it was also hard to believe how well the text messages converted."

General Manager
Lexus

"Since starting with Widewail, our dealerships have been consistently called out by manufacturers for having great reviews and responses. Signing up for Widewail was one of the best decisions I've made since I've been here."

Topher Liddle
Sloane Automotive Group



→ **4.7 average star rating** across all locations



→ **Rooftops average 41 reviews per month**, nearly four times the industry average of 11.7

"It's great for us to have one vendor. The value Widewail adds through their simple process and real human responses—something not every vendor offers—has made a big difference for us."

Jennifer Martel
McGovern Auto Group





MORE REVIEWS. BETTER RESPONSES. SMARTER DECISIONS.

NATIONAL AVERAGES IN 2024		DEALERS USING WIDEWAIL IN 2024
11.7	MONTHLY REVIEW VOLUME	38
4.56	AVERAGE GOOGLE RATING	4.73
11%	NEGATIVE PERCENTAGE	7%
92%	RESPONSE RATE	99%



What Widewail Replaces...And What You Get Instead

Asking customers for reviews	Instead of... Staff solicitations and QR Codes	Widewail gives you... Automated review requests at the right channel and right time that convert highly
Writing review responses	Instead of... Customer service manager chasing people down over days and weeks	Widewail gives you... Thoughtful human-authored responses under 24 hours. Back-and-forth with onsite teams happens within the Widewail app.
Analyzing review trends	Instead of... Reading reviews manually and guessing	Widewail gives you... AI-powered insights that identify trends in reviews and detail operational issues so you can fix problems.
Sending follow-up surveys for deeper insights	Instead of... Surveys with low response rates	Widewail gives you... High-response surveys that provide detailed insights and are coordinated with review requests, so you don't oversurvey
Manage business listings	Instead of... Randomly discovering business listing errors and updating details manually	Widewail gives you... One-click updates for thousands of listings across 75+ platforms from a single dashboard

REPUTATION MANAGEMENT FOR AUTOMOTIVE

More than Reviews. Widewail Unlocks the Full Potential of Customer Feedback.

Widewail handles the follow-up, responds to reviews on your behalf, and turns all that customer feedback into insights your leaders can actually use. So your reputation improves (and your team gets better) without you doing all the work.

Enterprise Partnerships:



INVITE

Increase new reviews on Google and other review platforms with automated SMS-first review generation technology



ENGAGE

Leverage our expert team of responders with review response managed services

BETA



PULSE

Design, build, and automate private surveys that work seamlessly with Voice of the Customer Analytics and Invite



ENGAGE PLUS

Monitoring and response managed services for social media engagements, comments



INVITE VIDEO

Collect video testimonials from your customers with automated SMS-first technology



LISTINGS

Monitor and update business listing information on Google and other key directories from a single dashboard

Integrations

Powering Automation:



Select Clients:





GET REPUTATION AND CX REPORTING SPECIFIC TO YOUR DEALERSHIP

YOU'VE SEEN WHAT'S POSSIBLE AT AN INDUSTRY LEVEL. NOW, IT'S YOUR TURN.

In Widewail, clients can track customer sentiment in reviews and identify trends that help dealers prioritize what to improve next. Widewail helps dealers power their feedback engine, growing their visibility in local search, while also using the voice of the customer to inform and improve operations.

Get Started with a Demo

widewail.com/connect

