

 Reputation

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REPUTATION REPORT

North American Automotive Industry Rankings

Letter from the CEO

Auto Industry Colleagues,

I'm pleased to share that this year, all 152 top-performers in our US dealership rankings achieved Reputation Scores of 900 or more. This milestone underscores how reputation management has become a critical, strategic priority across the automotive industry.

The impact is clear: leading brands that improve their Reputation Score by 150 points can increase sales by up to 10%. High-scoring dealership locations generate seven times more actions on their Google Business Profiles, driving greater visibility and customer engagement.

Recognizing the tangible benefits, dealerships and automakers are increasingly investing in tools and strategies to enhance customer experiences. Those who prioritize reputation management see rapid returns, with improved customer satisfaction translating directly into revenue growth.

The Role of Review Management Today

In an era where every consumer has a megaphone, review management has become a cornerstone of automotive success. Today's buyers are no longer swayed solely by glossy ads or showroom pitches—they're turning to online reviews to help drive their decisions. Positive feedback builds trust and credibility, while unaddressed criticism can snowball into reputational damage. For dealerships, responding to reviews demonstrates commitment to customer satisfaction.

Business listings management is equally crucial. Accurate and comprehensive listings ensure that consumers can find the right dealership at the right time. This is critical in the age of "[near me](#)" searches, where visibility and accuracy are key to driving foot traffic. Together, review and listings management create a powerful ecosystem that connects reputable businesses with customers.

A Transformative Year for the Auto Industry

The past year was a whirlwind for the US auto industry, marked by shifts in consumer behavior, electrification, and a stark reminder of our shared vulnerability to cybersecurity threats. This year's rankings report shines a spotlight on the brands and dealership groups navigating these turbulent times most effectively.

EVs Spark a Challenge

The EV market is growing, but far less than anticipated. Infrastructure buildout remains slow, and factory capacity for EV production is being paused or canceled. Meanwhile, the used EV market is facing significant hurdles.

Adding to the uncertainty, some states are mandating rapid transitions to EVs, with federal challenges likely in the coming year. Dealers find themselves at a critical juncture—what's the path forward?

Success in this environment demands agility. Dealers must "always know, always act" to stay ahead of shifting dynamics. The top-performing dealers in this report exemplify these habits, adapting swiftly to change and thriving in this dynamic market.

Delays Due to CDK

You may notice that this report is arriving later than usual. The delay stems from last year's CDK data breach—a stark reminder of the interconnectedness of our industry and the critical importance of cybersecurity. The event disrupted data flows and created a series of challenges across the auto industry—including Reputation Scores.

The lesson is clear: cybersecurity isn't just an IT issue; it's a business imperative. Reputation management doesn't exist in isolation—it's directly influenced by how well brands safeguard consumer trust, both online and offline. The ripple effects of a breach can linger far beyond the event itself, making proactive security measures and transparency essential components of your reputation strategy.

A Call to Action for the Industry

This report offers more than a snapshot of the current automotive landscape—it represents a list of the organizations most prepared to navigate the

challenges and opportunities ahead. By tending to their reputation effectively—cultivating accurate listings, actively managing reviews, and embracing consumer feedback—dealerships and brands can position themselves for long-term growth in a dynamic market.

The road ahead is full of opportunity, but it will require attention to detail, a commitment to transparency, and a willingness to adapt. Reputation isn't just about what people say—it's about how you respond, evolve, and lead. Here's to a future where reputation drives results and trust fuels transformation.

Best Regards,



CEO, Reputation

Methodology

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 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 auto dealers and manufacturers 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.

2024-25 Rankings

Non-Luxury Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Subaru	737	72	73	84
2	Honda	715	64	76	83
3	Nissan	705	62	74	88
4	Buick	695	65	71	82
5	Toyota	693	61	75	82
6	MINI	689	69	67	84
7	Mitsubishi	676	67	66	81
8	Mazda	667	66	67	75
9	Kia	658	57	72	77
10	Hyundai	658	57	71	79
11	GMC	658	66	66	78
12	Chevrolet	653	65	67	77
13	Ford	652	65	67	73
14	Volkswagen	652	60	68	77
15	Chrysler	603	58	64	73
16	Jeep	603	59	64	73
17	Dodge	602	58	64	73
18	Ram	602	58	64	73
19	Fiat	595	55	65	75

Luxury Brands

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Lexus	759	73	77	87
2	INFINITI	738	70	75	87
3	Audi	708	65	76	73
4	Porsche	707	76	66	83
5	Acura	703	69	70	80
6	BMW	700	64	73	85
7	Mercedes-Benz	678	63	71	82
8	Land Rover	671	67	65	78
9	Volvo	655	69	64	74
10	Cadillac	574	60	58	83
11	Jaguar	563	65	55	71
12	Lincoln	526	63	52	66
13	Genesis	522	57	55	67
14	Alfa Romeo	465	60	49	65
15	Tesla	409	43	47	31



INFINITI has been redefining client experiences and setting the standard for luxury in the automotive industry since its inception 35 years ago.

This legacy continues with our recognition as a top company in the 2024-2025 Reputation Report,

reflecting the unwavering commitment of INFINITI and its retail network to deliver exceptional, client-focused experiences that meet the evolving expectations of luxury consumers.

Craig Keeyes, Group Vice President,
INFINITI Americas

Private Dealer Groups

Rank	Dealer Group	Reputation Score	Sentiment	Visibility	Engagement
1	Hendrick Automotive	883	85	89	98
2	Ken Ganley	797	72	84	92
3	Holman Automotive	740	68	77	95
4	Findlay	734	72	74	77
5	Swickard	732	67	74	91
6	SerraUsa	732	76	71	76
7	MileOne Autogroup	729	65	76	94
8	Cochran	725	66	74	91
9	Gee	721	71	74	87
10	Herb Chambers	699	67	71	86
11	Ed Napleton	697	63	75	88
12	LaFontaine	689	55	76	92
13	Hudson	678	57	74	85
14	Premier	676	57	72	88
15	Victory	672	61	73	73
16	Fox	670	66	63	86
17	McLarty	670	61	71	90
18	Ciocca	663	61	68	87
19	Ourisman	663	51	73	92
20	Darcars	662	52	73	90
21	Walser	652	55	77	66
22	RML Automotive	649	56	74	78
23	Morgan Auto	642	47	76	87
24	Zeigler	636	58	70	72
25	Greenway	626	50	74	69
26	Ken Garff	580	41	67	92

* Note that the ranked "Dealer Groups" above includes organizations with 30 or more locations that place in the top 50 in the Automotive News Top 150 Dealer Groups.

Public Dealer Groups

Rank	Dealer Group	Reputation Score	Sentiment	Visibility	Engagement
1	Penske	806	78	79	94
2	AutoNation	776	60	90	96
3	Group 1 Automotive	776	60	88	98
2	Sonic	746	62	82	93
5	Asbury	735	58	82	96
6	Lithia	691	54	78	91
7	Berkshire Hathaway	625	46	73	85



Our reputation is not solely measured by sales volume but by the trust we cultivate through every customer interaction,

Being ranked #1 in the Reputation Automotive Report reflects our commitment to excellence and the Subaru Love Promise – our dedication to caring for our customers and communities. By partnering with our retailers and using data-driven insights, we’ve adapted to market changes and set the standard for trust and loyalty in the industry.

Alan Bethke, Senior Vice President of Marketing at Subaru of America, Inc

Dealerships

Rank	Dealership	City	State	Reputation Score
1	Stevenson - Hendrick Honda Wilmington	Wilmington	NC	958
2	Porsche Southpoint	Durham	NC	957
3	Hendrick Lexus Northlake	Charlotte	NC	949
4	Hendrick Porsche	Charlotte	NC	949
5	Hendrick Acura	Charlotte	NC	947
6	Hendrick Motors of Charlotte - Mercedes-Benz	Charlotte	NC	946
7	Hendrick Lexus Charleston	Charleston	SC	946
8	Mall of Georgia MINI	Buford	GA	944
9	Rick Hendrick BMW	Charleston	SC	943
10	Hendrick Lexus Kansas City North	Kansas City	MO	943
11	Porsche Hilton Head	Hardeeville	SC	942
12	Hendrick Volvo Cars of Charleston	Charleston	SC	941
13	Porsche Hunt Valley	Cockeysville	MD	940
14	Hendrick MINI	Charlotte	NC	938
15	Land Rover Charlotte	Charlotte	NC	937
16	Baxter Toyota La Vista	La Vista	NE	937
17	Raabe Ford	Delphos	OH	936
18	Hendrick Lexus Kansas City	Merriam	KS	936
19	BMW of South Austin	Austin	TX	936
20	MINI of Towson	Towson	MD	933
21	Hendrick Volkswagen of Concord	Concord	NC	932
22	RC Hill Mitsubishi-Ocala	Ocala	FL	931
23	Darrell Waltrip Honda	Franklin	TN	931
24	AutoNation Acura Spokane Valley	Spokane Valley	WA	931
25	Porsche Irvine	Irvine	CA	931
26	Hendrick Subaru Southpoint	Durham	NC	930
27	Germain Lexus of Dublin	Dublin	OH	929
28	Honda Of Concord	Concord	NC	929
29	McLane Ford of Fredericksburg	Fredericksburg	TX	929
30	Sussex Honda	Newton	NJ	929

Dealerships

Rank	Dealership	City	State	Reputation Score
31	BMW of Southpoint	Durham	NC	928
32	Cawood Honda	Port Huron	MI	928
33	Porsche Fort Myers	Fort Myers	FL	927
34	Audi Warrington	Warrington	PA	925
35	Audi Lynbrook	Lynbrook	NY	925
36	Miller Motor Sales, Inc.	Burlington	WI	924
37	Hendrick BMW Northlake	Charlotte	NC	923
38	Mercedes-Benz of Naples	Naples	FL	923
39	AutoNation Subaru Hilton Head	Hardeeville	SC	923
40	BMW of Kansas City South	Kansas City	MO	923
41	O'Brien Kia of Bloomington	Bloomington	IL	923
42	INFINITI Of Central Arkansas	Benton	AR	922
43	Rockville Centre GMC	Rockville Centre	NY	922
44	Hoffman Lexus	East Hartford	CT	922
45	East Bay BMW	Pleasanton	CA	922
46	Ron Tonkin Acura	Portland	OR	921
47	AutoNation Acura South Bay	Torrance	CA	921
48	Pensacola Honda	Pensacola	FL	921
49	Porsche El Paso	El Paso	TX	921
50	Garber Chevrolet, Inc.	Midland	MI	920
51	Land Rover St. Petersburg	St. Petersburg	FL	920
52	Airport Honda	Alcoa	TN	920
53	Harper Porsche	Knoxville	TN	919
54	Porsche Naples	Naples	FL	919
55	Hendrick Chevrolet	Vestavia Hills	AL	919
56	Hendrick BMW	Charlotte	NC	919
57	Dover Honda	Dover	NH	918
58	Honda Of Olathe	Olathe	KS	918
59	Audi Northlake	Charlotte	NC	917
60	Acura of Pleasanton	Pleasanton	CA	917

Dealerships

Rank	Dealership	City	State	Reputation Score
61	INFINITI Of Baton Rouge	Baton Rouge	LA	916
62	DiFeo Kia	Lakewood	NJ	915
63	Klaben Ford Lincoln	Kent	OH	915
64	Sanford INFINITI	Sanford	FL	915
65	Lowe Cadillac Buick GMC	Rainbow City	AL	914
66	Heritage Mazda Bel Air	Fallston	MD	914
67	Audi Eatontown	Middletown Township	NJ	914
68	Autonation Honda Valencia	Santa Clarita	CA	914
69	Garber Chevrolet of Webster	Webster	NY	914
70	Valley Honda	Aurora	IL	913
71	BMW of Tallahassee	Tallahassee	FL	913
72	Bergey's Chevrolet	Colmar	PA	913
73	Chestatee Ford	Dahlonega	GA	912
74	Hoffman Porsche	East Hartford	CT	912
75	DELLA Subaru of Plattsburgh	Plattsburgh	NY	912
76	Crown Chrysler Jeep Dodge RAM Dublin	Dublin	OH	912
77	Hendrick Honda Of Charleston	Charleston	SC	912
78	Jaguar Charlotte	Charlotte	NC	912
79	Baxter Subaru Omaha	Omaha	NE	911
80	Larson Ford	Lakewood	NJ	911
81	South Bay Lexus	Torrance	CA	911
82	Mercedes-Benz of Durham	Durham	NC	910
83	Stevenson-Hendrick Toyota Jacksonville	Jacksonville	NC	910
84	Volvo Cars of Austin	Austin	TX	910
85	Acura of Escondido	Escondido	CA	910
86	Mercedes-Benz of Bonita Springs	Naples	FL	910
87	Crown Acura Clearwater	Clearwater	FL	909
88	BMW of Turnersville	Washington Township	NJ	909
89	Lexus of New Orleans	Metairie	LA	909
90	Ventura Toyota	Ventura	CA	909

Dealerships

Rank	Dealership	City	State	Reputation Score
91	Tom Kelley Buick GMC	Fort Wayne	IN	909
92	Lexus of Omaha	Omaha	NE	909
93	McGee Toyota of Claremont	Claremont	NH	909
94	MINI of Charleston	Charleston	SC	908
95	Parks Lincoln of Tampa	Tampa	FL	908
96	Steet Ponte Ford	Yorkville	NY	908
97	Marcotte Ford Sales, Inc.	Holyoke	MA	908
98	Lovering Volvo Cars Nashua	Nashua	NH	908
99	Metro Lexus	Cleveland	OH	908
100	North Shore Mazda	Danvers	MA	908
101	Ramsey Mazda	Ramsey	NJ	908
102	BMW of Murrieta	Murrieta	CA	908
103	Butler Lexus	Macon	GA	908
104	Lexus of Cherry Hill	Mount Laurel Township	NJ	907
105	Paul Miller Subaru	Parsippany	NJ	907
106	Boardwalk Honda	Egg Harbor Township	NJ	907
107	Providence Autos CDJR	Quarryville	PA	907
108	Fairfield Subaru	Fairfield	CA	907
109	Klaben Ford of Warren	Warren	OH	907
110	Arundel Ford	Arundel	ME	907
111	Grants Pass Toyota	Grants Pass	OR	907
112	Phil Fitts Ford	New Castle	PA	906
113	Mall of Georgia Mazda	Buford	GA	906
114	Crevier BMW	Santa Ana	CA	905
115	Tom Wood Lexus	Indianapolis	IN	905
116	RC Hill Mitsubishi	DeLand	FL	905
117	Ide Honda	Rochester	NY	905
118	Tipton Hyundai	Brownsville	TX	905
119	Hendrick Toyota Merriam	Merriam	KS	905
120	Jaguar White Plains	Elmsford	NY	905

Dealerships

Rank	Dealership	City	State	Reputation Score
121	Hendrick Honda	Charlotte	NC	905
122	Ken Ganley Buick GMC	Sandusky	OH	904
123	Rensselaer Honda	Troy	NY	904
124	Ken Ganley Chrysler Dodge Jeep RAM	Norwalk	OH	904
125	Porsche Newport Beach	Costa Mesa	CA	904
126	Autonation Honda South Corpus Christi	Corpus Christi	TX	904
127	Hendrick Acura Southpoint	Durham	NC	904
128	Crown Buick GMC	St. Petersburg	FL	903
129	Mercedes-Benz of Boerne	Boerne	TX	903
130	Lia Honda	Northampton	MA	903
131	Rick Hendrick City Chevrolet	Charlotte	NC	903
132	Douglas INFINITI	Summit	NJ	903
133	Subaru Orange Coast	Santa Ana	CA	903
134	Bill Korum's Puyallup Nissan	Puyallup	WA	903
135	BMW of Tucson	Tucson	AZ	903
136	City Volkswagen of Evanston	Evanston	IL	902
137	Lexus of Watertown	Watertown	MA	902
138	AutoNation Toyota Spokane Valley	Spokane Valley	WA	902
139	Porsche Orlando	Maitland	FL	902
140	Lexus of Santa Fe	Santa Fe	NM	902
141	Mercedes-Benz of Nashville	Franklin	TN	901
142	Don Ayres Honda	Fort Wayne	IN	901
143	Willis INFINITI	Des Moines	IA	901
144	Rick Hendrick Toyota Sandy Springs	Atlanta	GA	901
145	Sullivan Honda	Torrington	CT	901
146	Crest Lincoln of Woodbridge	Woodbridge	CT	901
147	Colonial Toyota	Indiana	PA	901
148	Findlay Subaru	St. George	UT	900
149	Colonial Nissan Inc	Feasterville	PA	900
150	Acura of Baton Rouge	Baton Rouge	LA	900
151	Don's Chevrolet GMC	Wauseon	OH	900
152	Brotherton Buick GMC	Renton	WA	900

*The scores in this report are rounded to whole numbers for simplicity, but all rankings are based on precise calculations. While some scores may appear as "ties," a detailed evaluation reveals that one company ranks higher, even if by the smallest margin.

Brands – Canada

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Porsche	737	78	69	75
2	BMW	731	71	74	75
3	Lexus	716	72	70	79
4	Audi	680	63	73	69
5	Acura	667	65	69	70
6	Volvo	651	68	61	77
7	Land Rover	648	65	65	69
8	Mercedes-Benz	643	63	64	69
9	Genesis	642	72	62	69
10	Ford	625	66	61	65
11	Mazda	620	63	61	71
12	Subaru	618	62	61	68
13	INFINITI	618	58	66	67
14	Nissan	616	61	62	68
15	Mitsubishi	614	62	61	67
16	Hyundai	606	57	61	75
17	Buick	605	61	62	64
18	Volkswagen	603	56	63	67
19	Honda	599	59	60	67
20	Jaguar	593	62	57	68
21	Toyota	590	57	59	71
22	MINI	584	65	54	73
23	Kia	566	53	61	66
24	Lincoln	559	67	56	66
25	Chevrolet	548	58	56	64
26	GMC	533	57	55	64
27	Cadillac	531	58	55	66
28	Tesla	530	49	66	30
29	Chrysler	483	55	49	60
30	Dodge	472	53	48	61
31	Jeep	455	50	47	61
32	RAM	422	46	44	62
33	Fiat	343	46	39	60

Dealerships – Canada

Rank	Dealership	City	Province	Reputation Score
1	Cam Clark Ford Olds	Olds	AB	898
2	Bridges Chevrolet Buick GMC	North Battleford	SK	889
3	Cam Clark Ford Red Deer	Red Deer	AB	887
4	BMW Kingston	Kingston	ON	883
5	Budds' MINI Oakville	Oakville	ON	881
6	BMW Sarnia	Sarnia	ON	877
7	MINI Oakville	Oakville	ON	876
8	Stauffer Motors	Tillsonburg	ON	875
9	Porsche Centre London	London	ON	874
10	Porsche Centre North Toronto	Toronto	ON	873
11	Budds' Mazda	Oakville	ON	873
12	MINI St. Catharines	St. Catharines	ON	870
13	Cam Clark Ford Sales, Ltd.	Penhold	AB	870
14	Lexus of Royal Oak	Calgary	AB	869
15	St Marys Ford Sales	Saint Marys	ON	868
16	Metcalfe's Garage	Treherne	MB	866
17	Subaru of Mississauga	Mississauga	ON	866
18	Spinelli Lexus Lachine	Montreal	QC	864
19	Lally Southpoint Ford	Leamington	ON	864
20	Kieswetter Mazda	Kitchener	ON	863

Dealerships – Canada

Rank	Dealership	City	Province	Reputation Score
21	BMW Moncton	Dieppe	NB	863
22	Mazda Of Richmond Hill	Richmond Hill	ON	860
23	Yorkdale Volkswagen	North York	ON	859
24	Heaslip Ford	Hagersville	ON	859
25	Leslie Motors	Minto	ON	858
26	Grande Prairie Nissan	Grande Prairie	AB	858
27	Volkswagen Lauzon Blainville	Blainville	QC	857
28	Riverview Ford Lincoln Sales	Fredericton	NB	856
29	Westwood Honda	Port Moody	BC	855
30	Porsche Centre Kelowna	Kelowna	BC	855

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BEST PRACTICES

Five Ways to Increase Your Reputation Ranking

By implementing these best practices, your automotive business can foster trust, improve customer satisfaction, and elevate your Reputation Score, ultimately driving more leads and strengthening your market position.

1

Encourage Feedback and Actively Solicit Reviews

Increase your Sentiment score by making it easy for customers to leave reviews. Request feedback through follow-up emails, in-person interactions, or SMS after a sale or service. The more reviews you collect, the better your business reflects real customer sentiment.

2

Proactively Manage and Respond to Reviews

Increase your Engagement score by [always responding to positive and negative reviews](#). Show appreciation for positive feedback and address concerns in negative reviews with empathy and solutions. This builds trust and demonstrates a commitment to customer satisfaction, which can boost review volume and ratings.

3

Optimize Business Listings for Completeness and Visibility

Increase your Visibility score by ensuring dealership and service center information—address, hours, contact details—is accurate, complete, and consistent across all platforms. Regular updates to [business listings](#) enhance visibility in local searches and drive more leads to your business.

4

Deliver Personalized Customer Experiences

Tailor services and communication based on customer preferences and feedback. For instance, implement item-level surveys to understand consumer sentiment at the product or service level and adapt strategies to meet customer expectations more effectively.

5

Leverage Consumer Data to Drive Organizational Change

Use insights from customer reviews and surveys to identify areas for improvement, such as service quality, sales processes, or product offerings. Sharing these insights internally can help departments [make data-driven changes that enhance customer experiences](#) and improve overall satisfaction.

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

By leveraging the Reputation platform, we've helped automotive clients worldwide boost their reputations. To discover how we can help you achieve similar results, [watch this demo](#).

About Reputation

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.