

2024 AUTOMOTIVE EXPERIENCE LEADERS

The top brands for sales and service based on customer feedback found in 1,100,000 Google Reviews. **Data from 17,000 new car dealers.**

INTRODUCTION

1,100,000
GOOGLE REVIEWS

17,000
DEALERSHIPS

15
TOPICS

WHAT THIS STUDY ANALYZES

The 2024 Automotive Experience Leaders report uses topic data in reviews from the Widewail Automotive Reputation Index to identify brands that lead the industry. This is achieved by analyzing brand performance across 15 topics frequently mentioned in customer reviews.

The study highlights topics most commonly referenced in sales and service customer reviews. The report celebrates the brands with the best combined performance in these selected topics.

For example, Volvo earns the highest rank for the “knowledgeable” topic out of all 32 OEMs, with 26.42% of its positive reviews mentioning it. Volvo’s top ranking in this topic, coupled with strong performance in other key topics related to a positive sales experience, contributes to its high ranking in this report.

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TOP 5 HIGHEST SCORING
AUTO BRANDS FOR SERVICE

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HIGHEST SCORING AUTO BRANDS FOR

SALES

according to reviewers on Google

1. VOLVO

97%

2. PORSCHE

94%

3. SUBARU

93.7%

4. JAGUAR

93.5%

5. MAZDA

92%

SALES LEADERS

OUTPERFORM IN SEVEN KEY TOPICS

SALES DEPARTMENT *(Most Positive Mentions)*

STAFF *(Most Positive Mentions)*

HELPFULNESS *(Most Positive Mentions)*

FRIENDLINESS *(Most Positive Mentions)*

KNOWLEDGEABLE *(Most Positive Mentions)*

PROFESSIONALISM *(Most Positive Mentions)*

SALES DEPARTMENT *(Fewest Negative Mentions)*

TOPIC RANKINGS, SALES LEADERS

1. VOLVO: 97%

TOPICS	RANKING
SALES DEPARTMENT <i>(Positive Mentions)</i>	6
STAFF <i>(Positive Mentions)</i>	12
HELPFULNESS <i>(Positive Mentions)</i>	6
FRIENDLINESS <i>(Positive Mentions)</i>	7
KNOWLEDGABLE <i>(Positive Mentions)</i>	1
PROFESSIONALISM <i>(Positive Mentions)</i>	3
SALES DEPARTMENT <i>(Negative Mentions)</i>	22

2. PORSCHE: 94%

TOPICS	RANKING
SALES DEPARTMENT <i>(Positive Mentions)</i>	3
STAFF <i>(Positive Mentions)</i>	2
HELPFULNESS <i>(Positive Mentions)</i>	22
FRIENDLINESS <i>(Positive Mentions)</i>	10
KNOWLEDGABLE <i>(Positive Mentions)</i>	2
PROFESSIONALISM <i>(Positive Mentions)</i>	1
SALES DEPARTMENT <i>(Negative Mentions)</i>	29

3. SUBARU: 93.7%

TOPICS	RANKING
SALES DEPARTMENT <i>(Positive Mentions)</i>	10
STAFF <i>(Positive Mentions)</i>	18
HELPFULNESS <i>(Positive Mentions)</i>	11
FRIENDLINESS <i>(Positive Mentions)</i>	2
KNOWLEDGABLE <i>(Positive Mentions)</i>	6
PROFESSIONALISM <i>(Positive Mentions)</i>	13
SALES DEPARTMENT <i>(Negative Mentions)</i>	8

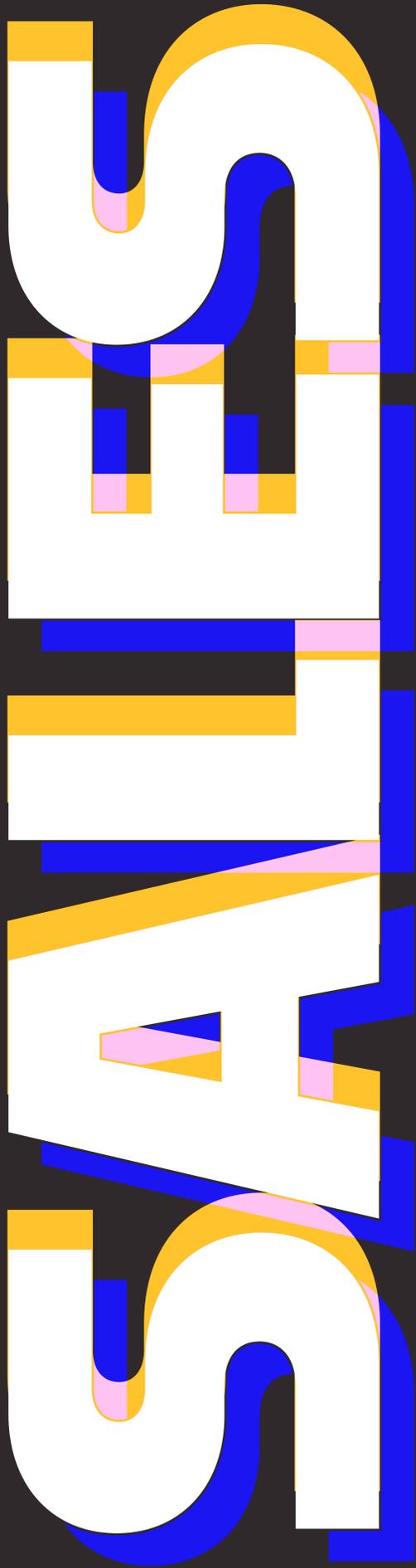
4. JAGUAR: 93.5%

TOPICS	RANKING
SALES DEPARTMENT <i>(Positive Mentions)</i>	22
STAFF <i>(Positive Mentions)</i>	10
HELPFULNESS <i>(Positive Mentions)</i>	25
FRIENDLINESS <i>(Positive Mentions)</i>	26
KNOWLEDGABLE <i>(Positive Mentions)</i>	10
PROFESSIONALISM <i>(Positive Mentions)</i>	5
SALES DEPARTMENT <i>(Negative Mentions)</i>	1

5. MAZDA: 92%

TOPICS	RANKING
SALES DEPARTMENT <i>(Positive Mentions)</i>	2
STAFF <i>(Positive Mentions)</i>	11
HELPFULNESS <i>(Positive Mentions)</i>	5
FRIENDLINESS <i>(Positive Mentions)</i>	1
KNOWLEDGABLE <i>(Positive Mentions)</i>	4
PROFESSIONALISM <i>(Positive Mentions)</i>	10
SALES DEPARTMENT <i>(Negative Mentions)</i>	30

Full list of sales department rankings



1. VOLVO	97.4%
2. PORSCHE	93.9%
3. SUBARU	93.7%
4. JAGUAR	93.6%
5. MAZDA	92.4%
6. AUDI	92.3%
7. LAND ROVER	91.8%
8. ACURA	90.8%
9. BMW	90.7%
10. LEXUS	90.2%
11. MINI	89.6%
12. INFINITI	89.4%
13. MITSUBISHI	87.9%
14. VOLKSWAGEN	87.8%
15. TOYOTA	87.4%
16. HONDA	87.3%
17. LINCOLN	87.2%
18. MERCEDES-BENZ	87.1%
19. KIA	86.1%
20. HYUNDAI	85.6%
21. BUICK	85.1%
22. NISSAN	84.9%
23. CADILLAC	84.6%
24. CHEVROLET	84.6%
25. GMC	84.2%
26. GENESIS	84.1%
27. CHRYSLER	82.9%
28. JEEP	82.8%
29. DODGE	82.7%
30. FIAT	82.6%
31. FORD	82.0%
32. RAM	80.5%

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HIGHEST SCORING AUTO BRANDS FOR

SERVICE

according to reviewers on Google

1. LEXUS

91%

2. VOLVO

90%

3. PORSCHE

88.6%

4. SUBARU

88%

5. ACURA

87%

SERVICE LEADERS

OUTPERFORM IN NINE KEY TOPICS

SERVICE DEPARTMENT *(Most Positive Mentions)*

REPAIR *(Most Positive Mentions)*

COMMUNICATION *(Most Positive Mentions)*

WAIT TIMES *(Most Positive Mentions)*

SERVICE DEPARTMENT *(Fewest Negative Mentions)*

COMMUNICATION *(Fewest Negative Mentions)*

REPAIR *(Fewest Negative Mentions)*

WAIT TIMES *(Fewest Negative Mentions)*

PRICE *(Fewest Negative Mentions)*

1. LEXUS: 91%

TOPICS	RANKING
SERVICE DEPARTMENT <i>(Positive Mentions)</i>	6
REPAIR <i>(Positive Mentions)</i>	17
COMMUNICATION <i>(Positive Mentions)</i>	12
WAIT TIMES <i>(Positive Mentions)</i>	14
SERVICE DEPARTMENT <i>(Negative Mentions)</i>	1
COMMUNICATION <i>(Negative Mentions)</i>	1
REPAIR <i>(Negative Mentions)</i>	1
WAIT TIMES <i>(Negative Mentions)</i>	10
PRICE <i>(Negative Mentions)</i>	18

2. VOLVO: 90%

TOPICS	RANKING
SERVICE DEPARTMENT <i>(Positive Mentions)</i>	10
REPAIR <i>(Positive Mentions)</i>	3
COMMUNICATION <i>(Positive Mentions)</i>	7
WAIT TIMES <i>(Positive Mentions)</i>	27
SERVICE DEPARTMENT <i>(Negative Mentions)</i>	17
COMMUNICATION <i>(Negative Mentions)</i>	12
REPAIR <i>(Negative Mentions)</i>	24
WAIT TIMES <i>(Negative Mentions)</i>	12
PRICE <i>(Negative Mentions)</i>	7

3. PORSCHE: 88.6%

TOPICS	RANKING
SERVICE DEPARTMENT <i>(Positive Mentions)</i>	9
REPAIR <i>(Positive Mentions)</i>	26
COMMUNICATION <i>(Positive Mentions)</i>	6
WAIT TIMES <i>(Positive Mentions)</i>	31
SERVICE DEPARTMENT <i>(Negative Mentions)</i>	21
COMMUNICATION <i>(Negative Mentions)</i>	28
REPAIR <i>(Negative Mentions)</i>	2
WAIT TIMES <i>(Negative Mentions)</i>	3
PRICE <i>(Negative Mentions)</i>	4

4. SUBARU: 88%

TOPICS	RANKING
SERVICE DEPARTMENT <i>(Positive Mentions)</i>	12
REPAIR <i>(Positive Mentions)</i>	2
COMMUNICATION <i>(Positive Mentions)</i>	10
WAIT TIMES <i>(Positive Mentions)</i>	4
SERVICE DEPARTMENT <i>(Negative Mentions)</i>	3
COMMUNICATION <i>(Negative Mentions)</i>	3
REPAIR <i>(Negative Mentions)</i>	13
WAIT TIMES <i>(Negative Mentions)</i>	8
PRICE <i>(Negative Mentions)</i>	26

5. ACURA: 87%

TOPICS	RANKING
SERVICE DEPARTMENT <i>(Positive Mentions)</i>	11
REPAIR <i>(Positive Mentions)</i>	16
COMMUNICATION <i>(Positive Mentions)</i>	15
WAIT TIMES <i>(Positive Mentions)</i>	23
SERVICE DEPARTMENT <i>(Negative Mentions)</i>	10
COMMUNICATION <i>(Negative Mentions)</i>	4
REPAIR <i>(Negative Mentions)</i>	6
WAIT TIMES <i>(Negative Mentions)</i>	4
PRICE <i>(Negative Mentions)</i>	27

Full list of service department rankings

1. LEXUS	91.2%
2. VOLVO	90.2%
3. PORSCHE	88.6%
4. SUBARU	88.0%
5. ACURA	87.9%
6. MINI	87.5%
7. INFINITI	87.2%
8. MAZDA	86.5%
9. MITSUBISHI	84.9%
10. JAGUAR	84.0%
11. AUDI	82.8%
12. LAND ROVER	82.1%
13. BMW	81.7%
14. HONDA	81.1%
15. TOYOTA	77.0%
16. NISSAN	77.0%
17. LINCOLN	74.2%
18. KIA	73.7%
19. VOLKSWAGEN	73.3%
20. MERCEDES-BENZ	72.6%
21. CADILLAC	71.8%
22. CHEVROLET	71.3%
23. FIAT	71.2%
24. BUICK	71.0%
25. FORD	70.6%
26. GMC	69.9%
27. CHRYSLER	69.3%
28. JEEP	69.0%
29. DODGE	68.9%
30. RAM	67.2%
31. HYUNDAI	66.0%
32. GENESIS	63.6%

METHODOLOGY

TOPIC RANKING

To determine our topic rankings, we divided the reviews for each of the 32 brands into two groups based on sentiment: positive and negative. We then calculated the ratio of positive topic mentions relative to positive reviews, and likewise for negative topics and reviews. After obtaining the relative frequencies for both positive and negative topic mentions, we ranked the brands based on the frequency of customer mentions for each topic. For instance, a brand with the highest frequency of positive mentions for a topic like ‘friendliness’ would secure the number 1 ranking for that topic. Conversely, a brand with the highest frequency of negative mentions for a topic like ‘communication’ would rank last for that topic. Our objective is to recognize brands that *maximize positivity and minimize negativity* in their online reviews.

SCORES

In addition to topic rankings, we assessed the overall customer experience associated with each brand. To establish our scores, we initially concentrated on sales-related topics, mainly pertaining to staff. We calculated the likelihood of a review mentioning a positive experience with staff or positive attributes of a specific staff member. We also determined the probability of negative mentions for these topics. By subtracting these probabilities, we derived the expected value of a customer’s experience with the sales department. We repeated this process for the service department, focusing on service-specific topics such as wait times, pricing, communication, and repair quality. Finally, we averaged the scores for sales and service to obtain a single metric, reflecting the overall customer experience based on the topics highlighted in customer reviews.

WHERE DOES YOUR DEALERSHIP RANK?

AUTOMOTIVE REPUTATION INDEX

POWERED BY  widemail

www.widemail.com/automotive-reputation-index

<input type="checkbox"/>	Name	Lifetime Volume	Percent of Negative Reviews	Response Rate	Brand	City	State	Region
1	Longo Toyota	14777.0	6%	8%	TOYOTA	EL MONTE	CA	West
2	Hendrick Toyota Apex	9406.0	4%	28%	TOYOTA	APEX	NC	South
3	Autonation Toyota Winter ...	14748.0	9%	16%	TOYOTA	WINTER PARK	FL	South
4	Bomnin Chevrolet Dadela...	16192.0	4%	11%	CHEVROLET	MIAMI	FL	South
5	Arlington Toyota	17735.0	6%	10%	TOYOTA	JACKSONVILLE	FL	South
6	Courtesy Chevrolet Cafe	8034.0	5%	21%	CHEVROLET	PHOENIX	AZ	West
7	Longo Lexus	7084.0	3%	7%	LEXUS	EL MONTE	CA	West
8	Rick Hendrick Toyota San...	7778.0	2%	21%	TOYOTA	ATLANTA	GA	South
9	Bomnin Chevrolet West K...	13637.0	4%	13%	CHEVROLET	MIAMI	FL	South
10	Alm Kia South	6616.0	5%	22%	KIA	UNION CITY	GA	South
11	Lindsay Lexus Of Alexand...	7329.0	2%	25%	LEXUS	ALEXANDRIA	VA	South
12	Vic Vaughan Toyota Of B...	10707.0	11%	19%	TOYOTA	BOERNE	TX	South
13	Hendrick Toyota Merriam	7455.0	4%	19%	TOYOTA	MERRIAM	KS	Midwest
14	Jerry Damson Honda	4015.0	3%	36%	HONDA	HUNTSVILLE	AL	South
15	Clay Cooley Nissan Dallas	7433.0	4%	21%	NISSAN	DALLAS	TX	South
16	Family Toyota Of Burleson	10530.0	1%	16%	TOYOTA	BURLESON	TX	South
17	Rick Case Honda Davie	12075.0	8%	11%	HONDA	DAVIE	FL	South
18	Clay Cooley Nissan	6414.0	3%	21%	NISSAN	IRVING	TX	South
19	Cavender Toyota	10781.0	6%	12%	TOYOTA	SAN ANTONIO	TX	South
20	Larry H Miller Amer Toyota	5418.0	8%	26%	TOYOTA	ALBUQUERQUE	NM	South
21	Coral Springs Honda	7170.0	7%	18%	HONDA	CORAL SPRINGS	FL	South
22	Coggin Toyota At The Ave...	10901.0	7%	12%	TOYOTA	JACKSONVILLE	FL	South
23	Courtesy Toyota Of Brand...	12804.0	9%	10%	TOYOTA	TAMPA	FL	South
24	Rick Hendrick Chev Of Bu...	10498.0	7%	7%	CHEVROLET	BUELL	TX	South

TRY FREE



What do all these teams have in common?



They all use  widewail to shape their online reputation.

“If we didn’t have Widewail, asking for reviews just wouldn’t get done.”

COLBY JOYNER | VP OF MARKETING AND STRATEGY | CAVENDER AUTOMOTIVE GROUP



Average Monthly Reviews Per Rooftop with Widewail Invite



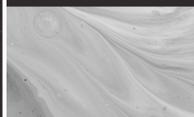
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WIDEWAIL DEALER CLIENTS



10.4

NATIONAL BENCHMARK



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