



Reputation Report
European
Automotive
Industry 2024-25

Letter from the CEO

Auto Industry Colleagues,

As we approach the end of another transformative year for the automotive industry, it's clear that the landscape is shifting rapidly. From technological advancements and fluctuating market dynamics to regulatory pressures, the automotive sector in Europe faces challenges. This report ranks European dealerships based on their Reputation Scores, signaling how effectively dealerships are managing their reputations to drive success and maintain a competitive edge.

The Google Search Impact

One of the pressing issues we're seeing today is Google's Search Generative Experience (SGE) recently renamed "AI Overviews." AI Overviews is changing the way consumers interact with automotive websites by synthesizing information from various sources and providing answers directly on the search results page. This means many consumers no longer need to visit individual websites for basic queries about vehicles, dealerships, or manufacturer details.

This poses a direct challenge to car manufacturers and dealerships, as fewer consumers may be navigating to their websites, reducing online traffic and eventually, foot traffic. While AI Overviews makes it easier for customers to find quick answers, it can also diminish the visibility of dealer and OEM websites that are not optimizing for this new AI-driven search environment.

Reputation management becomes even more critical in this scenario. By following an eight-step process of maintaining a strong online presence, soliciting more reviews, and responding effectively to feedback, businesses can ensure they remain visible in a world dominated by AI-generated answers.

Struggling European Carmakers

In addition to the evolving digital landscape, European carmakers are facing mounting competitive pressure in the electric vehicle (EV) market. Brands like Mercedes, Stellantis, and Volkswagen are experiencing declines in EV market share. Stellantis has seen a sharp drop in its market position, while Volkswagen Group's share has decreased from 7.5% to 6.6%. Similarly, Mercedes-Benz's market share has shrunk to just 1.9%, according to Euro News.

These sobering figures underscore the urgency for European manufacturers to adapt their product lines as well as their strategies for maintaining consumer engagement and trust.

Electric Vehicle Sales

The overall global market for EVs has not grown as robustly as expected, with sales increasing only 6% year-on-year as of July 2024. This relatively modest growth raises questions about EV boom sustainability and highlights the need for more aggressive innovation and consumer engagement strategies.

It is in times like these that reputation management takes center stage. When market growth is slow, businesses must focus on building deeper connections with consumers that foster loyalty. Online reviews, customer feedback, and social engagement are all tools that can help businesses stay connected with their audiences in challenging times.

The Plug-in Hybrid Surge

While battery electric vehicles (BEVs) have seen slower growth, plug-in hybrid electric vehicles (PHEVs) have surged, with a 58% increase in sales. This suggests that

European consumers still have reservations about the range limitations and higher costs associated with fully electric automobiles.

This presents both a challenge and an opportunity. On one hand, automakers and dealers need to overcome the barriers to BEV adoption, but on the other, they can leverage the growing popularity of PHEVs to capture a portion of the market that may not yet be ready to make the full switch to electric.

Renault Group: A Reputation Customer

The Renault brand's success in Europe is rooted in a strong, strategic approach that has resulted in an 8.2% year-over-year sales increase in 2024, far surpassing overall market growth of 5.5%.

A significant factor in this growth is a 45% surge in sales of passenger cars equipped with full hybrid E-Tech engines, compared to the first half of 2023. Electrified vehicles now account for 29.6% of Renault Group's total European sales, which includes the Renault, Dacia, and Alpine brands—a 4.3% year-over-year improvement.

Notably, the Renault and Dacia brands are Reputation Score leaders in Europe, each ranking first or second across the UK, Germany, and France; they are also Reputation customers.

In France, Renault dealerships claim approximately ten of the top thirty spots for Reputation Scores, highlighting their strong commitment to customer engagement and service. By maintaining a competitive product lineup and effectively leveraging digital channels for customer engagement, Renault has outpaced competitors struggling to keep up in the evolving market.

Higher Costs Holding Back EV Adoption in Europe

One of the key barriers to broader electric vehicle adoption in Europe is the persistent perception that the cost of EVs is higher compared to traditional

vehicles. Studies in key markets like Germany have suggested that the acquisition costs of EVs remain 20% more expensive than that of traditional vehicles. This has led to consumer hesitation and slower adoption rates.

For businesses navigating this complex landscape, reputation management becomes a way to directly address consumer concerns. Whether through transparent communication about long-term savings or highlighting the environmental benefits of EVs, companies can mitigate some of the apprehension that is holding back potential buyers.

The Path Forward: Reputation as a Strategic Asset

As we look ahead to 2025, one thing is abundantly clear: reputation will be more important than ever. Whether it's dealing with the challenges posed by Google's AI Overviews, the sluggish growth of the EV market, or the possibility of a slowing economic environment, businesses in the automotive sector must prioritize how they are perceived by consumers. Reputation management is no longer just about responding to reviews or managing social media—it's about strategically positioning your brand to weather market changes and emerge stronger.

In this evolving landscape, those who act now to enhance their reputation management strategies will be the ones who thrive. I encourage you to take the insights from this report and apply them to your own businesses as we collectively navigate the road ahead.

Warm regards,



CEO, Reputation

Reputation Report:

European Automotive Industry 2024–25

Reputation's European Automotive Industry Report is a must-read for manufacturers and dealerships alike. In today's automotive industry, staying ahead of the competition and abreast of changing market dynamics is critical. This ranking of auto brands and dealerships offers the most comprehensive reputation performance assessment available on the market today.

The Most Important Auto Report You'll Read This Year

Reputation Score is a widely-recognized, vital performance metric for dealerships and OEMs globally. It provides marketing leaders with a measurable indicator of overall brand health, while offering dealership managers actionable insights through detailed customer feedback.

What sets this report apart is its access to the industry's largest location-based dataset of consumer reviews, analyzed using AI-powered natural language processing. By diving into this report, you'll discover which of the leading OEMs and dealers are most effectively leveraging their reputations to drive their bottom lines. Stay informed and stay ahead—read on for insights that could transform the performance of your automotive business.

KIA

754%

Increase in total review volume since before the platform's roll-out

4.2%

Increase in Market Share for Kia in the UK market since working with Reputation

100%

Reputation Score. Kia's score sits 112 points above the industry average



In my opinion, the platform offers the best solution out there. The platform is great, easy to use, and I really like the modular approach. Kia Motors and our dealer network can now see and fully understand what customers are saying about dealers and our brand. More importantly, our dealers have the power to respond and influence customers' opinions in real-time, from within the Reputation platform.

David Hart, former Customer Experience Manager,
KIA UK

Renault

4.8/5

Star Rating

50%

increase in Reputation Score (from 422 to 636)

+197%

increase in global review volume

The Methodology

Important Change to This Year's Auto Report

Over recent months, our Data Science and Marketing teams have revisited the methodology behind the Auto Report to ensure it provides an objective and comprehensive reflection of Reputation Score performance across the AM100.

As a key update for the 2024-25 Auto Report—and for future editions—we will now offer a unified ranking of all AM100 members from 1 to 100. Previously, rankings were divided into Top 50 and Bottom 50 based on turnover. By consolidating into a single list, we aim to simplify the process and offer a clearer representation of reputation performance across the sector.

Reputation Score

Rankings are based on our Reputation Score, a proprietary algorithmic performance indicator that rates brand performance on a scale of 100 to 1,000 based on publicly available review data. The Reputation Score measures and evaluates a comprehensive set of criteria to provide a real-time, single metric by which to gauge customer perceptions of your brand.

Reputation Scores Are Calculated Using Three Key Criteria:

Sentiment

The thoughts and opinions expressed in reviews

Engagement

Social media activity levels and interactions; review responses

Visibility

Search rankings, review volume and spread, and business listings

While condensing multiple factors into a single score is valuable, the Reputation Score goes even further. It leverages AI-powered analytics to uncover actionable insights for each location, offering tailored recommendations that help property managers streamline operations, improve efficiencies, and increase revenue. This turns the Reputation Score into a strategic tool, and makes the Reputation Platform an essential partner in driving continuous brand enhancement.

Howards Motor Group

“We’re incredibly proud to be named the winner in the Reputation league for 2024, following on our success last year. Achieving a Reputation Score of 863 in the first year where the entire AM100 has been considered and also driving forward our already top-ranking score from last year, is an outstanding accomplishment and speaks volumes about the commitment of our people and the quality of experience we deliver.

We are delighted for our efforts to be recognised; however the work does not stop here,

we are focused on continuing to drive our customer experience forward to play our part in setting the standard for the industry; ensuring people continue to be at the center of everything we do.”

Chris Lee,
Managing Director of Howards Motor Group

UK Brand Ranking

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|---------|------------------|-----------|------------|------------|
| 1. | Dacia | 808 | 90 | 70 | 81 |
| 2. | Renault | 808 | 84 | 75 | 82 |
| 3. | Hyundai | 772 | 78 | 74 | 83 |
| 4. | KIA | 769 | 78 | 75 | 84 |
| 5. | Toyota | 715 | 74 | 68 | 78 |
| 6. | Lexus | 709 | 76 | 67 | 78 |
| 7. | MG | 695 | 83 | 56 | 74 |
| 8. | Volvo | 689 | 73 | 65 | 73 |
| 9. | Suzuki | 684 | 78 | 59 | 73 |
| 10. | Audi | 669 | 60 | 69 | 82 |
| 11. | Mazda | 665 | 74 | 60 | 71 |
| 12. | BMW | 658 | 58 | 70 | 76 |
| 13. | Ford | 653 | 69 | 62 | 73 |
| 14. | Nissan | 652 | 67 | 63 | 74 |
| 15. | Honda | 639 | 67 | 62 | 72 |

68% of European consumers surveyed said online **reviews** have a significant influence on their purchasing decisions.

UK Brand Ranking

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|---------------|------------------|-----------|------------|------------|
| 16. | Skoda | 637 | 66 | 61 | 73 |
| 17. | MINI | 636 | 67 | 57 | 77 |
| 18. | Mercedes-Benz | 633 | 62 | 64 | 77 |
| 19. | Land Rover | 630 | 51 | 71 | 77 |
| 20. | Tesla | 621 | 66 | 68 | 33 |
| 21. | Jaguar | 619 | 55 | 66 | 75 |
| 22. | Peugeot | 615 | 65 | 59 | 72 |
| 23. | Volkswagen | 614 | 55 | 65 | 76 |
| 24. | Vauxhall | 610 | 61 | 60 | 72 |
| 25. | Seat | 608 | 64 | 58 | 73 |
| 26. | Citroën | 587 | 65 | 55 | 70 |
| 27. | Jeep | 578 | 60 | 54 | 71 |
| 28. | Fiat | 559 | 61 | 50 | 72 |
| 29. | Alfa Romeo | 511 | 56 | 49 | 68 |
| 30. | Mitsubishi | 488 | 60 | 44 | 63 |

56% of European consumers surveyed said they **consult reviews and/or social media for major purchases like cars.**

Stellantis &You

8,000%

increase in business listing views

4.2

stars out of 5 for the group

100%

response rate on all inbound feedback



We had a number of choices at the start of this journey and we're absolutely proud of the fact we work with Reputation. The feedback, verbatim, everything we can see to help us drive our business, the reporting, the clarity, the access to the app, everything.

James Weston, former CEO
Stellantis &You

Acorn Motor Group

4.8

stars out of 5 for all of Acorn Motor Group

92%

response rate to all inbound reviews

838

Acorn's highest ranking dealership's Reputation Score

FR Brand Ranking

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|---------------|------------------|-----------|------------|------------|
| 1. | Dacia | 818 | 93 | 68 | 83 |
| 2. | Renault | 769 | 81 | 70 | 83 |
| 3. | Audi | 767 | 80 | 70 | 84 |
| 4. | Skoda | 715 | 76 | 66 | 81 |
| 5. | Hyundai | 692 | 68 | 69 | 74 |
| 6. | Toyota | 684 | 69 | 67 | 77 |
| 7. | BMW | 683 | 67 | 68 | 77 |
| 8. | Volkswagen | 661 | 71 | 63 | 75 |
| 9. | Honda | 658 | 72 | 65 | 59 |
| 10. | Kia | 654 | 64 | 66 | 78 |
| 11. | MG | 651 | 73 | 59 | 82 |
| 12. | Mini | 643 | 70 | 62 | 73 |
| 13. | Mazda | 640 | 65 | 65 | 67 |
| 14. | Volvo | 624 | 67 | 62 | 72 |
| 15. | Mercedes-Benz | 615 | 63 | 61 | 68 |

51% of European consumers surveyed said reviews become **more important when making a purchase during a period of high inflation.**

FR Brand Ranking

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|------------|------------------|-----------|------------|------------|
| 16. | Suzuki | 605 | 69 | 59 | 67 |
| 17. | Nissan | 599 | 64 | 61 | 70 |
| 18. | Peugeot | 598 | 65 | 64 | 56 |
| 19. | Ford | 586 | 64 | 59 | 62 |
| 20. | Land Rover | 581 | 52 | 64 | 77 |
| 21. | Seat | 579 | 66 | 56 | 73 |
| 22. | Citroën | 567 | 63 | 59 | 57 |
| 23. | Opel | 563 | 58 | 59 | 68 |
| 24. | Lexus | 547 | 64 | 52 | 74 |
| 25. | Tesla | 531 | 50 | 63 | 34 |
| 26. | Fiat | 528 | 57 | 57 | 63 |
| 27. | Jeep | 503 | 56 | 54 | 67 |
| 28. | Jaguar | 478 | 57 | 53 | 77 |
| 29. | Alfa Romeo | 476 | 56 | 52 | 64 |
| 30. | Mitsubishi | 450 | 59 | 54 | 64 |

79% of European consumers surveyed said they find the online reviews they read to be **mostly trustworthy.**

DE Brand Rankings

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|-------------------|------------------|-----------|------------|------------|
| 1. | Renault | 761 | 87 | 59 | 67 |
| 2. | Dacia | 757 | 92 | 61 | 70 |
| 3. | Kia | 719 | 73 | 64 | 56 |
| 4. | Škoda | 709 | 80 | 59 | 62 |
| 5. | Volkswagen | 695 | 77 | 64 | 77 |
| 6. | Mitsubishi | 695 | 85 | 56 | 73 |
| 7. | Mazda | 680 | 79 | 59 | 57 |
| 8. | Toyota | 663 | 76 | 59 | 68 |
| 9. | BMW | 657 | 66 | 52 | 74 |
| 10. | Suzuki | 654 | 79 | 63 | 34 |
| 11. | Seat | 648 | 72 | 57 | 63 |
| 12. | Audi | 648 | 69 | 54 | 67 |
| 13. | Volvo | 643 | 70 | 53 | 77 |
| 14. | MG | 642 | 70 | 52 | 64 |
| 15. | MINI | 629 | 64 | 54 | 64 |

DE Brand Rankings

| Rank | Brand | Reputation Score | Sentiment | Visibility | Engagement |
|------|----------------------|------------------|-----------|------------|------------|
| 16. | Honda | 619 | 77 | 54 | 67 |
| 17. | Nissan | 615 | 74 | 54 | 70 |
| 18. | Peugeot | 614 | 72 | 54 | 56 |
| 19. | Hyundai | 613 | 69 | 56 | 62 |
| 20. | Mercedes-Benz | 608 | 67 | 58 | 77 |
| 21. | Citroën | 603 | 72 | 55 | 73 |
| 22. | Ford | 602 | 76 | 51 | 57 |
| 23. | Opel | 597 | 67 | 56 | 68 |
| 24. | Fiat | 594 | 65 | 57 | 74 |
| 25. | Jaguar | 589 | 58 | 61 | 34 |
| 26. | Jeep | 586 | 62 | 59 | 63 |
| 27. | Land Rover | 580 | 57 | 58 | 67 |
| 28. | Lexus | 567 | 68 | 57 | 77 |
| 29. | Alfa Romeo | 526 | 60 | 55 | 64 |
| 30. | Tesla | 522 | 56 | 57 | 64 |

JCT600

188%

more reviews between
2017–2022

148%

Total impact of
Reputation on listings
view growth

924

Porsche Centre Teeside's
Reputation Score, the UK's
highest-ranked dealership

We started with Reputation in 2018 and we were a 4.1-star business. Honestly, the platform has slotted right in, I'd love to take the credit but honestly it's so easy to use. We have 97% response rate... As soon as we started asking customers for feedback, our review volume grew overnight. We actually use customer feedback from within the platform during our onboarding of new starters, and their training.

Andy Bateman, Director of Customer Experience & Marketing,
JCT600

Lookers

271%

increase in review
volume

4.7/5

star rating, up
from 4.1

775

Reputation Score,
up from 560

UK: Top 100 Dealer Groups*

| Rank | Group | Reputation Score | Sentiment | Visibility | Engagement |
|------|---|------------------|-----------|------------|------------|
| 1. | Howards Motor Group | 863 | 93 | 79 | 86 |
| 2. | SG Petch | 820 | 89 | 73 | 84 |
| 3. | Renault Retail Group | 813 | 85 | 75 | 81 |
| 4. | Vantage Motor Group | 799 | 83 | 77 | 87 |
| 5. | Snows Motor Group | 799 | 80 | 77 | 88 |
| 6. | TG Holdcroft | 792 | 84 | 71 | 86 |
| 7. | Arbury Motor Group | 786 | 81 | 76 | 80 |
| 8. | Marriott Motor Group | 784 | 85 | 70 | 80 |
| 9. | Toomey Motor Group | 780 | 91 | 67 | 69 |
| 10. | Peoples | 778 | 80 | 72 | 84 |
| 11. | William Morgan Group | 772 | 78 | 72 | 86 |
| 12. | Steven Eagell | 771 | 73 | 78 | 86 |
| 13. | JCT600 | 761 | 75 | 74 | 87 |
| 14. | Vines Group | 760 | 75 | 76 | 73 |
| 15. | Listers | 759 | 78 | 75 | 79 |
| 16. | Vospers Motor House | 756 | 77 | 71 | 87 |
| 17. | Marubeni Auto Investment UK (RRG and Norton Way brands) | 751 | 78 | 71 | 75 |
| 18. | Thurlow Nunn | 747 | 83 | 66 | 75 |
| 19. | Cars 2 | 744 | 81 | 67 | 75 |
| 20. | Burrows Motor Company | 743 | 73 | 72 | 84 |

UK: Top 100 Dealer Groups

| Rank | Group | Reputation Score | Sentiment | Visibility | Engagement |
|------|--|------------------|-----------|------------|------------|
| 21. | Read Motor Group | 741 | 75 | 70 | 85 |
| 22. | Barretts of Canterbury | 740 | 76 | 70 | 77 |
| 23. | Harwoods Group | 735 | 74 | 69 | 84 |
| 24. | Inchcape UK | 732 | 60 | 80 | 92 |
| 25. | Waylands Automotive | 729 | 75 | 67 | 81 |
| 26. | AWR Holdings UK (Brayleys, West Way Nissan) | 727 | 70 | 73 | 79 |
| 27. | Ocean Automotive | 726 | 70 | 68 | 96 |
| 28. | Alpha Auto Group (Lookers) | 726 | 68 | 74 | 83 |
| 29. | Porsche Retail Group | 724 | 74 | 66 | 86 |
| 30. | Brindley Garage Group | 722 | 72 | 69 | 82 |
| 31. | John Grose Motor Group | 721 | 82 | 61 | 74 |
| 32. | Super Group (Allen Motor Group) | 714 | 67 | 74 | 87 |
| 33. | Bowker Motor Group | 709 | 69 | 70 | 78 |
| 34. | Right Cars | 708 | 71 | 67 | 83 |
| 35. | Penske Automotive Group (Sytner) | 704 | 71 | 66 | 80 |
| 36. | Yeomans | 704 | 73 | 65 | 76 |
| 37. | Endeavour Automotive | 702 | 64 | 73 | 85 |
| 38. | McClean & Appleton (Hatfields) | 701 | 65 | 71 | 83 |
| 39. | Glyn Hopkin | 699 | 66 | 73 | 76 |
| 40. | Williams Motor Co Holdings | 695 | 72 | 64 | 79 |

UK: Top 100 Dealer Groups

| Rank | Group | Reputation Score | Sentiment | Visibility | Engagement |
|------|--|------------------|-----------|------------|------------|
| 41. | Lithia UK (Strastone and Evans Halshaw) | 695 | 62 | 74 | 86 |
| 42. | Sandown Group | 692 | 68 | 65 | 84 |
| 43. | DM Keith Ltd | 690 | 71 | 64 | 78 |
| 44. | Partridge Of Hampshire | 689 | 59 | 71 | 95 |
| 45. | Riverside Motors Group | 689 | 64 | 71 | 79 |
| 46. | Arnold Clark Automobiles | 688 | 68 | 69 | 82 |
| 47. | Richmond Motor Group | 688 | 73 | 64 | 84 |
| 48. | Drive Motor Retail | 685 | 73 | 61 | 79 |
| 49. | Fish Brothers | 684 | 68 | 64 | 84 |
| 50. | Frank G Gates Ltd (Gates Group) | 683 | 62 | 71 | 77 |
| 51. | Hendy Group Ltd | 681 | 69 | 64 | 86 |
| 52. | Vertu Motors PLC | 676 | 64 | 68 | 82 |
| 53. | Ancaster Group Ltd | 674 | 74 | 62 | 82 |
| 54. | VT Holdings (Griffin Mill and Wessex Garages) | 672 | 69 | 68 | 61 |
| 55. | Cotswold Motor Group | 671 | 65 | 67 | 72 |
| 56. | Stoneacre Motor Group | 670 | 72 | 60 | 80 |
| 57. | JCB Medway Ltd | 667 | 66 | 63 | 81 |
| 58. | Jemca Car Group Ltd | 663 | 60 | 67 | 83 |
| 59. | Parkway Derby Ltd | 662 | 62 | 72 | 60 |
| 60. | Eden Automotive Ltd | 661 | 69 | 68 | 52 |

UK: Top 100 Dealer Groups

| Rank | Group | Reputation Score | Sentiment | Visibility | Engagement |
|------|---|------------------|-----------|------------|------------|
| 61. | Constellation Automotive Holdings Ltd (Marshall Motor Group) | 647 | 57 | 67 | 82 |
| 62. | Dick Lovett Group | 642 | 62 | 62 | 85 |
| 63. | Sinclair Group | 641 | 60 | 67 | 82 |
| 64. | Bugle Inn Motor Company (Chorley Group) | 637 | 66 | 58 | 83 |
| 65. | Hedin Group | 637 | 58 | 71 | 61 |
| 66. | HR Owen PLC | 636 | 76 | 58 | 41 |
| 67. | Perrys Motor Sales Ltd | 634 | 61 | 64 | 83 |
| 68. | Ford Retail (TrustFord) | 630 | 57 | 65 | 81 |
| 69. | Vindis Group | 629 | 56 | 70 | 63 |
| 70. | Citygate Group | 624 | 53 | 68 | 75 |
| 71. | Lloyd Motor Group | 623 | 64 | 61 | 81 |
| 72. | Hartwell PLC | 620 | 49 | 70 | 81 |
| 73. | Swansway Garages | 617 | 52 | 67 | 79 |
| 74. | Mon Motors Ltd | 617 | 73 | 51 | 79 |
| 75. | RJTK Automotive (Wilson & Co and Drayton Motors) | 616 | 65 | 58 | 79 |
| 76. | Johnsons Cars Ltd | 613 | 58 | 66 | 62 |
| 77. | Heritage Automotive | 612 | 54 | 62 | 84 |
| 78. | Stellantis &You | 612 | 54 | 69 | 83 |
| 79. | Greenhous Group | 612 | 50 | 66 | 85 |
| 80. | CEM Day (Day's Motor) | 609 | 75 | 42 | 78 |

UK: Top 100 Dealer Groups

| Rank | Group | Reputation Score | Sentiment | Visibility | Engagement |
|------|-----------------------------|------------------|-----------|------------|------------|
| 81. | Park's Motor Group | 607 | 63 | 57 | 81 |
| 82. | Peter Vardy | 606 | 42 | 68 | 97 |
| 83. | Marsh Wall Ltd | 604 | 50 | 71 | 61 |
| 84. | Caffyns PLC | 602 | 62 | 59 | 62 |
| 85. | Drift Bridge Group | 599 | 71 | 63 | 57 |
| 86. | Foray Motor Group | 594 | 55 | 60 | 74 |
| 87. | Sandiccliffe Motor Group | 589 | 64 | 56 | 55 |
| 88. | BMW Group UK | 577 | 39 | 67 | 91 |
| 89. | Halliwell Jones | 574 | 46 | 63 | 83 |
| 90. | TC Harrison | 572 | 60 | 61 | 52 |
| 91. | Group 1 | 572 | 43 | 69 | 85 |
| 92. | Motus UK (Pentagon) | 569 | 56 | 54 | 82 |
| 93. | LSH Auto UK Ltd | 559 | 39 | 71 | 65 |
| 94. | Cambria Automobiles | 559 | 58 | 61 | 37 |
| 95. | Eastern Western Motor Group | 558 | 55 | 61 | 46 |
| 96. | City West Country Group | 555 | 49 | 56 | 86 |
| 97. | John Clark Motor Group | 550 | 47 | 63 | 78 |
| 98. | Donnelly Group | 456 | 58 | 44 | 66 |

* The list includes 98 dealers instead of 100 because two dealers originally ranked were used car-only dealers, and this list is specifically intended to highlight new car dealerships.

UK Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|--|-------------------|------------------|
| 1. | Porsche Centre Teesside | Stockton-on-Tees | 946 |
| 2. | Gravells Kia | Hereford | 923 |
| 3. | Lloyd Kia | Carlisle | 919 |
| 4. | T W White & Sons | Orpington | 915 |
| 5. | Howards Hyundai | Weston-super-Mare | 911 |
| 6. | Gravells Kia | Bridgend | 908 |
| 7. | Stoneacre | Chesterfield | 907 |
| 8. | Gravells Kia | Narberth | 907 |
| 9. | Howards Hyundai | Taunton | 907 |
| 10. | Snows Toyota | Honiton | 905 |
| 11. | Snows Vauxhall | Southampton | 905 |
| 12. | TMS KIA | Hinckley | 904 |
| 13. | Mitchells Renault & Dacia | Lowestoft | 904 |
| 14. | Rodgers Kia | Plymouth | 902 |
| 15. | Inchcape Mercedes-Benz of North Wales | Conwy | 901 |
| 16. | Stoneacre Kia Wallasey | Wallasey | 901 |
| 17. | West End Garage Kia | Woking | 901 |
| 18. | Inchcape Norwich MINI | Norwich | 898 |
| 19. | Howards Kia | Taunton | 898 |
| 20. | Stoneacre Kia | Grimsby | 894 |
| 21. | Allen Ford | Kettering | 894 |
| 22. | Stoneacre Kia | Lincoln | 894 |
| 23. | Strastone Aston Martin London Mayfair | London | 894 |
| 24. | Snows Car Centre | Plymouth | 894 |
| 25. | Vospers Ford | Plymouth | 894 |

UK Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|---|---------------------|------------------|
| 26. | Renault Retail Group Wirral | Prenton | 894 |
| 27. | RRG Toyota | Rochdale | 894 |
| 28. | Renault Retail Group Cardiff | Cardiff | 893 |
| 29. | Lookers Volkswagen | Northallerton | 893 |
| 30. | Platinum Dacia | Trowbridge | 893 |
| 31. | T W White & Sons | Weybridge | 893 |
| 32. | Snows Peugeot | Portsmouth | 892 |
| 33. | Snows Peugeot | Chichester | 891 |
| 34. | Listers Toyota | Lincoln | 891 |
| 35. | Snows Toyota | Waterlooville | 891 |
| 36. | Inchcape Porsche Centre Bournemouth | Wimborne | 891 |
| 37. | JCT600 Aston Martin | Leeds | 890 |
| 38. | Gravells Kia | Abergavenny | 889 |
| 39. | Roadside (Garages) Limited | Coleraine | 889 |
| 40. | Bristol Street Motors Renault | Derby | 889 |
| 41. | JCT600 Newcastle Ferrari | Wallsend | 889 |
| 42. | Lookers Audi | Basingstoke | 888 |
| 43. | Snows Vauxhall Chandlers Ford | Eastleigh | 888 |
| 44. | Lookers Dacia | Newcastle upon Tyne | 888 |
| 45. | Steven Eagell Lexus | Ipswich | 887 |
| 46. | Platinum Renault | Trowbridge | 887 |
| 47. | Howards UCC Yeovil | Yeovil | 887 |
| 48. | Renault Retail Group - Dacia Liverpool | Liverpool | 886 |
| 49. | Snows Toyota | Southampton | 886 |
| 50. | Steven Eagell Lexus Cambridge | Cambridge | 885 |

FR Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|--|----------------------|------------------|
| 1. | La Defense - RRG | Nanterre | 889 |
| 2. | Renault Saint-Cloud - RRG | St Cloud | 885 |
| 3. | Dacia Mougins - RRG | Mougins | 883 |
| 4. | Studio Alpine Boulogne - RRG | Boulogne Billancourt | 881 |
| 5. | Peugeot Carpentras | Carpentras | 880 |
| 6. | Nissan Montreal Automobiles - Carcassonne | Carcassonne | 879 |
| 7. | RRG Gardanne | Gardanne | 879 |
| 8. | Garage Locarson, agent Peugeot Paris 11 | Paris | 878 |
| 9. | Dacia Saint-Cloud - RRG | St Cloud | 877 |
| 10. | Centre Alpine Nice - RRG | Cagnes-Sur-Mer | 876 |
| 11. | Renault Chatou - LS Group | Chatou | 876 |
| 12. | Dacia Menton - RRG | Menton | 876 |
| 13. | Savoie Motors Albertville | Albertville | 875 |
| 14. | Dacia Levallois - RRG | Levallois-Perret | 874 |
| 15. | Nissan Autostanding - Lievin | Lievin | 874 |

FR Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|---|----------------------------|------------------|
| 16 | Dacia Marseille Michelet - RRG | Marseille | 874 |
| 17 | Škoda Saint-Ouen-L'Aumône | St Ouen L Aumone | 874 |
| 18 | S.E.E. Laganier | Ales | 873 |
| 19 | Dacia Bordeaux Bruges - RRG | Bruges | 873 |
| 20 | Midi Auto Chartres | Fontenay Sur Eure | 873 |
| 21 | Volkswagen Bourg en Bresse - EUROPE GARAGE | Bourg En Bresse | 872 |
| 22 | Garage Du Pylone | Haute Goulaine | 872 |
| 23 | Combray Automobiles Ringuede | Illiers-Combray | 872 |
| 24 | Sas Automobile Dacquoise | Mees | 872 |
| 25 | Garage Benjamin Micoud | Voreppe | 872 |
| 26 | Dacia Aubagne - RRG | Aubagne | 871 |
| 27 | Nissan Cholet Groupe Jean Rouyer | Cholet | 871 |
| 28 | Toyota - GCA Avranches | Saint Quentin Sur Le Homme | 871 |
| 29 | DBF Montpellier | St Clement De Riviere | 871 |
| 30 | Garage AD2C | Tavaux | 871 |

DE Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|---|---------------------------|------------------|
| 1. | Autohaus Lenz GmbH & Co. KG | Oelde | 948 |
| 2. | Autohaus Herzog GmbH & Co. KG | Neustadt in Holstein | 929 |
| 3. | Autohaus Büchling GmbH | Siegburg | 914 |
| 4. | Autohaus Ernst Meier GmbH | Nördlingen | 911 |
| 5. | Autohaus Claas Penning GmbH | Zetel | 900 |
| 6. | Auto Schmitz GmbH | Dinslaken | 895 |
| 7. | Autohaus Nieß GmbH | Hoyerswerda | 895 |
| 8. | Ortlieb & Schuler Inh. Jürgen Schuler e.K. | Emmendingen-Kollmarsreute | 891 |
| 9. | Autohaus Helmut Metzger GmbH | Widdern | 884 |
| 10. | Autohaus Strobel OHG | Auerbach/Vogtland | 883 |
| 11. | MINI Nürnberg | Nürnberg | 882 |
| 12. | Auto Center Weiterstadt GmbH | Weiterstadt | 882 |
| 13. | K. Wischnat Automobile GmbH | Fuhlenhagen | 881 |
| 14. | Autohaus Randi GmbH & Co. KG | Donauwörth | 880 |
| 15. | Autohaus Wagner GmbH | Gladbeck | 880 |

DE Dealership Rankings

| Rank | Dealership | City | Reputation Score |
|------|---|----------------------|------------------|
| 16 | Autohaus Frascoia GmbH & Co. KG | Kappelrodeck | 880 |
| 17 | HANSMANN AUTOMOBILE GMBH | Kassel | 879 |
| 18 | AUTOHAUS BLENDORF GMBH | Herten | 877 |
| 19 | Graf Hardenberg GmbH Skoda | Karlsruhe | 877 |
| 20 | BMW AG Niederlassung Hamburg | Hamburg | 876 |
| 21 | Autohaus Heinz Hinte GmbH | Bremen | 875 |
| 22 | Autohaus Kronenberger GmbH | Düsseldorf | 874 |
| 23 | Emil Schmolck GmbH | Emmendingen | 874 |
| 24 | BMW München Karosserie- und Lackzentrum | Garching bei München | 874 |
| 25 | RRG Deutschland GmbH - Dacia Berlin Fennpfuhl | Berlin | 873 |
| 26 | Autohaus Harnischmacher GmbH | Radevormwald | 873 |
| 27 | BMW AG Niederlassung München MINI München | München | 872 |
| 28 | Mercedes-Benz Verkauf & Service Senger Südwestfalen GmbH | Ahlen | 871 |
| 29 | RRG Deutschland GmbH - Dacia Berlin Tempelhof | Berlin | 871 |
| 30 | Auto-Schubert-Gießen GmbH | Gießen | 871 |

The Reputation Solution

Auto companies use the Reputation solution to enhance their online presence, gather reviews, manage social media, increase customer engagement, and use feedback to create better customer relationships — all at scale. The Reputation platform includes:

Reviews & Review Requesting

The Reputation platform gives your teams the ability to manage and showcase customer feedback from a single platform, across all locations.

- **Generate, respond to, and engage with customer reviews**
- **Track review volume, quality, and real-time sentiment at the brand or location level**
- **Measure/report on key review metrics with customizable dashboards, automated reporting**

Business Listings Management

Publish, monitor, and optimize your business listings across all the sites where consumers find you.

- **Build complete, accurate profiles optimized to drive better local SEO**
- **Showcase the best of your business, straight from search**
- **Keep real-time tabs on clicks, conversions, and engagements from your listings**

Social Suite

Publish, listen, respond, and gain a competitive advantage via a platform purpose-built for location-based businesses.

- **Manage, localize, and customize content across all social channels from a single platform**
- **Track competitor mentions across digital channels; measure your performance against theirs**
- **Discover brand sentiment trends in real time**

For more information on how Reputation can help your organization thrive, visit [Reputation.com](https://reputation.com).

By leveraging the Reputation platform, we've helped automotive clients worldwide boost their reputations well beyond industry averages, with some outperforming lower-tier competitors by as much as 300% or more. To discover how we can help you achieve similar results, Visit reputation.com to learn more.