



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	63	79
2.	Dacia	757	92	60	79
3.	Kia	719	73	70	75
4.	Škoda	709	80	63	67
5.	Volkswagen	695	77	64	65
6.	Mitsubishi	695	85	60	63
7.	Mazda	680	79	60	60
8.	Toyota	663	76	59	60
9.	BMW	657	66	67	64
10.	Suzuki	654	79	57	58
11.	Seat	648	72	60	63
12.	Audi	648	69	62	66
13.	Volvo	643	70	61	61
14.	MG	642	70	61	64
15.	MINI	629	64	63	67

DE Brand Rankings

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
16.	Honda	619	77	54	55
17.	Nissan	615	74	54	60
18.	Peugeot	614	72	54	59
19.	Hyundai	613	69	56	60
20.	Mercedes-Benz	608	67	58	64
21.	Citroën	603	72	55	56
22.	Ford	602	76	51	56
23.	Opel	597	67	56	59
24.	Fiat	594	65	57	57
25.	Jaguar	589	58	61	72
26.	Jeep	586	62	59	58
27.	Land Rover	580	57	58	70
28.	Lexus	567	68	57	59
29.	Alfa Romeo	526	60	55	56
30.	Tesla	522	56	57	33

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.