

April 2023

# YouGov Auto Rankings 2023

Top ranked and top improvers in 18 markets

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# Introduction

## About the report

With our latest report, discover which car maker brands are in the best brand health according to consumers in 18 markets around the globe.

This year we have chosen to compare brands by our 'Index' metric, which we use to track a brands overall health. The 'Index' metric includes General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.

YouGov publishes brand rankings yearly based on the data from our always-on brand tracker, **YouGov BrandIndex**. YouGov BrandIndex is an auto industry-leading brand health tracker. Use daily data from thousands of consumer interviews every day across 54 markets, giving your business the edge it needs to succeed. Get 15+ years of historical brand data to chart brand trajectories, right up to the present day. Strategize growth by analyzing and benchmarking your success against your goals, your competitors, and your entire market, with 16 vital brand health metrics that follows the vehicle purchasing funnel of your potential customers.

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YouGov Surveys

# Ad A or Ad B?

Don't guess - ask your target audience what they think.



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# YouGov Auto Rankings 2023. Top 10 globally ranked brands:

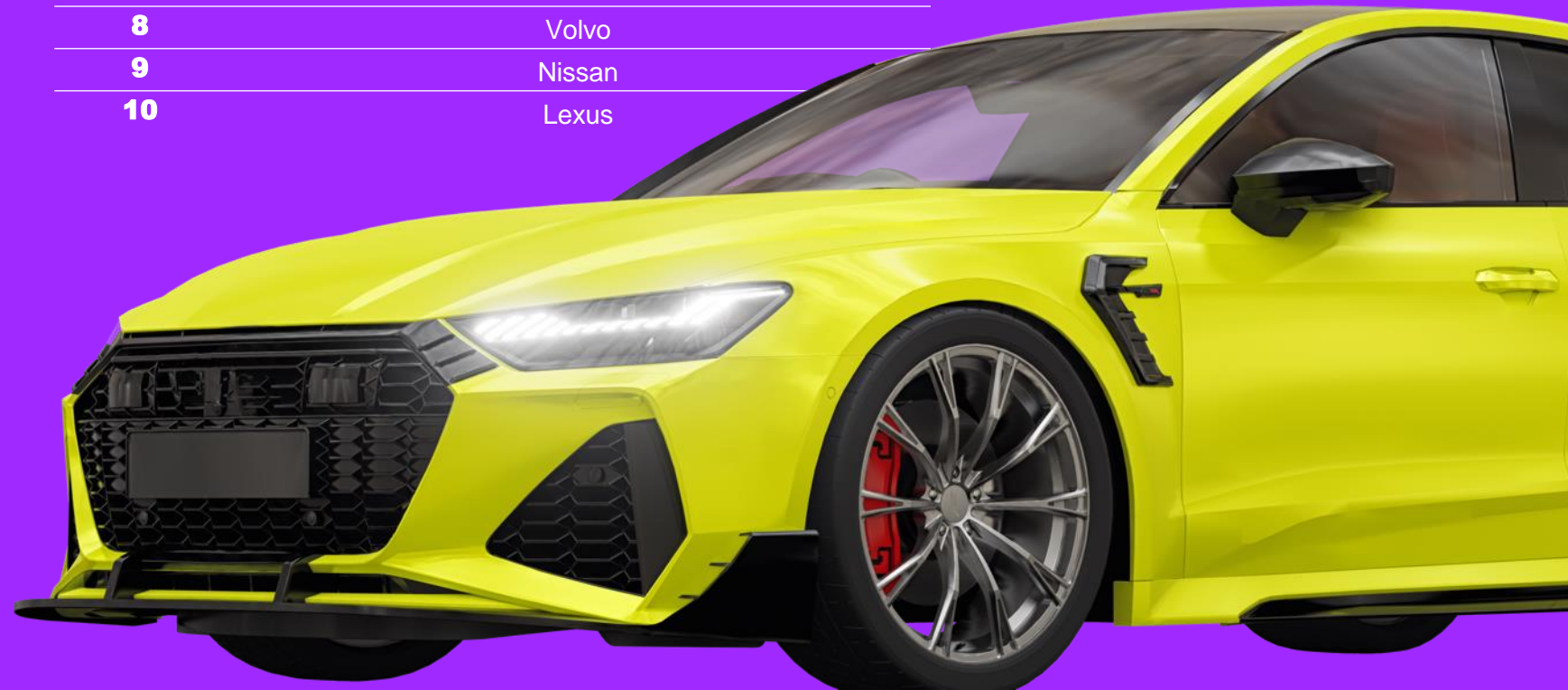
- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.

Rank	Brand Name
1	Toyota
2	Mercedes-Benz
3	BMW
4	Volkswagen
5	Audi
6	Honda
7	Ford
8	Volvo
9	Nissan
10	Lexus

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# Australia: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	42.4
2	Mazda	25.9
3	Hyundai	21.7
4	Honda	21.0
5	BMW	19.5
6	Mercedes-Benz	19.4
7	Subaru	16.6
8	Audi	16.6
9	Nissan	16.3
10	Ford	15.9

## Top Improvers

Rank	Brand Name	Score
1	Kia	2.9 ▲
2	Hyundai	2.1 ▲
3	Daihatsu	1.2 ▲
4	Hino	1.1 ▲
5	Ford	1.0 ▲

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# Brazil: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volkswagen	37.5
2	Chevrolet	35.9
3	Fiat	35.7
4	Honda	32.1
5	Toyota	28.8
6	Ford	24.3
7	Hyundai	21.9
8	Nissan	17.7
9	Mitsubishi	15.1
10	Renault	14.8

## Top Improvers

Rank	Brand Name	Score
1	Ford	2.9 ▲
2	Chevrolet	1.8 ▲
3	Honda	1.5 ▲
4	Fiat	1.5 ▲
5	Toyota	1.3 ▲

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# Canada: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	34.5
2	Honda	30.1
3	Mercedes-Benz	17.7
4	BMW	16.2
5	Lexus	15.2
6	Audi	15.1
7	Nissan	14.7
8	Hyundai	14.2
9	Porsche	13.9
10	Subaru	13.7

## Top Improvers

Rank	Brand Name	Score
1	Hyundai	1.4 ▲
2	GMC	0.9 ▲
3	Volkswagen	0.6 ▲
4	Chevrolet	0.5 ▲
5	Kia	0.4 ▲

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# Denmark: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volkswagen	27.2
2	Mercedes-Benz	25.0
3	Audi	23.9
4	Volvo	23.7
5	BMW	21.9
6	Toyota	21.7
7	Ford	15.5
8	Skoda	15.3
9	Tesla	14.0
10	Opel	12.1

## Top Improvers

Rank	Brand Name	Score
1	Polestar	2.3 ▲
2	KIA	1.9 ▲
3	Hyundai	1.7 ▲
4	Chevrolet	1.2 ▲
5	Suzuki	1.0 ▲

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# Finland: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	32.8
2	Volvo	29.3
3	Mercedes-Benz	26.6
4	Volkswagen	23.5
5	Audi	17.5
6	Skoda	15.3
7	BMW	13.9
8	Ford	13.3
9	Nissan	12.3
10	Honda	11.6

## Top Improvers

Rank	Brand Name	Score
1	Polestar	1.8 ▲
2	Kia	1.7 ▲
3	Opel	1.3 ▲
4	Toyota	1.2 ▲
5	Nissan	1.1 ▲

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# France: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Peugeot	29.2
2	Mercedes-Benz	24.2
3	Audi	23.1
4	Volkswagen	22.4
5	BMW	22.3
6	Citroën	19.3
7	Toyota	18.0
8	Renault	17.0
9	Ferrari	13.0
10	Ford	12.0

## Top Improvers

Rank	Brand Name	Score
1	Dacia	1.6 ▲
2	Kia	1.3 ▲
3	Hyundai	1.0 ▲
4	CUPRA	0.8 ▲
5	Skoda	0.6 ▲

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# Germany: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Audi	23.7
2	Mercedes-Benz	23.4
3	Volkswagen	22.6
4	BMW	22.4
5	Skoda	15.2
6	Toyota	14.6
7	Volvo	14.4
8	Porsche	13.5
9	Opel	12.8
10	Ford	12.3

## Top Improvers

Rank	Brand Name	Score
1	Volkswagen	1.6 ▲
2	CUPRA	1.1 ▲
3	Kia	1.0 ▲
4	Audi	0.6 ▲
5	Fiat	0.6 ▲

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## India: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.

### Top Ranked

Rank	Brand Name	Score
1	Tata Motors	29.6
2	Maruti Suzuki	25.6
3	Honda	24.9
4	BMW	22.3
5	Mahindra & Mahindra	21.0
6	Mercedes-Benz	20.0
7	Audi	19.3
8	Hyundai	19.2
9	Toyota	17.3
10	Jaguar Land Rover	15.0

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# Italy: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Mercedes-Benz	27.7
2	BMW	27.1
3	Volkswagen	26.2
4	Audi	25.8
5	Toyota	21.8
6	Ford	18.7
7	Alfa Romeo	17.2
8	Fiat	16.0
9	Volvo	15.1
10	Peugeot	14.8

## Top Improvers

Rank	Brand Name	Score
1	CUPRA	1.2 ▲
2	Dacia	0.4 ▲
3	DS	0.3 ▲
4	Hyundai	0.2 ▲
5	Skoda	0.1 ▲

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# Mexico: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volkswagen	38.5
2	Nissan	35.0
3	Toyota	29.2
4	Chevrolet	26.1
5	Ford	26.0
6	Honda	25.2
7	Mercedes-Benz	22.2
8	BMW	21.7
9	Jeep	18.3
10	Mazda	17.9

## Top Improvers

Rank	Brand Name	Score
1	Kia	1.4 ▲
2	Volvo	1.2 ▲
3	Toyota	1.1 ▲
4	Suzuki	1.0 ▲
5	Mazda	0.3 ▲

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# Norway: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	29.6
2	Volvo	26.9
3	Volkswagen	20.8
4	Mercedes-Benz	20.7
5	Audi	18.0
6	BMW	17.0
7	Skoda	11.9
8	Nissan	11.0
9	Ford	9.1
10	Mazda	8.7

## Top Improvers

Rank	Brand Name	Score
1	Polestar	2.4 ▲
2	SEAT	1.5 ▲
3	Kia	1.2 ▲
4	Hyundai	1.1 ▲
5	Mini	0.8 ▲

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# Saudi Arabia: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	38.1
2	Mercedes-Benz	29.7
3	BMW	25.2
4	Lexus	23.3
5	Hyundai	22.2
6	Honda	20.7
7	Ford	19.0
8	Nissan	18.0
9	Audi	15.3
10	Land Rover	15.1

## Top Improvers

Rank	Brand Name	Score
1	Nissan	2.2 ▲
2	Jeep	1.7 ▲
3	Kia	1.5 ▲
4	Peugeot	1.4 ▲
5	Renault	1.3 ▲

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# Spain: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Mercedes - Benz	32.5
2	BMW	29.4
3	Audi	29.0
4	Volkswagen	28.5
5	Toyota	25.4
6	Renault	21.6
7	Peugeot	20.5
8	SEAT	19.4
9	Volvo	18.8
10	Ford	18.2

## Top Improvers

Rank	Brand Name	Score
1	CUPRA	1.5 ▲
2	Kia	1.3 ▲
3	Mitsubishi	0.2 ▲
4	DS	0.1 ▲
5	Nissan	0.1 ▲

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# Sweden: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volvo	35.2
2	Volkswagen	20.0
3	Toyota	19.5
4	Mercedes-Benz	16.4
5	Audi	16.0
6	BMW	15.4
7	Kia	11.8
8	Lexus	8.7
9	Tesla	6.7
10	Skoda	6.6

## Top Improvers

Rank	Brand Name	Score
1	Kia	1.6 ▲
2	Polestar	1.1 ▲
3	Subaru	0.4 ▲
4	Chevrolet	0.2 ▲
5	Chrysler	0.1 ▲

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# Thailand: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	43.5
2	Honda	36.2
3	BMW	27.0
4	Isuzu	26.0
5	Mercedes-Benz	22.2
6	Nissan	20.2
7	Mazda	19.8
8	Mitsubishi	18.1
9	Ford	18.1
10	Volvo	15.4

## Top Improvers

Rank	Brand Name	Score
1	Volvo	2.3 ▲
2	Ford	1.7 ▲
3	Jeep	1.4 ▲
4	Peugeot	1.2 ▲
5	Land Rover	1.1 ▲

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# UAE: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volkswagen	<b>22.2</b>
2	Ford	<b>21.2</b>
3	Mercedes-Benz	<b>20.6</b>
4	Audi	<b>19.6</b>
5	Toyota	<b>19.3</b>
6	Volvo	<b>18.4</b>
7	BMW	<b>17.0</b>
8	Jaguar	<b>16.2</b>
9	Honda	<b>15.3</b>
10	Porsche	<b>13.8</b>

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# UK: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Volkswagen	22.2
2	Ford	21.2
3	Mercedes-Benz	20.6
4	Audi	19.6
5	Toyota	19.3
6	Volvo	18.4
7	BMW	17.0
8	Jaguar	16.2
9	Honda	15.3
10	Porsche	13.8

## Top Improvers

Rank	Brand Name	Score
1	Kia	1.4 ▲
2	Hyundai	1.1 ▲
3	CUPRA	1.0 ▲
4	Volkswagen	0.4 ▲
5	Peugeot	0.3 ▲

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# US: Top Ranked and Improvers

- Ranked using our 'Index' metric – an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex.**

## Top Ranked

Rank	Brand Name	Score
1	Toyota	35.6
2	Honda	30.1
3	Subaru	20.9
4	Chevrolet	20.7
5	Ford	20.3
6	Nissan	16.6
7	Lexus	15.6
8	Mercedes-Benz	15.5
9	BMW	15.0
10	Volvo	12.5

## Top Improvers

Rank	Brand Name	Score
1	Kia	0.6 ▲
2	Genesis	0.3 ▲
3	Rivian	0.3 ▲

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# Methodology

The data included in the YouGov Auto Rankings 2023 has been drawn from **YouGov BrandIndex**.

For the brand ranking, brands were ranked based on their 'Index' score. In this metric we use an average across brand overall health, including General Impression, Satisfaction, Quality, Corporate Reputation, Value and Recommendation.

Brands were ranked by this Index score between January 1, 2022, and December 31, 2022. To determine the biggest improvers, brands were sorted by change in score between that time and the previous twelve months.

All scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands must have been tracked for at least six months to be included in either ranking.

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# Thank you

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