

YouGov

AUTOMOTIVE RANKINGS 2021

**YouGov rankings of the best automotive brands
across 23 markets from consumers around
the globe.**

yougov.com/automotive



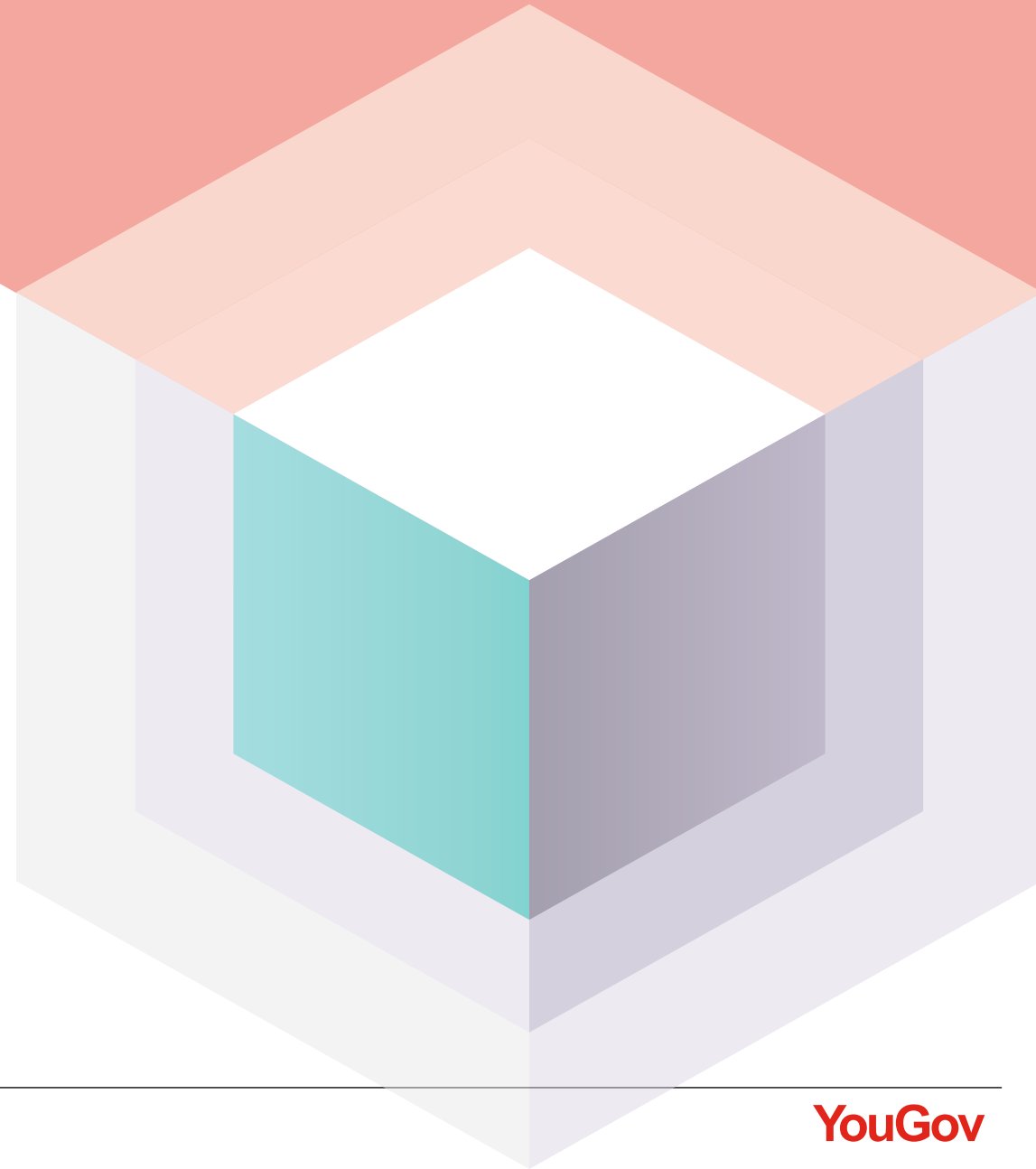
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AUTOMOTIVE RANKINGS 2021

'YouGov's Automotive Rankings 2021' are calculated using data we collect from members of the public in markets around the globe every day, from our BrandIndex tool. Every brand's performance is tracked daily against a range of metrics and our Automotive ranking is determined using their Index score – which assesses overall brand health. It takes into account perceptions of a brand's reputation; whether consumers would recommend the brand; satisfaction and impression of the brand and whether it represents good value and quality.

YouGov BrandIndex draws data from 11+ million interviews across 40 sectors and more than 55 countries globally. This year's ranking includes consumer views from across 23 markets, including USA, China, Germany, India and the UK, and many more.



AUTOMOTIVE RANKINGS 2021 AUSTRALIA

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	43.9
2	Mazda	27.5
3	Honda	23.7
4	Mercedes-Benz	23.0
5	BMW	22.5
6	Hyundai	19.7
7	Audi	18.8
8	Nissan	17.2
9	Subaru	16.6
10	Ford	16.3

AUTOMOTIVE RANKINGS 2021 BRAZIL

TOP RANKED			
Rank		Brand Name	Score
1		Volkswagen	37.0
2		Chevrolet	34.2
3		Fiat	33.9
4		Honda	31.3
5		Ipiranga	28.9
6		Toyota	27.7
7		Ford	26.0
8		Petrobras	25.8
9		Shell	23.0
10		Hyundai	21.8

AUTOMOTIVE RANKINGS 2021 CANADA

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	33.8
2	Honda	29.5
3	Mercedes-Benz	17.2
4	BMW	15.7
5	Lexus	15.0
6	Nissan	14.7
7	Audi	14.3
8	Mazda	13.5
9	Porsche	13.3
10	Hyundai	13.0

AUTOMOTIVE RANKINGS 2021 CHINA

TOP RANKED		
Rank	Brand Name	Score
1	BMW 宝马	26.6
2	Audi 奥迪	23.7
3	Mercedes-Benz 奔驰	20.4
4	Porsche 保时捷	19.3
5	Volkswagen 大众	15.1
6	Toyota 丰田	13.7
7	Land Rover 路虎	13.3
8	Volvo 沃尔沃	12.2
9	Smart Automobile 奔驰 Smart 汽车	12.0
10	Cadillac 凯迪拉克	11.8

AUTOMOTIVE RANKINGS 2021 DENMARK

TOP RANKED		
Rank	Brand Name	Score
1	Volkswagen	28.7
2	Mercedes-Benz	25.7
3	Audi	24.9
4	Volvo	24.3
5	BMW	21.9
6	Toyota	21.4
7	Tesla	17.0
8	Ford	16.3
9	Skoda	14.5
10	Opel	13.7

AUTOMOTIVE RANKINGS 2021 FINLAND

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	32.3
2	Volvo	31.0
3	Mercedes-Benz	27.3
4	Volkswagen	25.3
5	Audi	20.1
6	BMW	16.7
7	Skoda	15.5
8	Ford	14.6
9	Honda	12.7
10	Nissan	11.8

AUTOMOTIVE RANKINGS 2021 FRANCE

TOP RANKED		
Rank	Brand Name	Score
1	Peugeot	30.9
2	Mercedes	25.9
3	Audi	24.3
4	BMW	23.9
5	Volkswagen	22.9
6	Citroen	20.5
7	Toyota	17.3
8	Renault	15.7
9	Ford	11.5
10	Volvo	11.2

AUTOMOTIVE RANKINGS 2021 GERMANY

TOP RANKED		
Rank	Brand Name	Score
1	Mercedes-Benz	21.8
2	Audi	21.4
3	BMW	21.0
4	Volkswagen	17.3
5	Skoda	14.3
6	Volvo	13.6
7	Toyota	13.1
8	Porsche	12.5
9	Opel	12.4
10	Ford	12.1

AUTOMOTIVE RANKINGS 2021 INDIA

TOP RANKED		
Rank	Brand Name	Score
1	Maruti Suzuki	28.6
2	Honda	27.2
3	Royal Enfield	23.3
4	Tata Motors	23.2
5	BMW	22.2
6	Hyundai	21.7
7	Audi	20.1
8	Mercedes-Benz	19.9
9	Honda Two Wheelers	19.8
10	Toyota	17.2

AUTOMOTIVE RANKINGS 2021 INDONESIA

TOP RANKED		
Rank	Brand Name	Score
1	Honda (Motorcycles)	46.0
2	Toyota	36.6
3	Honda (Cars)	35.6
4	Yamaha	25.6
5	Mercedes-Benz	23.4
6	BMW	22.9
7	Mitsubishi	17.7
8	Daihatsu	13.5
9	Nissan	11.8
10	Land Rover	10.4

AUTOMOTIVE RANKINGS 2021 ITALY

TOP RANKED		
Rank	Brand Name	Score
1	Mercedes-Benz	29.0
2	BMW	28.7
3	Audi	27.0
4	Volkswagen	25.8
5	Toyota	22.4
6	Ford	20.6
7	Alfa Romeo	19.4
8	Fiat	17.7
9	Volvo	15.7
10	Jeep	15.5

AUTOMOTIVE RANKINGS 2021 MALAYSIA

TOP RANKED		
Rank	Brand Name	Score
1	Honda	37.9
2	Toyota	36.1
3	Perodua	33.6
4	Mercedes-Benz	23.4
5	BMW	23.3
6	Proton	18.4
7	Audi	15.9
8	Nissan	14.4
9	Range Rover	13.2
10	Mazda	12.9

AUTOMOTIVE RANKINGS 2021 MEXICO

TOP RANKED		
Rank	Brand Name	Score
1	Volkswagen	42.7
2	Nissan	37.7
3	Toyota	28.8
4	Ford	28.3
5	Honda	27.0
6	Mercedes-Benz	24.2
7	BMW	23.7
8	Jeep	19.5
9	Audi	18.6
10	Mazda	17.8

AUTOMOTIVE RANKINGS 2021 NORWAY

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	30.0
2	Volvo	26.6
3	Mercedes-Benz	21.0
4	Volkswagen	20.8
5	Audi	17.6
6	BMW	17.2
7	Skoda	11.3
8	Ford	10.4
9	Mazda	9.5
10	Mitsubishi	9.4

AUTOMOTIVE RANKINGS 2021 PAKISTAN

TOP RANKED		
Rank	Brand Name	Score
1	Honda	45.1
2	Toyota	36.7
3	BMW	31.7
4	Mercedes	29.3
5	Audi	26.2
6	Suzuki	13.4
7	Ford	12.0
8	Hyundai	10.9
9	Nissan	10.5
10	Kia	8.8

AUTOMOTIVE RANKINGS 2021 RUSSIA

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	37.3
2	Mercedes	31.8
3	BMW	31.5
4	Volkswagen	26.7
5	Audi	24.6
6	Lexus	24.5
7	Nissan	20.1
8	Volvo	19.9
9	Hyundai	17.1
10	Mazda	16.9

AUTOMOTIVE RANKINGS 2021 SAUDI ARABIA

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	36.0
2	Mercedes	29.7
3	Lexus	22.6
4	BMW	22.5
5	Hyundai	19.6
6	Honda	17.6
7	Ford	16.2
8	Nissan	13.8
9	Audi	13.7
10	GMC	13.6

AUTOMOTIVE RANKINGS 2021 SPAIN

TOP RANKED		
Rank	Brand Name	Score
1	Mercedes-Benz	35.3
2	Audi	32.6
3	BMW	32.4
4	Volkswagen	30.6
5	Toyota	26.2
6	Renault	23.9
7	Peugeot	22.9
8	Seat	22.5
9	Ford	20.9
10	Volvo	19.9

AUTOMOTIVE RANKINGS 2021 SWEDEN

TOP RANKED		
Rank	Brand Name	Score
1	Volvo	37.5
2	Volkswagen	19.9
3	Toyota	19.6
4	Mercedes-Benz	17.6
5	BMW	16.7
6	Audi	16.3
7	Tesla	9.4
8	Lexus	9.1
9	KIA	8.9
10	Skoda	6.7

AUTOMOTIVE RANKINGS 2021 TAIWAN

TOP RANKED		
Rank	Brand Name	Score
1	Mercedes-Benz 賓士 Benz	34.3
2	Toyota 和泰/豐田	32.3
3	BMW 寶馬	31.0
4	Audi 奧迪	24.0
5	Porsche 保時捷	21.1
6	Lexus 凌志	18.8
7	Honda 本田	16.9
8	Maserati 瑪莎拉蒂	16.7
9	Rolls-Royce 勞斯萊斯	16.6
10	Volvo 富豪	15.4

AUTOMOTIVE RANKINGS 2021 THAILAND

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	42.8
2	Honda (Cars)	36.3
3	Honda (Motorcycles)	32.0
4	BMW	25.5
5	Isuzu	24.9
6	Mercedes-Benz	20.1
7	Mazda	18.9
8	Yamaha	18.5
9	Nissan	17.9
10	Mitsubishi	15.8

AUTOMOTIVE RANKINGS 2021 UK

TOP RANKED		
Rank	Brand Name	Score
1	Mercedes-Benz	22.5
2	Ford	22.0
3	Volkswagen	22.0
4	Audi	20.7
5	Volvo	19.2
6	Toyota	18.8
7	Jaguar	18.7
8	BMW	18.6
9	Honda	15.8
10	Porsche	14.7

AUTOMOTIVE RANKINGS 2021 US

TOP RANKED		
Rank	Brand Name	Score
1	Toyota	36.2
2	Honda	30.7
3	Chevrolet	22.4
4	Ford	22.0
5	Subaru	21.7
6	Nissan	17.6
7	Lexus	16.4
8	Mercedes	16.2
9	BMW	15.9
10	Jeep	13.5

OUR DATA

The Index rankings show the brands with the highest average Index scores between February 1, 2020 and January 31st, 2021. The scores are mostly representative of the general population of adults 18+ (some are online-representative). All Index scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands have been tracked for at least 6 months to be included in the rankings.

Each day consumers are asked about their views on automotive brands across various markets, which allows YouGov to build a picture of how these brands are perceived by the general public through comparing Index scores – which is a measure of overall brand health calculated by taking the average of Impression, Quality, Value, Satisfaction, Recommend and Reputation.

Impression – whether someone has a positive or negative impression of a brand

Quality – a net measure of whether consumers think the brand represents good or poor quality

Value – a net measure of whether consumers think the brand represents good or poor value for money

Satisfaction – whether someone is a satisfied or dissatisfied customer

Recommend – whether someone would recommend a brand to a friend or not

Reputation – whether someone is proud or embarrassed to work for a brand



ABOUT YOUNGOV

YouGov is an international research data and analytics group headquartered in London. Our data-led offering supports and improves a wide spectrum of marketing activities for our customer base that includes media owners, brands and media agencies. We work with some of the world's most recognised brands.

Our line of products and services include YouGov BrandIndex, YouGov Profiles, YouGov RealTime, YouGov Custom Research, YouGov Crunch and YouGov Direct.

With over 11 million registered panellists in more than 55 countries, YouGov's market research covers the UK, the Americas, Mainland Europe, the Middle East, and Asia-Pacific. Our panellists come from all ages, socio-economic groups, and other demographic types – allowing us to create representative samples of whole populations and different sections of society.

For more information, visit yougov.com/automotive