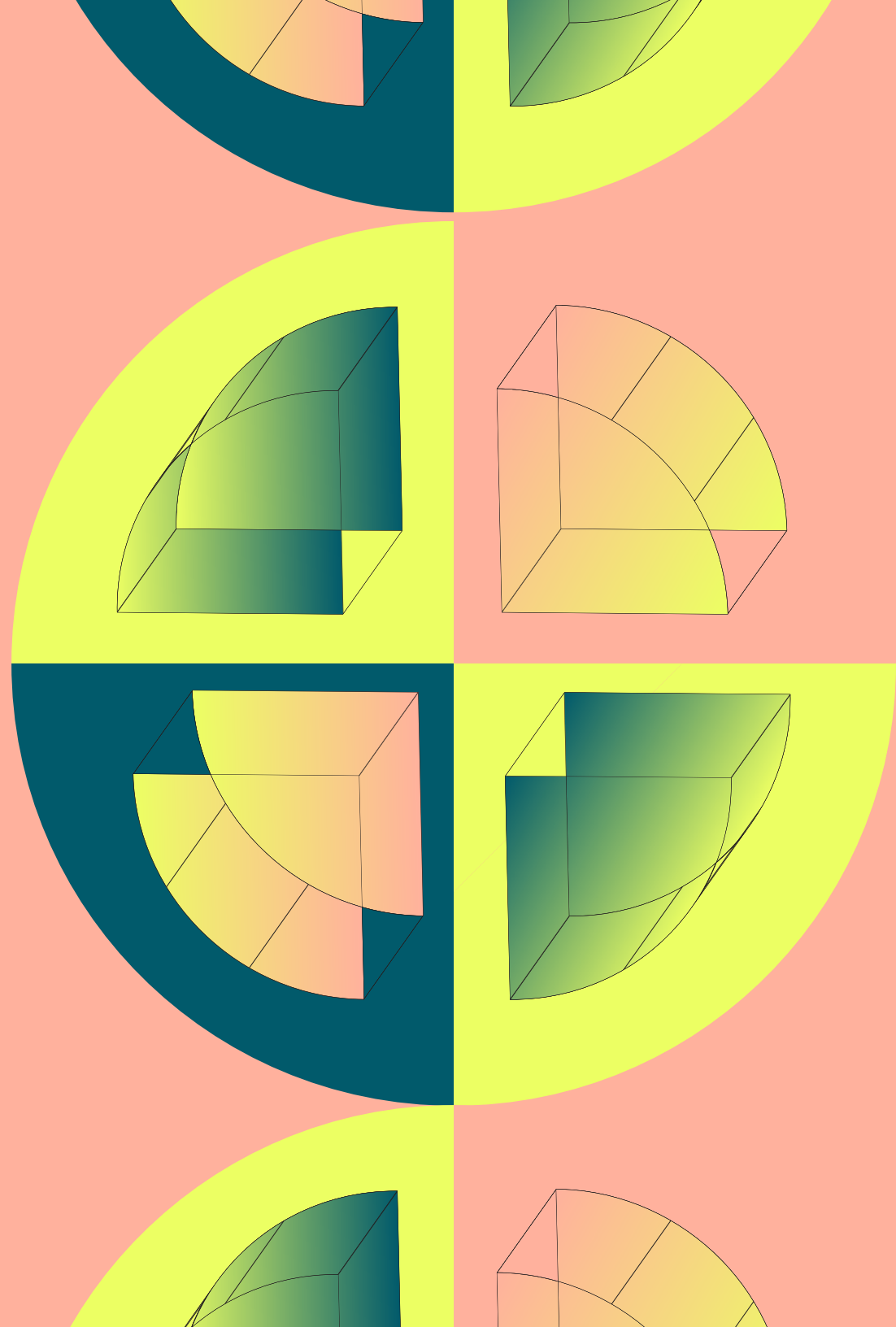
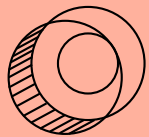


Reputation

Reputation Report **2021 Automotive Industry**



What Does It Take to Be a Top Automotive Brand?

The past year in the [automotive industry](#) has been a whirlwind. After the pandemic cast a huge cloud over the future of automotive in 2020, the industry took off for the first half of 2021. Then, it began to stall during the summer. At first, surging demand sent sales skyrocketing, and a global chip shortage ensured that prices of new and used cars soared. That meant sweet profits for dealers but eroding margins for OEMs. By August, the shortage caught up to the industry globally, as a lack of inventory caused sales to drop in large global markets from [Germany](#) to the [United States](#).

During this time:

- [How did car shoppers feel about their experience?](#)
- [Which automotive dealers did the best job meeting their needs?](#)

Our 2021 Automotive Reputation Report provides answers.

We analyzed:

20,000 automotive dealerships and brands in the United States and Canada

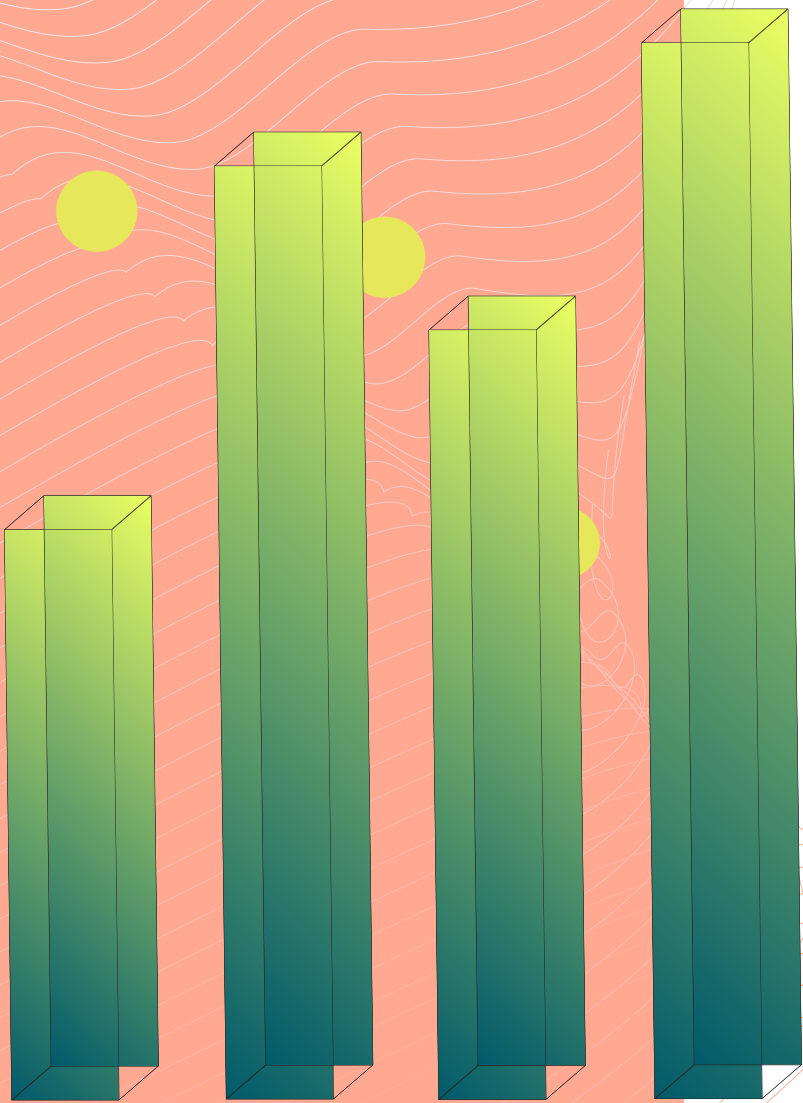
15,000 automotive dealerships and brands in Europe

Then we ranked the leading dealerships and brands.

Read on to find out who the leaders in customer experience were and why.

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Key Findings

KEY FINDINGS

Reviews are more important than ever.

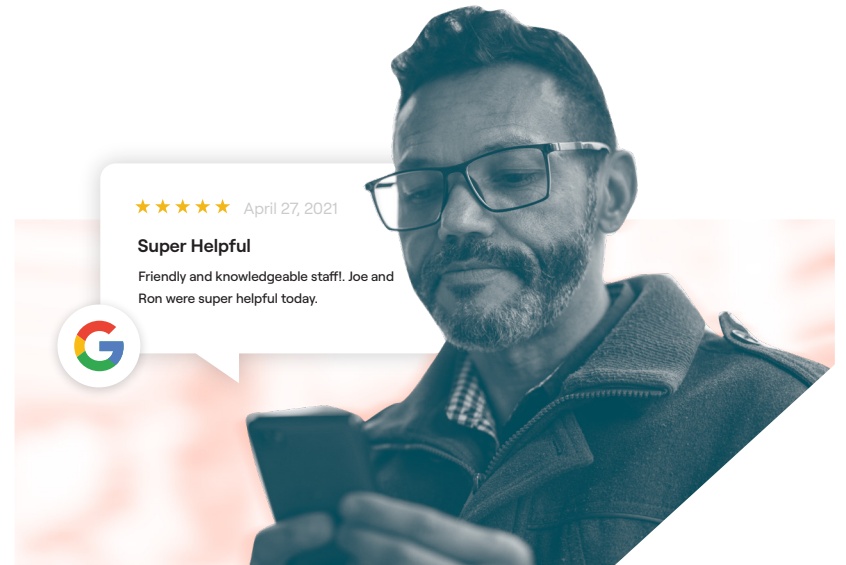
Review volume for 2021 is higher than ever, which is especially significant because

80%

80% of consumers say reviews are important when selecting a dealership.

41%

41% say they will read at least five reviews before visiting a dealership.



Ratings and Reviews drive leads.

64%

64% of consumers surveyed say they would travel more than 20 miles to a top-rated dealership.



KEY FINDINGS

Customer service is the main driver of positive ratings for auto dealerships.

Despite the rise of digital, buying a car remains a largely human-centered, face-to-face experience.

65%

of car shoppers told us they are influenced significantly by in-person visits as they decide which dealership to buy a car from.



Price is the top driver of negative ratings

Dealerships need to manage consumers' expectations about prices, especially when demand outstrips supply during the inventory shortage.

82%

of consumers we surveyed with YouGov said price is an important consideration, more than any other factor.

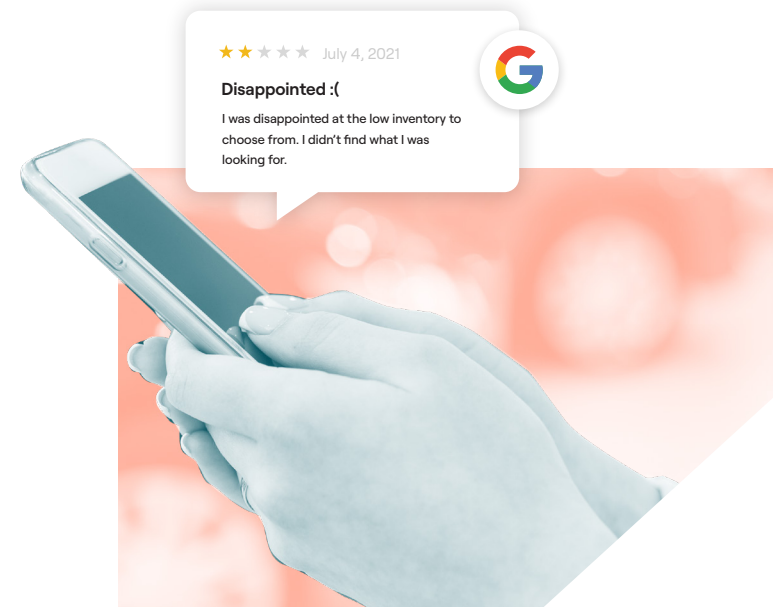


KEY FINDINGS

Inventory shortages are top of mind for customers

32.6X

Reviews mentioning shortages have increased 32.6x from January 2021 to July 2021.



The automotive industry is improving its online reputation.

↑10pt

The industry's overall Reputation Score has increased from 603 in February 2020 to 613 in 2021.



KEY FINDINGS

Effective reputation management drives sales volume.

↑10%

Auto dealerships that effectively manage their digital reputation increase sales up to 10%



Introduction

To compile this report, our Data Science team analyzed 20,000 automotive dealerships and their affiliated brands in the United States and Canada and 15,000 more across Europe.

We collected data from sources such as Google, Facebook, Twitter and more. Using Reputation's proprietary machine learning algorithms and natural language processing technology, we analyzed actual customer feedback from each brand and dealership to understand how car shoppers perceive them. To dig deeper, we partnered with research firm YouGov to survey 1,000 consumers to learn more about how they research and purchase cars. From there, we published rankings for the leading dealerships and brands across several categories, including luxury and non-luxury.

The rankings are based on our proprietary Reputation Score, which looks at a business's sentiment, visibility, and engagement across nine elements ranging from the volume of reviews accumulated for a business to its star average.

Let's take a closer look at how the industry is evolving and how car shoppers are responding.

The graphic features a large, 3D-rendered dome shape in shades of orange and yellow, positioned in the upper left. Below it, a smaller, similar dome is partially visible. The background is a gradient of green and yellow, with several thick, diagonal yellow lines and thin, curved white lines. A vertical dark teal bar runs down the center of the page.

The Great Transition for the Automotive Industry

Automobile sales surged for the first half of 2021

Cars helped millions of people reclaim their lives during the pandemic. As economies reopened everywhere, people relied on their cars to visit stores, eat out, visit movie theaters, and many other moments denied to them for much of 2020.

Cars were something else, too—a sanctuary. At the height of the pandemic, **62% of drivers traded public transportation for personal vehicles**, where personal health and safety could be better managed. Cars also have provided a safer way to travel. As the pandemic took hold, vacation plans changed drastically, **with people driving within 200 miles of their homes** for summer vacations instead of choosing more crowded forms of travel such as air travel.

So, it's no surprise that automobile sales surged for the first half of 2021, even as a chronic shortage of automobiles caused by a global chip shortage sent car prices rising to their highest levels in history. By June 2021, **JD Power and LMC Automotive were forecasting** that new-vehicle retail sales for the first half of 2021 were going to reach 7.1 million units, a 36% increase from the first six months of 2020 and a 10.8% increase from the first half of 2019 when adjusted for selling days.





The Chip Shortage Takes Its Toll

The heady days didn't last. By August, the global chip shortage was taking its toll. With inventory levels shrinking, [sales fell behind 2020 monthly totals](#). Meanwhile, OEMs suffered from a disruption to production, with brands such as [GM forecasting weaker earnings](#) as 2021 progressed. In September, [it was estimated](#) that the shortage would cost the automotive industry \$210 billion in lost revenues in 2021.

[The chip shortage may continue well into 2022. Sales volume may not increase in coming years, and in fact it may drop.](#) As a result, OEMs and dealerships are experiencing a shift in thinking, with more of a focus on driving profits than selling more units. Volume will remain important, but finding ways to improve margins is becoming more important than ever. For example, dealerships need to find ways to win over customers from competitors; and attract more customers to the Service and Parts Department, which [accounts for about half a dealership's profits](#).



As a result, it's becoming critical that OEMs, dealer groups, and dealers have a strong process around managing the customer journey. For example, maximizing profitability increasingly means providing the highest levels of customer service pre- and post-sale. In order to do so, dealerships and OEMs need a stronger understanding of what customers are saying.

Heavy Reliance on Digital

One factor remained constant amid the industry’s shifting fortunes: as Americans bought and serviced their cars, they continued to rely heavily on digital, whether searching for dealerships on Google or reading online reviews of dealerships and cars. Our survey with YouGov showed that **74% of car shoppers are influenced significantly by digital sources, like review sites and a dealership’s website, as they decide which dealership to buy a car from.**



In fact, the volume of reviews for 2021 continues to climb to its highest yearly total, reflecting shoppers’ comfort with relying on digital word of mouth. Our Google My Business (GMB) traffic analysis shows an increase in GMB views and actions. Views have risen 15% since August 2020, and actions are up 4%.

↑15% 

GMB views have risen 15% since August 2020

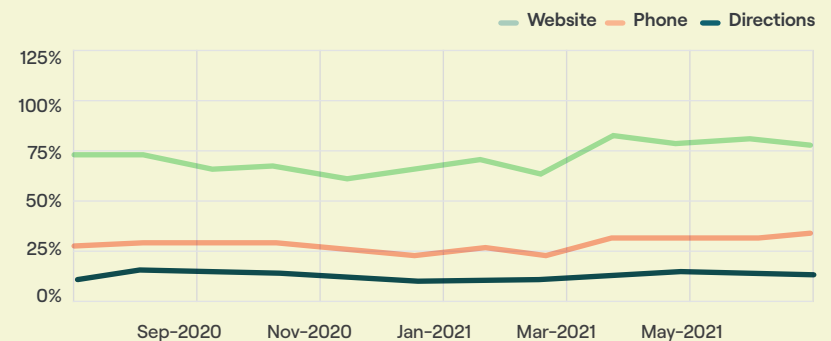
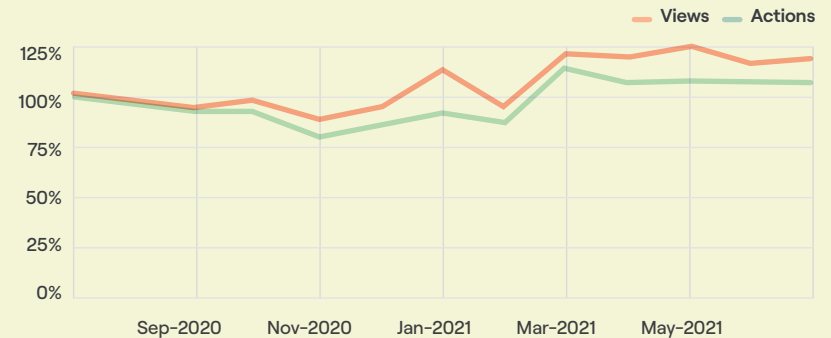
↑4% 

GMB actions have risen 4% since August 2020

↑8% 

GMB clicks to directions have increased 8% since August 2020

GMB Metrics



- **Views.** Views mean someone is looking at a dealership location to learn everything about it, from its address to contact information for the sales team.
- **Actions.** Actions constitute actual clicks to do something after visiting a GMB listing – such as calling a dealership, getting directions to visit a location, or clicking through to its website for more information.
- **Click-to-directions.** We’ve seen the most significant increase in clicks to directions, which have increased 8% since August 2020. This increase in activity shows that shoppers have been actively using Google to learn where to buy a car.

Buyers seek more flexible services.

In addition to using digital avenues to find and evaluate dealerships, shoppers also asked for more flexible services from dealerships.

According to a Cars.com consumer study, buying behavior changed during the Covid-19 pandemic, with shoppers relying more on digital features such as chat and on-demand services such as home delivery. **In 2020, 57% of car buyers made the bulk of their vehicle purchases online, and several opted for contactless home delivery from their local dealership.**



Dealerships' ability to adapt allowed shoppers to choose contactless purchasing and delivery. Dealers also doubled down on digital tools, turning to online messaging, virtual retailing, video appointments, and virtual test drives to help shoppers find the right car.

How have shoppers felt about their experience with auto dealers during this extraordinary year? Read on to find out.

Dealerships adapted:

69% 

of franchised dealerships added at least one digital step due to Covid-19.

↑35% 

the number of dealerships offering home-delivery services increased 35% within the first six months of the pandemic.

↑41% 

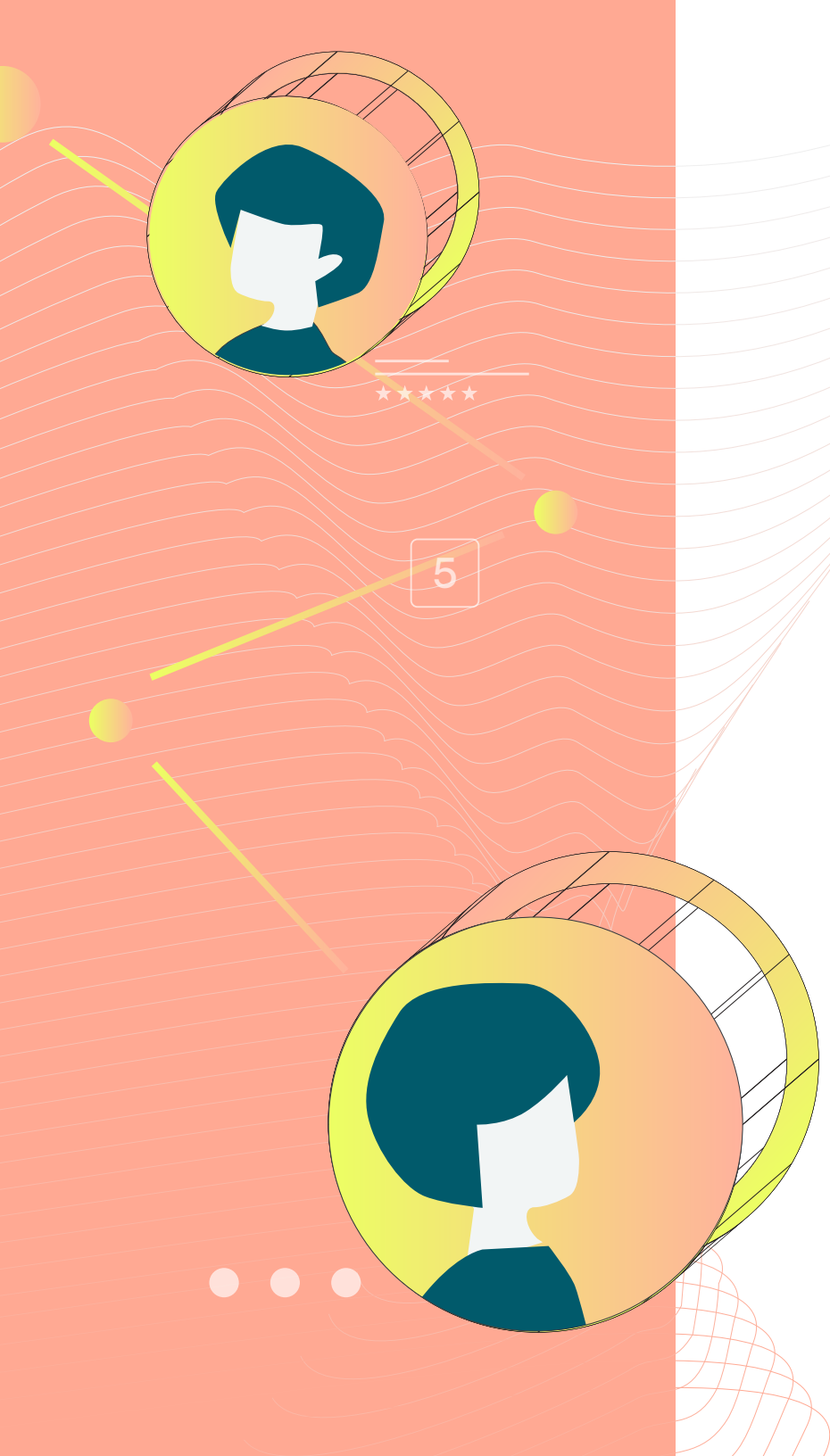
of consumers expect a response within an hour when they message a dealership either through social media or direct messaging tools.





At AutoNation, the Customer experience is of vital importance. We're honored to have over 500,000 five star reviews and growing, the most out of any automotive group (public or private). As America's largest and most admired automotive retailer, understanding what our Customers need and being able to address their comments online and in-person is a priority to our Associates and leadership. Using Reputation's tools to solicit, aggregate, and respond to Customer reviews helps us measure and act on our Customer feedback at scale. This has been vital to our Reputation Management strategies. Each year we surpass a new record in review management and Customer engagement. We're excited to be on track to add another estimated 150,000 positive reviews this year alone because of the care each of our Associates brings to the Customer experience.

Rebecca K. Sampson (she/her),
Manager, Digital Advertising
AutoNation



What Customers Think of Car Dealerships

What the Data Shows

The Reputation Data Science team examined more than **4.8 million ratings/reviews across auto dealers' websites, GMB listings, and social media channels to measure consumer sentiment.**

We used our own proprietary **data analysis methodology that uses natural language processing** to detect patterns in consumers' comments.

Here's what we found.

Shoppers Are Leaving More Reviews Than Ever — and Average Star Ratings Are Holding Their Own

Car shoppers have a lot on their minds. Review volume for 2021 is higher than ever. In 2020, reviews were essentially at the same levels as 2019, even though Google briefly suspended reviews during the pandemic. Review volume has increased across the board, including luxury and non-luxury categories.

And dealership sentiment is holding its own. Average star ratings have either stayed the same or increased slightly since 2020 and have increased since 2018, even as shoppers face inventory shortages and rising car costs. This data is especially significant. Our study with YouGov highlights the importance of reviews and star ratings:

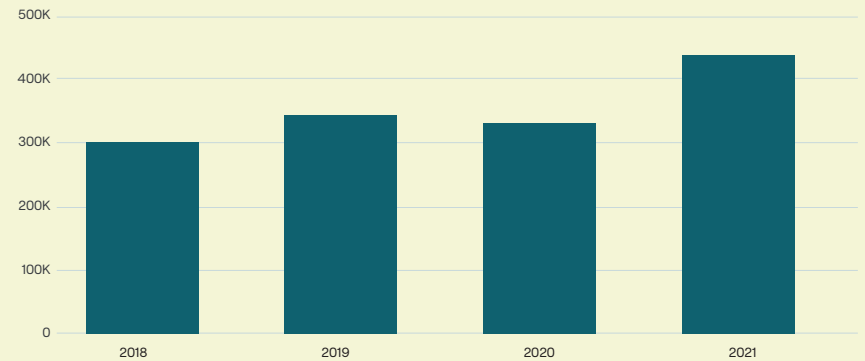


Nearly 80% of consumers say that reviews are important in their selection of a car dealership.

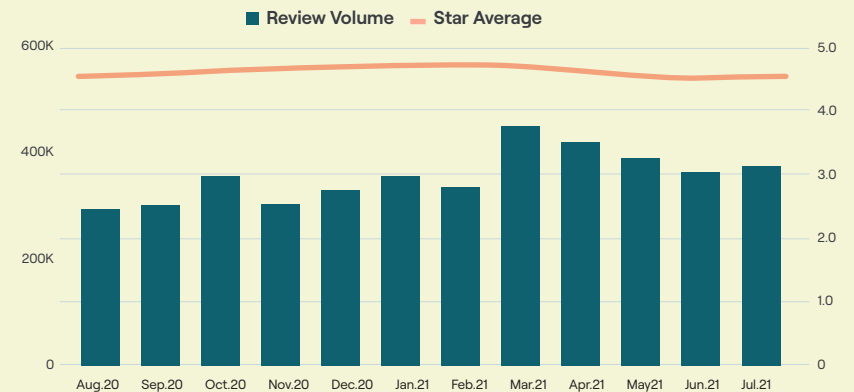
41% say they read at least five reviews before visiting a dealership, according to your study with YouGov.

64% of consumers are willing to drive more than 20 miles to a top-rated dealership.

Average monthly reviews per year



Review volume, star average



Dealerships Respond to the Inventory Shortage

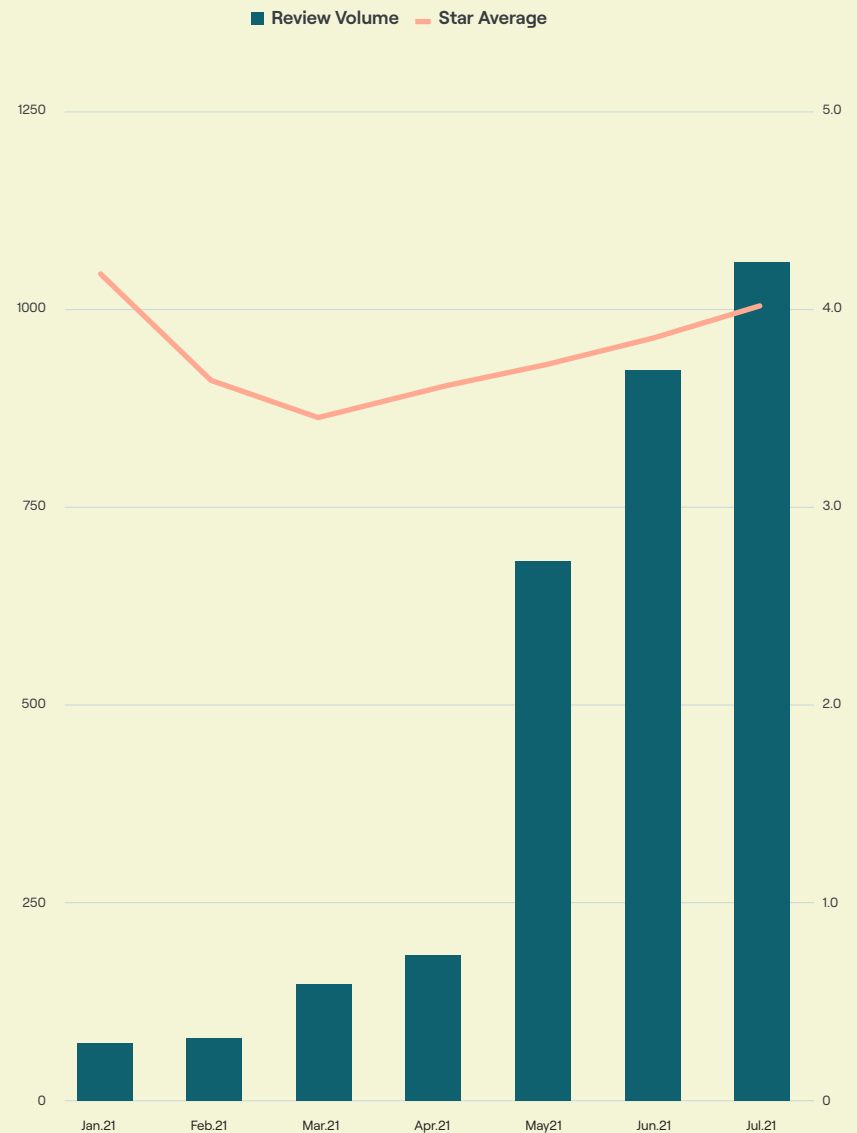
The worsening inventory shortage caused by a scarcity of computer chips has caused challenges that many car shoppers are not accustomed to experiencing. Finding a car means navigating dealership lots with fewer choices and longer wait times.

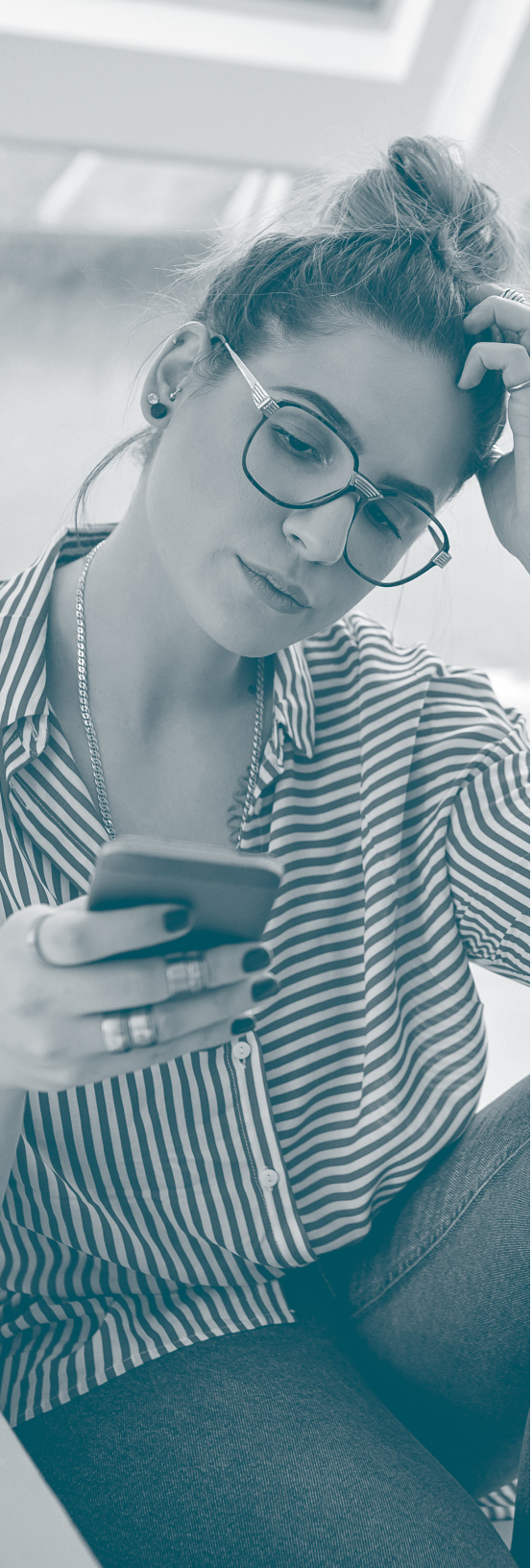
We see consumers' growing concern about the inventory shortages reflected in a rise in reviews mentioning the issue, especially from May 2021 onward.



Unfortunately, sentiment about shortages is dragging down the automotive industry's reputation. In fact, reviews mentioning shortages are roughly twice as likely to be negative compared to reviews about the industry generally.

Review volume, star average





What's Causing the Dissatisfaction?

Consumer comments suggest that their dissatisfaction stems not necessarily from a lack of inventory but rather rising prices as these comments from reviews show:

“Even during the car shortage, the audacity to go 30% over MSRP and try to justify it shows what kind of people own and manage this dealership.”

“Prices above average and unwillingness to discount due to ‘Vehicle shortage’ while their lot is full of vehicles that have been sitting for months. Taking advantage of COVID to gouge customers is disrespectful . . . ”

“ . . . watch other dealers taking advantage of chip shortage by raising MSRP . . . We are fine paying MSRP for a demanding vehicle but to add on an extra \$2,000 is wrong.”

Another shopper detailed their experience:

“When I arrived at the lot the [Name of Vehicle] was there, had the features I like and the MSRP showed the price to be \$27k. When I asked the sales rep about the second sticker showing a price of 35k I was told that due to shortage of inventory that it was their selling price. An \$8000 markup, talk about highway robbery.”

In this particular instance, the customer’s level of dissatisfaction escalated after the shopper asked to speak to someone senior in the dealership and then felt talked down to when the customer pressed the issue.



Communication style is critical

So, it’s not that customers are necessarily upset about a chip shortage but how dealerships are communicating with them about the ramifications of the shortage. That includes the impact on the vehicle’s price and elimination of rebates or other incentives. The bottom line is that dealerships face a reputation problem here.



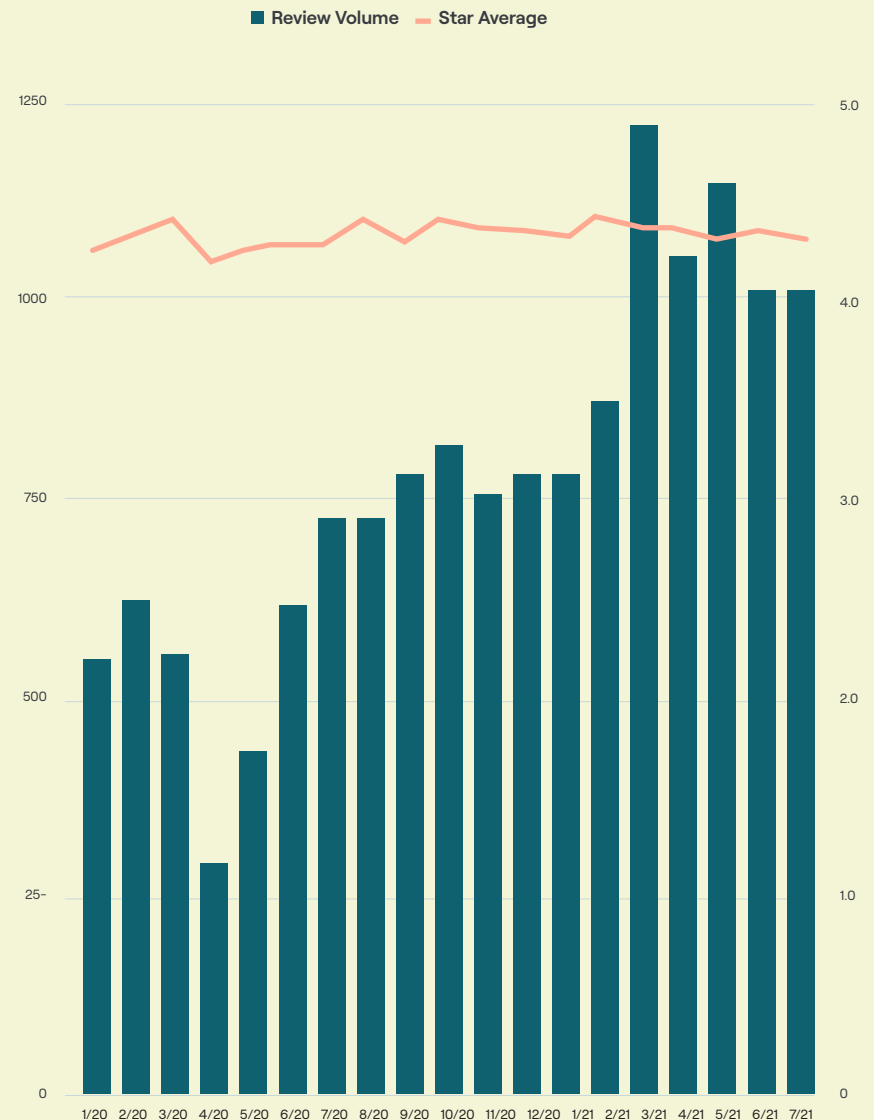
The Rise of Electric Vehicles

We also took a closer look at review volumes and average star ratings for electric vehicles and hybrids given their heightened public interest, such as the launch of the European Union’s “Fit for 55” plan to make emissions-free cars accessible for all, and the Biden Administration’s announcement of a plan to invest [\\$174 billion in the EV market](#).



Review volumes have increased noticeably since 2020, and sentiment has stayed roughly the same. The increase in review volumes reflects an [increase in EV sales](#). The relatively flat customer sentiment raises the question of how EV makers and dealerships might improve sentiment.

Review volume, star average



Strengths:

Customer Service, Sales, and Staff

Customer service is the main driver of positive ratings for auto dealerships, followed by the sales experience and dealership staff.

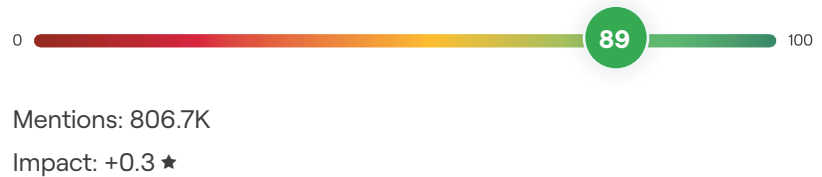
We saw a slight improvement in sentiment for all three categories compared to 2020. All three categories increased their overall impact on the star average for the industry, going from 0.48 to 0.64. This indicates that customers put more weight on these categories in 2021 than they did in 2020.



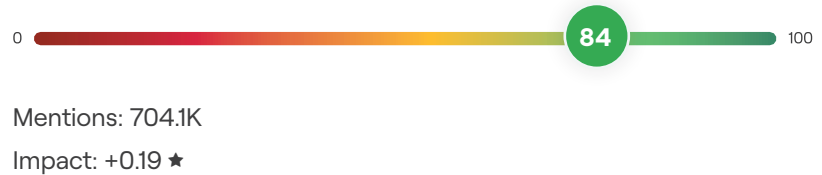
When we analyzed shoppers' perceptions of dealerships in their online reviews, we were impressed by how often customers praised individuals by name for providing friendly, knowledgeable service and for making the purchase of a car less stressful. And staff willing to go the extra mile – such as driving an hour to deliver a new car to a customer – earned high marks.

Sentiment categories with the highest **positive** impact on star ratings

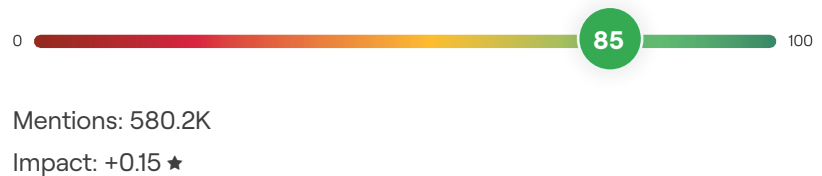
Customer Service



Sales



Staff



Analysis

Our research with YouGov underlines the importance of service, sales, and staff:

- **Leaning into the human factor differentiates a dealership.**
Despite the rise of digital, buying a car remains a largely human-centered, face-to-face experience. The sales team remains a dealership's strongest network of brand ambassadors, but so is the staff that handles everything from scheduling test drives to managing car delivery.
- **Customers want dealerships to respond with service relevant to their changing needs,** so long as dealers do it right. Options such as online chat, home delivery, and video appointments will resonate so long as dealerships manage those functions efficiently, but customers will notice when they do not. We saw a range of negative and positive comments about online chat. For every customer who characterized a dealership's online chat as annoying or unhelpful, others praised dealerships' online chat features for being personable and easy. Ease and responsiveness are essential with chat.



65% ★

of car shoppers told us they are influenced significantly by in-person visits as they decide which dealership to buy a car from.

53% ★

are influenced specifically by the professionalism of the dealership's staff.



Positive Reviews

"[Name] drove an hour to deliver my new car to me."

"[Name] helped me find my new car and did a great job!"

"Friendly and knowledgeable staff!"

"A big thank you to [Name] for all of your patience, your help, and making my life less stressful . . ."

"Truly customer-focused with friendly and knowledgeable staff, it is always a pleasant experience every visit."

Weaknesses: Pricing, Service, and Administration

Price is the top driver of negative sentiment, perhaps not surprisingly given the increase in prices for used and new cars.

And this situation is not likely to change as the global chip shortage continues. The other two top drivers of negative sentiment are service and administration. Only pricing has seen a slight increase in the negative impact on the overall rating, where it now pulls down the average rating by 0.07 stars instead of 0.06.



Complaints about service frequently had more to do with service teams being sloppy and rude than with the actual quality of vehicle repairs. Service teams leaving clutter in cars or responding with indifference to questions about a repair were called out by annoyed customers. We also noticed that complaints about price did not always focus on high prices, per se, but unexpected costs. No one likes surprises, least of all customers making one of the most expensive purchases of their lives.

Sentiment categories with the highest **negative** impact on star ratings

Pricing



Mentions: 232.8K

Impact: -0.07 ★

Service



Mentions: 396.8K

Impact: -0.04 ★

Administration



Mentions: 38.6K

Impact: Low ★

Implications for dealers:

It may seem like there's not much a dealer can do about car prices. But dealers should monitor what customers are saying, respond, and consider options that might ease the burden of higher prices, such as offering service discounts or other incentives.

They should also clearly state all costs upfront and in detail to avoid surprises. This is critical because price is the most vital factor for buyers — 82% of consumers we surveyed with YouGov said price is the most important consideration.



When it comes to service, dealers may want to refresh how well they are training their teams on the nuances of customer service.



Negative Reviews

“Once the truck was ready, your staff contacted us and very rudely said we had to pick up today or you would start charging us \$35 a day.”

“Wrappers from parts used to repair my vehicle were left in my car as if it were just a trash can.”

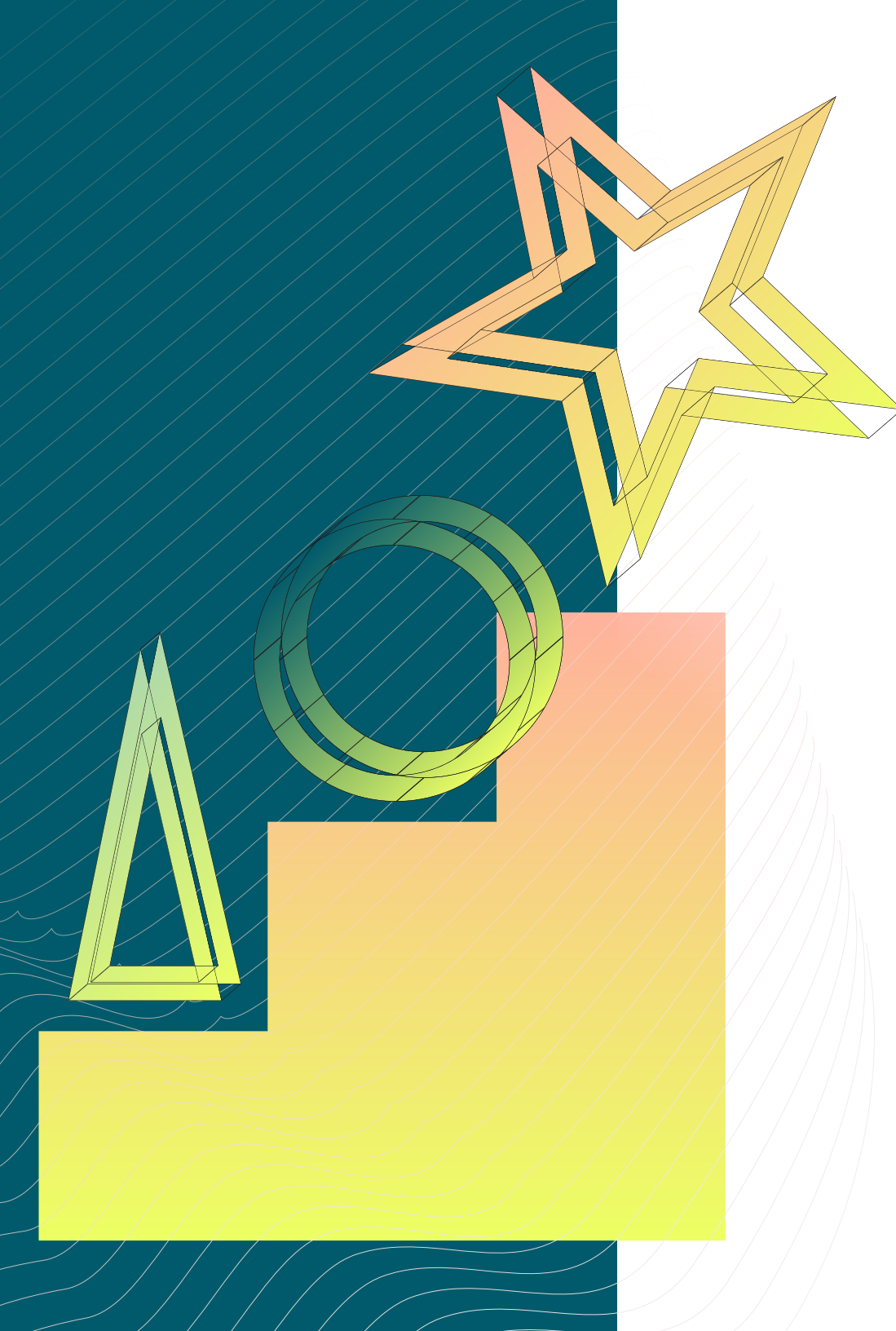
“When picking up my keys that day, I asked about a walk around to make sure repairs were satisfactory and was told, ‘you won’t find anything wrong with it, here’s your keys.’ Then went about their day.”

“Simply a courtesy call by someone who had inspected the vehicle to review the damage found and the intended repairs after the initial estimate was completed would go a long way to improve the experience.”



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

Jessika Laudermilk,
Marketing
Honda



Rankings

U.S. Rankings

The bar was higher for making the Top 100 list in the 2021 report. The Top 100 dealerships in the 2021 report earned a Reputation Score of 884 and above. That's 271 points above the industry average.

In the United States,

- The average engagement score for all brands in our study was 69%. That said, brands still have a ways to go before they reach the 100% response rate Reputation recommends.
- Hendrick had an impressive five dealerships in the Top 10.
- Hendrick Lexus Charleston rose from Number Two in the last report to Number One in the 2021 report, followed by Hendrick Volvo Cars of Charleston.
- Large dealer groups excel at reputation management: 19 of 23 had Reputation Scores above the industry average.

+271pt ★

the Top 100 dealerships in the 2021 report earned a Reputation Score 271 above the automotive industry average.

U.S. Top Non-Luxury Brands

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Nissan	681	72%	71%	81%
2	Subaru	673	76%	65%	79%
3	Honda	656	72%	70%	74%
4	Mitsubishi	651	75%	65%	72%
5	Toyota	639	70%	66%	75%
6	Hyundai	635	73%	66%	68%
7	GMC	631	75%	61%	69%
8	Ford	630	73%	65%	67%
9	Chevrolet	629	75%	61%	69%
10	Buick	629	76%	60%	69%
11	Kia	617	66%	68%	65%
12	Dodge	614	73%	61%	65%
13	Mazda	604	67%	65%	65%
14	Jeep	603	71%	61%	65%
15	Chrysler	602	71%	61%	65%
16	Ram	601	71%	61%	65%
17	MINI	600	82%	49%	65%
18	Volkswagen	593	68%	62%	66%
19	Fiat	576	68%	60%	69%

- **Nissan earned the highest Reputation Score** among non-luxury brands. Having the highest visibility and engagement scores were vital to Nissan's top ranking.
- **Subaru was a close second.** Subaru achieved the highest sentiment score. For Subaru to climb to the top, Subaru needs to improve its visibility score.
- **Nissan needs to focus on its sentiment score to remain on top:** only one of the top five brands had a lower sentiment score than Nissan.
- **Mitsubishi made a giant leap in the rankings, jumping 13 positions and increasing their score by 58 points.** Honda also made a big improvement by increasing their score by 53 points.

U.S. Top Luxury Brands

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	INFINITI	710	76%	72%	83%
2	Lexus	707	76%	70%	83%
3	BMW	674	73%	71%	73%
4	Acura	662	74%	67%	68%
5	Audi	646	74%	67%	68%
6	Mercedes-Benz	638	71%	67%	72%
7	Lincoln	628	75%	62%	71%
8	Porsche	623	77%	60%	69%
9	Land Rover	607	72%	61%	70%
10	Volvo	589	75%	58%	66%
11	Jaguar	561	72%	56%	66%
12	Tesla	518	69%	52%	4%
13	Cadillac	500	73%	51%	79%
14	Genesis	456	70%	51%	46%

- **INFINITI ranked highest among the luxury brands** because it had the highest score in sentiment, visibility, and engagement.
- **INFINITI made the biggest jump in the rankings, gaining 93 points to take first place.** The brand improved in sentiment, visibility, and engagement, with the main driver being the improvements in visibility.
- **Tesla ranked third to last in the rankings, with their Reputation Score dropping 2 points since the previous report.** Tesla improved its visibility by 12%, but Tesla also decreased in sentiment by 3%. The brand's 4% engagement score is the lowest of any brand we analyzed. To put that score in perspective, the second-lowest score was Genesis at 46%. Tesla should focus on improving all aspects of its Reputation Score, but mainly sentiment and engagement..



We are thrilled to have been honored as the top luxury (and overall) automotive brand in the 2021 Automotive Reputation Report. Active client listening, engagement, and support has led to this significant accomplishment — our retailers have proven to be among the best in the industry in customer satisfaction year after year. We are so proud that our customers and credible third-parties within the industry recognize our online reputation efforts, as well as our retailer’s focus on taking care of customers and responding to their feedback.

Matthew Wilson,
Director – Client Experience and Training
INFINITI AMERICAS

U.S. Top Dealership Groups – Private

Ranking	Dealership Group	Reputation Score	Sentiment	Visibility	Engagement
1	Hendrick Automotive Group	836	85%	84%	99%
2	Holman Automotive Group Inc.	769	80%	78%	96%
3	Prime Automotive Group	731	78%	73%	84%
4	Napleton Automotive Group	729	74%	76%	95%
5	MileOne Autogroup	712	75%	75%	93%
6	Findlay Automotive Group	708	78%	71%	69%
7	The Herb Chambers Companies	688	76%	71%	82%
8	Serra Automotive Inc.	676	78%	65%	88%
9	Ganley Auto Group	656	72%	69%	82%
10	Ken Garff Automotive Group	650	64%	74%	90%
11	Larry H. Miller Dealerships	640	62%	75%	92%
12	Morgan Automotive Group	626	63%	68%	92%
13	RML Automotive Inc.	598	66%	69%	78%
14	Victory Automotive Group	583	62%	59%	90%
15	DARCARS Automotive Group	576	52%	68%	94%
16	Greenway Auto Group	568	57%	67%	59%

- **Hendrick had the highest score** among the private dealer groups and all dealer groups. The brand earned the highest sentiment, visibility and sentiment score among all private and public groups. As a result, Hendrick has a comfortable lead over second place holder Holman Automotive.
- **Holman made significant improvements** during the year and increased its score by 102 points. Holman improved its social score by 4%, visibility by 11%, and engagement by 13%.
- **Herb Chambers had the biggest improvement** with a 105 point increase. Herb Chambers improved sentiment by 4%, visibility by 20%, and engagement 17%.



First, I would like to thank our customers for trusting us with their automotive business. Their reviews are what earned us this distinction as the number-one overall ranked public or private dealer group for online reputation, three years in a row. Providing the very best customer service and taking care of people is at the heart of our company culture, and our 11,000 teammates live out those values every day. They are why we have both the top-rated dealership overall and the top dealer group. At every level, our people are what make the difference. We are so proud of them for this amazing achievement.

Greg Gach

President

Hendrick Automotive Group

U.S. Top Dealership Groups — Public

Ranking	Dealership Group	Reputation Score	Sentiment	Visibility	Engagement
1	Penske Automotive Group Inc.	743	81%	71%	90%
2	Sonic Automotive Inc.	732	70%	80%	94%
3	AutoNation Inc.	726	65%	83%	98%
4	Group 1 Automotive Inc.	689	68%	73%	92%
5	Asbury Automotive Group Inc.	657	67%	75%	96%
6	Lithia Motors Inc.	630	65%	71%	74%
7	Berkshire Hathaway Automotive	620	62%	70%	87%

- **Penske grabbed the top spot for the public dealer groups** by having the highest sentiment score by a good margin compared to other public dealer groups. To keep this position, Penske should focus on improving its visibility score, which is currently the lowest of the top five businesses.
- **AutoNation had the highest visibility score at 83% and the highest engagement score of 98% of the public dealer groups.** AutoNation also had the highest volume score of 92%, meaning that it has received the highest volume of reviews.



Holman is — and always will be — a customer-centric business and delivering an exceptional experience remains our top strategic priority. The voice of our customers serves as a catalyst for change and we've made a concerted effort to amplify their feedback across our entire organization in order for our service-oriented culture to thrive and evolve. We're incredibly proud to be included among the industry leaders for customer satisfaction and receive this tremendous recognition for our commitment to aligning with what truly matters to our customers. Their voice along with the long-standing core values and principles of the Holman Way will continue to guide our organization, ensuring we always do the right thing for our people, our customers, and our community.

Chad Jernberg,
Vice President, Customer Experience
Holman Automotive

U.S. Top 100 Dealerships

Rank	Dealership	City	State	Reputation Score
1	Hendrick Lexus Charleston	Charleston	SC	938
2	Hendrick Volvo Cars of Charleston	Charleston	SC	931
3	Ada Nissan, Inc.	Ada	OK	929
4	Hendrick Lexus Kansas City	Merriam	KS	929
5	Hendrick Lexus Northlake	Charlotte	NC	928
6	BMW of Southpoint	Durham	NC	927
7	Champion Chevrolet Buick GMC	La Grange	KY	927
8	Hendrick Lexus Charlotte	Charlotte	NC	927
9	Hendrick Lexus Kansas City North	Kansas City	MO	924
10	Lexus of Pleasanton	Pleasanton	CA	923
11	Hendrick Porsche	Charlotte	NC	923
12	Mercedes-Benz of Durham	Durham	NC	922
13	Bill Jacobs MINI	Naperville	IL	921
14	Hendrick Acura Southpoint	Durham	NC	921
15	East Bay MINI	Pleasanton	CA	920
16	Terry Henricks Chrysler Dodge Jeep Ram	Archbold	OH	920
17	Stevenson-Hendrick Honda Wilmington	Wilmington	NC	920
18	Honda Of Olathe	Olathe	KS	918
19	Acura of Pleasanton	Pleasanton	CA	915
20	Lexus of Omaha	Omaha	NE	915
21	Mercedes-Benz of Northlake	Charlotte	NC	913
22	Rick Hendrick Toyota Sandy Springs	Atlanta	GA	912
23	Land Rover Palm Beach	West Palm Beach	FL	910
24	Volkswagen of Murrieta	Murrieta	CA	910
25	Hendrick Volkswagen of Concord	Concord	NC	909

U.S. Top 100 Dealerships

Rank	Dealership	City	State	Reputation Score
26	INFINITI Of Central Arkansas	Benton	AR	908
27	Porsche Southpoint	Durham	NC	908
28	Myers Ford Co Inc.	Elkton	VA	908
29	AutoNation Acura Gulf Freeway	League City	TX	908
30	Madison Ford	Madison	VA	907
31	Hendrick Honda	Charlotte	NC	905
32	Land Rover Charlotte	Charlotte	NC	905
33	Holiday Ford	Fond du Lac	WI	904
34	Honda of Concord	Concord	NC	904
35	Friendly Ford, Inc.	Geneva	NY	904
36	BMW of Delray Beach	Delray Beach	FL	904
37	Stevinson Toyota West	Lakewood	CO	903
38	RC Hill Mitsubishi - Ocala	Ocala	FL	903
39	Nissan Of Bismarck	Bismarck	ND	902
40	Jim Schmidt Ford, Inc.	Hicksville	OH	901
41	Wickstrom Ford	Barrington	IL	901
42	Bayou Ford	LaPlace	LA	901
43	BMW of Wyoming Valley	Wilkes-Barre	PA	901
44	AutoNation Acura South Bay	Torrance	CA	901
45	Van Horn Ford Lomira	Lomira	WI	901
46	Honda Of Bellingham	Bellingham	WA	900
47	MINI of Charleston	Charleston	SC	899
48	Causeway Honda	Manahawkin	NJ	898
49	Bommarito Volkswagen Hazelwood	Hazelwood	MO	897
50	Ronnie Thompson Ford	Ellijay	GA	896

U.S. Top 100 Dealerships

Rank	Dealership	City	State	Reputation Score
51	INFINITI Of Williamsville	Williamsville	NY	896
52	Cook County Ford Inc.	Adel	GA	896
53	Rick Hendrick BMW	Charleston	SC	896
54	Feyer Ford of Williamston	Williamston	NC	895
55	Paoli Ford	Paoli	PA	895
56	Keenan Honda	Doylestown	PA	895
57	Lighthouse Buick GMC	Morton	IL	895
58	Keller Bros Motor Co	Lebanon	PA	895
59	Jim Browne Chrysler Jeep Dodge Ram of Dade City	Dade City	FL	894
60	Elkins Chrysler Dodge Jeep Ram	Elkins	WV	894
61	Audi Colorado Springs	Colorado Springs	CO	893
62	BMW of Catonsville	Baltimore	MD	893
63	BMW of Kansas City South	Kansas City	MO	893
64	Carriage Mitsubishi	Gainesville	GA	893
65	Honda of El Cerrito	El Cerrito	CA	892
66	Lexus of Las Vegas	Las Vegas	NV	892
67	Germain Lexus of Naples	Naples	FL	892
68	South Bay Lexus	Torrance	CA	892
69	Mercedes-Benz of Calabasas	Calabasas	CA	892
70	Trent Cadillac Buick GMC	New Bern	NC	891
71	Baxter Toyota La Vista	La Vista	NE	891
72	Preston Ford	Burton	OH	891
73	Lexus of Northborough	Northborough	MA	891
74	North Park Lexus Rio Grande Valley	San Juan	TX	890
75	Varsity Lincoln, Inc.	Novi	MI	890

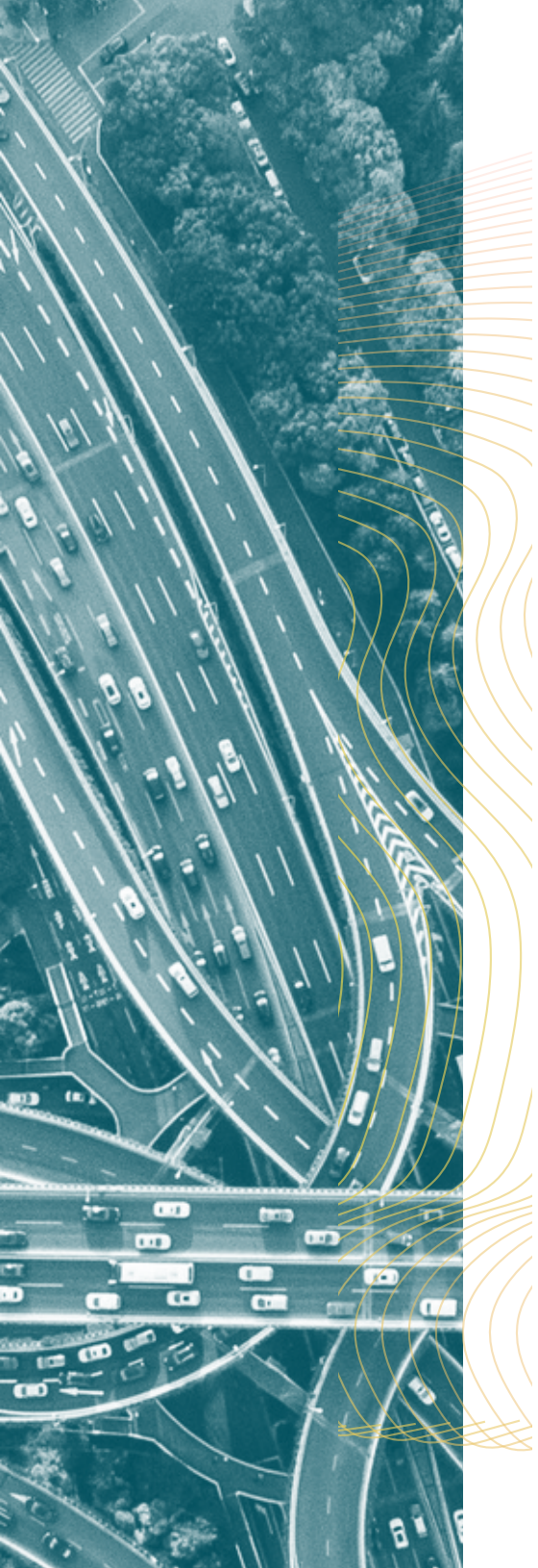
U.S. Top 100 Dealerships

Rank	Dealership	City	State	Reputation Score
76	DELLA Toyota of Plattsburgh	Plattsburgh	NY	889
77	Stokes Toyota Hilton Head	Bluffton	SC	889
78	D'Ella Honda Of Glens Falls	Queensbury	NY	889
79	Fred Haas Nissan	Tomball	TX	889
80	West Herr Toyota of Williamsville	Williamsville	NY	889
81	New Motors Subaru	Erie	PA	889
82	Audi Westmont	Westmont	IL	889
83	Garber Buick Saginaw	Saginaw	MI	888
84	Kimber Creek Ford	Pine River	MN	888
85	BMW of Fort Lauderdale	Fort Lauderdale	FL	888
86	Friendly Ford of Hamilton	Hamilton	NY	887
87	Bill Jacobs BMW	Naperville	IL	887
88	AutoNation Acura Spokane Valley	Spokane Valley	WA	887
89	Jack Kain Ford, Inc.	Versailles	KY	887
90	Family Toyota of Burleson	Burleson	TX	886
91	Marketplace Motors, Inc.	Devils Lake	ND	886
92	Bob-Boyd Lincoln, Inc.	Columbus	OH	886
93	BMW of South Austin	Austin	TX	885
94	DELLA Subaru of Plattsburgh	Plattsburgh	NY	885
95	Landmark Lincoln	Englewood	CO	885
96	Audi South Orlando	Orlando	FL	884
97	Terry Henricks Ford	Archbold	OH	884
98	Gates Honda	Richmond	KY	884
99	Herlong Chevrolet Buick	Batesburg-Leesville	SC	884
100	Ivey Motors	Robert Lee	TX	884

Canada Top Brands

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Lincoln	635	75%	66%	68%
2	Ford	608	77%	59%	63%
3	Hyundai	601	70%	61%	90%
4	Honda	580	70%	61%	66%
5	Jeep	578	70%	59%	67%
6	Mazda	566	71%	58%	64%
7	Toyota	562	71%	59%	70%
8	Kia	562	73%	57%	60%
9	Buick	556	72%	56%	63%
10	Volkswagen	555	68%	56%	72%
11	BMW	554	65%	63%	53%
12	Chevrolet	550	72%	51%	63%
13	GMC	541	72%	55%	62%
14	Chrysler	541	68%	56%	58%
15	Dodge	536	67%	57%	55%
16	Nissan	519	68%	53%	65%
17	Mitsubishi	513	63%	55%	86%

- **Lincoln took first place** with a reputation score of 635, followed by Ford with 608 and Hyundai at 601. These are the same Top Three as in our last report.
- **At the bottom we have Mitsubishi** at 513.
- **Ford had the highest sentiment** score at 77%,
- **Lincoln had the highest visibility** score at 66%
- **Hyundai had the highest engagement** score at 90%.



Europe Rankings

United Kingdom

- Hyundai had the highest Reputation Score at 715. The lowest was Alfa Romeo at 498.
- Hyundai had the highest sentiment score at 83%.
- Audi had the highest visibility score at 65%.
- Toyota had the highest engagement score at 94%.
- Renault made the biggest improvement with an increase of 106 points. This earned Renault a 4th place position, up from 22nd in the last report.
- For dealer groups in the U.K. Snows Motor Group had the biggest improvement with an increase from 26th place to Number One.
- Vantage Motor Group and RRG Group also performed well, remaining in the Top Three for the second year in a row.

France

- The top-rated brand in France was MINI, with a score of 630.
- The lowest rated was Mitsubishi at 403.
- Renault had the highest sentiment and engagement scores at 76% and 89%.
- BMW had the highest visibility at 63%

Germany, Austria, and Switzerland (DACH):

- Mitsubishi had the highest average Reputation Score of all brands at 720, which was an increase of 54 points.
- Dacia had the lowest at 499.
- Mitsubishi had the highest sentiment at 88%.
- MINI, had the highest visibility and engagement at 65% and 76% respectively.
- Subaru has made an improvement of 81 points, which has earned them the second place in the rankings.



We are delighted to have achieved the biggest growth of any other automotive brand in the last 12 months. This is testament to the great work carried out by the team within Renault UK Customer Experience combined with the fantastic levels of engagement seen throughout our dealer network. Our retailers have quickly recognised the role that online review presence and good listings management can play in driving positive customer experience. E-reputation management will continue to be a core element in our customer excellence plans for Renault, Dacia and Alpine brands in 2022.

Verity Mercer,
Head of Customer Experience and Quality,
Groupe Renault UK

U.K. Brands

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Hyundai	715	83%	64%	86%
2	Kia	686	79%	59%	85%
3	Toyota	671	81%	58%	94%
4	Renault	660	77%	63%	90%
5	Lexus	658	82%	57%	86%
6	MINI	626	75%	55%	84%
7	Mazda	619	74%	60%	77%
8	Honda	606	74%	55%	77%
9	Nissan	603	72%	60%	79%
10	BMW	600	64%	61%	80%
11	Audi	585	63%	65%	83%
12	Tesla	583	84%	57%	24%
13	Volvo	581	72%	55%	73%
14	Suzuki	577	75%	54%	66%
15	MG	577	71%	58%	63%
16	Peugeot	575	68%	59%	73%
17	Ford	571	69%	58%	75%
18	Vauxhall	568	68%	49%	74%
19	Fiat	564	68%	57%	71%
20	Skoda	556	68%	57%	68%

U.K. Brands

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
21	Citroën	549	66%	57%	74%
22	Jeep	543	66%	56%	72%
23	Land Rover	539	58%	59%	82%
24	Volkswagen	533	64%	57%	72%
25	Mercedes-Benz	532	63%	57%	73%
26	Dacia	530	81%	50%	90%
27	Mitsubishi	526	71%	53%	54%
28	Jaguar	522	59%	57%	80%
29	Seat	501	65%	52%	66%
30	Alfa Romeo	498	63%	55%	66%

U.K. Dealer Groups

Ranking	Dealer Group	Reputation Score	Sentiment	Visibility	Engagement
1	Snows Motor Group	751	89%	68%	96%
2	Vantage Motor Group	746	89%	66%	93%
3	RRG Group	722	79%	73%	93%
4	JCT600	711	77%	72%	93%
5	Listers	699	83%	66%	86%
6	Sytner	661	76%	64%	79%
7	T G Holdcroft	654	77%	68%	83%
8	Lookers	651	71%	70%	94%
9	Eden Motor Group	644	75%	64%	77%
10	Hendy Group	643	74%	60%	98%
11	Steven Eagell	640	68%	67%	97%
12	Glyn Hopkin	632	78%	65%	95%
13	Cambria Automobiles	632	71%	63%	94%
14	Motorline	631	74%	63%	87%
15	Inchape	626	61%	75%	96%
16	Helston Garages Group	626	76%	57%	97%
17	Arnold Clark	614	72%	61%	99%
18	Vertu Motors	611	69%	62%	88%
19	Lloyd Motors	611	71%	55%	93%
20	Eastern Western Motor Group	607	71%	64%	60%

U.K. Dealer Groups

Ranking	Dealer Group	Reputation Score	Sentiment	Visibility	Engagement
21	Pendragon	605	65%	67%	96%
22	Group 1 Automotive	587	62%	66%	83%
23	Jardine Motors Group	575	61%	64%	87%
24	Johnsons Cars	574	71%	57%	73%
25	John Clark Motor Group	566	60%	62%	95%
26	Allen Motor Group	553	60%	64%	79%
27	Park's Motor Group	553	65%	52%	95%
28	Marshall Motor Holdings	546	63%	58%	94%
29	Perrys Group	546	61%	57%	94%
30	TrustFord	542	55%	67%	96%
31	PSA Retail UK	538	56%	60%	84%
32	Renault Retail Group	533	72%	61%	94%
33	Pentagon	527	64%	52%	90%
34	Stoneacre Motor Group	437	52%	51%	77%
35	Rybrook Holdings	427	55%	51%	80%

U.K. Top 50 Dealerships

Ranking	Dealership	City	Rep Score	Ranking	Dealership	City	Rep Score
1	Porsche Centre Teesside	Stockton-on-Tees	927	26	Brayley Kia Harpenden	Harpenden	852
2	Vospers Peugeot Torquay	Torquay	889	27	Croyde Motors Seat Braunton	Braunton	852
3	Brayley Honda St Albans	St Albans	885	28	RRG Lexus Stockport	Stockport	851
4	Listers Seat Worcester	Worcester	880	29	Vantage Lexus Leeds	Leeds	851
5	Glyn Hopkin Nissan Ipswich	Ipswich	878	30	Arnold Clark Southampton	Southampton	850
6	Vospers Peugeot Plymouth	Plymouth	874	31	Stoneacre Fiat Scunthorpe	Scunthorpe	849
7	Listers Toyota Grantham	Grantham	871	32	Ancaster Hyundai Welling	Welling	848
8	Brayley Honda Ruislip	Middlesex	867	33	Motorline Lexus Cardiff	Cardiff	848
9	T W White & Sons Suzuki Effingham	Effingham	865	34	Vantage Lexus Preston	Preston	847
10	Listers Seat Coventry	Coventry	865	35	Listers Audi Worcester	Worcester	847
11	Vospers Fiat Plymouth	Plymouth	864	36	Vantage Toyota Scarborough	Scarborough	847
12	T W White & Sons Mazda Orpington	Orpington	863	37	Helensburgh Toyota	Helensburgh	847
13	Brayley Dacia Milton Keynes	Milton Keynes	862	38	Listers Toyota Boston	Boston	846
14	Snows Lexus Hedge End	Hedge End	861	39	Porsche Centre Newcastle	Wallsend	846
15	Stoneacre Aston Martin Newcastle	Wallsend	861	40	Listers Toyota Coventry	Coventry	846
16	Ancaster Nissan South Croydon	South Croydon	860	41	Porsche Centre Sheffield	Sheffield	846
17	Arnold Clark Innovation Centre	Glasgow City	859	42	Listers Honda Solihull	Shirley	846
18	JCT600 Mercedes-Benz of Chesterfield	Chesterfield	858	43	Vospers Seat Plymouth	Plymouth	846
19	Listers Lexus Coventry	Coventry	858	44	JCT600 Mazda Leeds	Leeds	845
20	Blue Bell Crewe MINI	Crewe	858	45	Snows Seat Salisbury	Salisbury	845
21	Toomey Vauxhall Southend	Southend-on-Sea	857	46	W R Davies Toyota Shrewsbury	Shrewsbury	845
22	T W White & Sons Mazda Bookham	Bookham	857	47	W M Couper Limited	St Albans	844
23	JCT600 Aston Martin Leeds	Leeds	856	48	TC Autos	Omagh	844
24	RRG Toyota Rochdale	Rochdale	855	49	Roadside (Garages) KIA	Coleraine	843
25	Vospers Peugeot Torquay	Torquay	852	50	Charles Hurst Toyota Dundonald	Belfast	842

France Top Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	MINI	630	73%	62%	81%
2	BMW	626	70%	63%	79%
3	Hyundai	603	70%	59%	66%
4	Lexus	600	70%	59%	78%
5	Audi	597	67%	62%	74%
6	Mazda	596	71%	59%	62%
7	Mercedes-Benz	596	69%	59%	69%
8	Toyota	593	71%	57%	75%
9	Citroën	592	71%	60%	43%
10	Renault	592	76%	40%	89%
11	Peugeot	584	71%	57%	49%
12	Nissan	569	68%	58%	63%
13	Opel	556	68%	57%	57%
14	Skoda	551	67%	55%	71%
15	Ford	548	67%	57%	50%
16	Honda	544	71%	57%	50%
17	Kia	544	67%	56%	57%
18	Land Rover	543	59%	60%	57%
19	Volvo	536	67%	56%	57%
20	Volkswagen	532	63%	56%	70%
21	Suzuki	526	68%	56%	54%
22	Jaguar	507	59%	56%	63%
23	Fiat	488	62%	53%	48%
24	Jeep	478	60%	53%	58%
25	Alfa Romeo	470	59%	54%	52%
26	Dacia	463	74%	39%	54%
27	Seat	453	55%	50%	66%
28	Mitsubishi	403	58%	49%	54%

France Top Dealerships

Rank	Dealership	City	Reputation Score
1	Renault ETS Gasquet & Fils Eysines	Eysines	876
2	Audi Lemauviel Exclusive Vire	Vire	868
3	Seat Jeannin New Car Auxerre	Auxerre	858
4	Peugeot Garage Gavignet Tavaux	Tavaux	856
5	Volkswagen BYmyCAR Châtillon	Châtillon-sur-Seine	855
6	Lexus GCA Rennes	Cesson-Sévigné	851
7	Volkswagen BYmyCAR Carpentras	Carpentras	850
8	Volkswagen Garage Rabès Villeneuve-St-Georges	Villeneuve-Saint-Georges	849
9	Mazda Automobiles Autos Sélection Laval	Laval	848
10	Toyota - Alpes Sud Autos - Volx	Volx	845

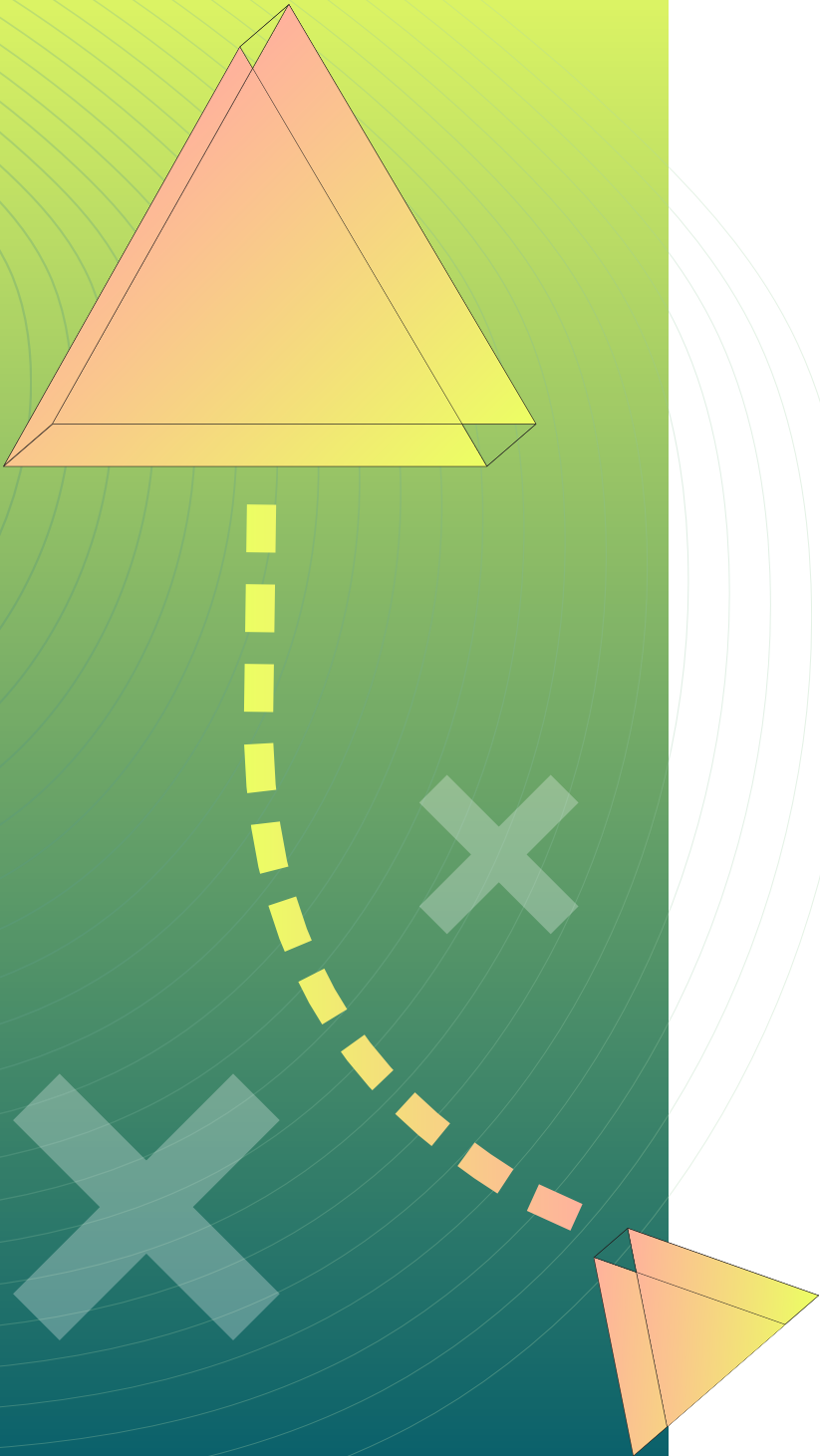
DACH Top Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Mitsubishi	720	88%	59%	64%
2	Subaru	701	86%	58%	47%
3	MINI	659	74%	65%	76%
4	Skoda	629	77%	58%	55%
5	BMW	623	73%	59%	74%
6	Jaguar	621	76%	58%	74%
7	Mazda	618	79%	57%	59%
8	Jeep	616	74%	60%	47%
9	Opel	615	75%	59%	54%
10	Volkswagen	613	73%	60%	62%
11	Audi	607	73%	59%	62%
12	Toyota	607	82%	53%	49%
13	Kia	606	80%	54%	48%
14	Ford	605	76%	57%	47%
15	Seat	601	76%	56%	54%
16	Land Rover	598	75%	56%	59%
17	Volvo	596	75%	55%	45%
18	Fiat	596	76%	57%	49%
19	Hyundai	591	74%	57%	50%
20	Honda	589	78%	58%	50%
21	Alfa Romeo	588	76%	55%	47%
22	Citroën	587	74%	54%	59%
23	Mercedes-Benz	581	70%	56%	66%
24	Nissan	573	76%	53%	53%
25	Peugeot	569	74%	53%	65%
26	Suzuki	558	80%	49%	49%
27	Renault	526	73%	38%	49%
28	Dacia	499	67%	36%	55%

DACH Top Dealerships

Rank	Dealership	City	Reputation Score
1	Autohaus Strobel OHG	Auerbach/Vogtland	933
2	Auto-Epple Erich Epple Rutesheim	Rutesheim	915
3	Autohaus Nobis GmbH & Co. KG	Stollberg/Erzgeb.	911
4	Auto Reißland GmbH	Dellfeld	906
5	Autohaus Hansa Nord Oldenburg	Oldenburg in Holstein	906
6	Automobile Rosenkranz GmbH	Recklinghausen	904
7	Autohaus Lenz GmbH & Co. KG	Oelde	900
8	Autohaus Unterberger GmbH	Freilassing	898
9	Autohaus Herzog GmbH & Co. KG	Neustadt in Holstein	897
10	Autohaus Schaden Inh. Frank Schaden	Landkern	895
11	Autohaus Hansa Nord Wismar	Dorf Mecklenburg	892
12	Autohaus H. Oesterhelweg e.K.	Gütersloh	891
13	Autohaus Eck GmbH	Würzburg	890
14	Autohaus Widmann + Winterholler GmbH (Weilheim)	Weilheim in Oberbayern	889
15	Autohaus Joas OHG	Dillingen an der Donau	889
16	Hermann Menton GmbH & Co KG	Reutlingen	888
17	Autohaus Nieß GmbH	Hoyerswerda	884
18	BMW Scheller Bad Dürkheim	Bad Dürkheim	883
19	Autohaus Ralf Zeisberg, Inh. Ralf Zeisberg	Münchweiler	882
20	Porsche Zentrum Magdeburg	Magdeburg	881

What Dealerships Should Do



Our findings prove that dealerships need to take a more holistic approach to managing the entire customer journey, especially with sales volumes expected to either flatten or decrease beyond 2021.

Growing as a dealership will mean thinking differently by focusing on profitability, not volume. **That means for dealers:**



Steal market share from competitors by boosting your online presence and reputation while car shoppers are early in the awareness and consideration process.



Boost profitability by providing the highest levels of customer service pre- and post-sale. Dealerships need an exceptional understanding of what customers are saying to do that.



Own the entire customer journey with reputation experience management (RXM). This refers to the process of managing online ratings/reviews to get found, get chosen, and get better. When dealerships encourage reviews, respond to them, and learn from them, they make themselves more visible online.



- **One of the most important ways dealerships can own that journey is to meet customers at Google and on social media.** Customers search with intent on Google and share their own experiences with brands on both social media and Google. For example, dealerships need to take advantage of the ways they can publish information on their Google My Business (GMB) listings.



- **Google permits new car dealerships to manage multiple GMB listings for the same location.** According to Google, dealerships can have one GMB listing for each brand for which it sells new cars.



- **In addition, dealerships can have separate listings for their sales, service, or parts departments.** Dealerships must capitalize on this feature to improve their visibility when people search for sales, services, or parts on Google.

More tips include:



Get an edge on competitors by making it easier for customers to do business with you. Respond to shopper preferences for valet services and easier online scheduling.



Humanize dealerships. Use social media, GMB listings, your website, and every other possible touchpoint to make shoppers familiar with your sales team. Empower the sales team to use social media to talk about the dealership and their commitment to customers. Everyone at the dealership is a brand ambassador.



Anticipate customer needs by analyzing customer reviews.

According to our YouGov study, nearly 80% of consumers say reviews are important, and 41% say they will read at least five reviews before visiting a dealership. Always listen to reviews, respond to them, and learn from them. Watch for common themes emerging in both positive and negative reviews. Doing so will give dealerships first-hand insight into what customers want and how to respond.



Transform feedback from reviews, likes, listings, comments and clicks into your competitive advantage. Google says that high-quality, positive customer reviews will improve your dealership's visibility and increase the likelihood that a potential customer will visit you.



Be responsive. Rely on rapid-response tools such as text and chat to respond to customer queries and survey them proactively. Consider the fact that text message open rates are 4X that of email. Our YouGov study shows that 41% of consumers expect a response within an hour when they message a dealership either through social media or direct messaging tools. Reputation's Conversational Surveys tool is a great option for doing this, as it collects customer feedback via short, unobtrusive conversations conducted via text message.

About Reputation Score



About Reputation Score

Measured on a scale of 0 to 1,000, our Reputation Score is an index of the digital presence of business locations spanning more than 70 industries. Reputation Score looks at a location's sentiment, visibility, and engagement across nine elements:

Star average. A strong star rating demonstrates a commitment to customer service and can influence customers' decisions to choose a location.

Review volume. This represents the total quantity of reviews — both positive and negative — that have been written about a business. Review volume has a significant impact on locations' search rankings and Reputation Score.

Review recency. Recently published reviews convey that the business is requesting feedback from their customers and that their customers are active and engaged. Newer reviews also help increase search rankings for locations.

Review spread. The spread refers to the total number of sites on which reviews are being posted — from Google and Facebook to dozens of industry-specific review sites. The broader the spread, the better.

Search impressions. This plays a role in how businesses look when customers search for locations on Google or other search engines. The higher a business or location appears in the search results, the easier it is for consumers to find it.

Social engagement. Engaged users on social networks are more likely to convert customers.

Listing accuracy. Accurate listings on sites attract more customers.

Review response. Responding to reviews demonstrates a commitment to customer experience and helps influence conversations about a brand.

Review length. The length of your reviews indicates how invested customers are in a business. It is a measure of how much time they were willing to spend giving feedback.

Reputation Score provides actionable insights

Reputation Score is more than a benchmark. **It's also a tool kit that shows dealerships how to improve their performance based on their scores.** Unlike other industry report cards, Reputation Score delivers actionable insights that help dealerships improve their operations and drive revenue. We can show how an increase in Reputation Score leads to measurable revenue gains.

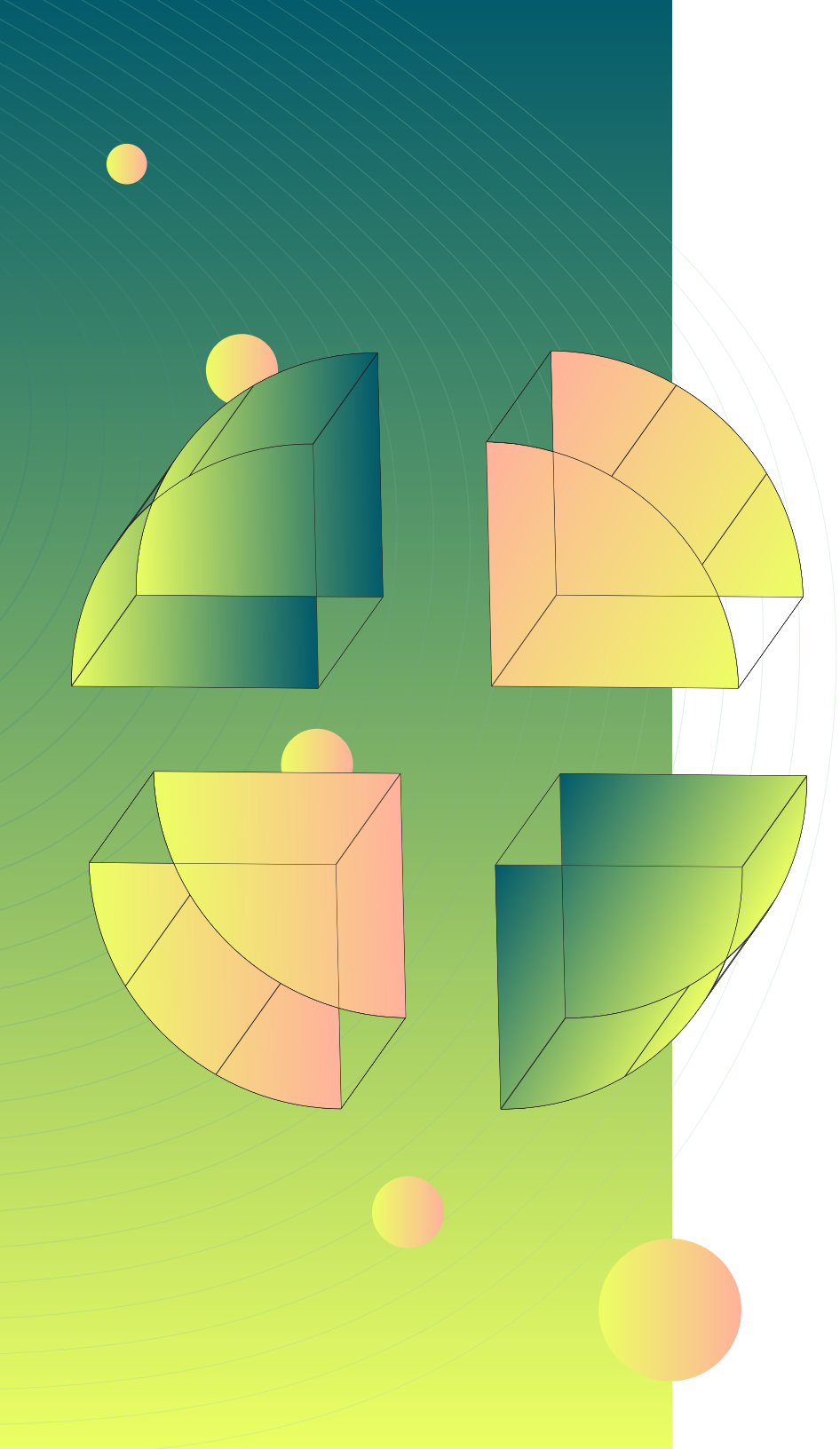
How do we do this?

We start by using artificial intelligence to take a snapshot of everything your consumers say about you. We examine customer surveys. But we also look at the unstructured data that other tools overlook, such as Facebook posts, data within your business listings, and comments on your social channels.

Next, we assess other crucial elements of your reputation, such as how findable you are online and how accurate your content is. That's because customer reviews and visibility are related. Reputation Score is certainly not the only metric, but it's a valuable one. It's a tool that provides a unique assessment that can complement other industry ratings.

REPUTATION SCORE





About Reputation Reports

About Reputation Reports

This report is part of our series of Reputation Reports, analyzing key data and rankings in the most significant industries that matter most to consumers. Founded in 2013, Reputation is a SaaS-based platform that manages tens of millions of reviews and interactions across hundreds of thousands of customer touchpoints. The patented algorithms behind the Reputation Score are based on more than a decade of machine learning and data science expertise, providing businesses with a reliable index of brand performance that they can use to make targeted improvements.

About Reputation

Reputation, creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision making and enhance Customer Experience (CX) programs. Thousands of global organizations rely on Reputation to ensure their Business Listings are getting clicks, to request and respond to customer feedback with Reviews and Messaging, to understand their CX strengths and weaknesses with Experience Insights, and to track and execute improvements with Actions — all from within the Reputation Experience Management platform.

Backed by Bessemer Ventures, Kleiner Perkins, Ascension Ventures and Heritage Group, and trusted by over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon, and Web.com, Reputation turns feedback into the fuel to grow businesses around the world. Visit reputation.com to learn more.

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