

## Most talked about automotive brands

Online (2019) Average/100 pts		Offline (2019) Average/100 pts	
Honda	66.9	Ford	72.5
Nissan	65.8	BMW	67.8
Ferrari	65	Audi	66.2
Land Rover/Range Rover	64.7	Volkswagen	62
Ford	64.5	Vauxhall	60.7
Jaguar	63.7	Mercedes Benz	55.8
Audi	62.6	Nissan	54.8
Mercedes Benz	62.6	Toyota	53.5
Volkswagen	60.7	Peugeot	50.7
Renault	57.8	Honda	49
Škoda	57.3	Land Rover/Range Rover	45
Toyota	56.1	Renault	43.9
Fiat	55.4	Jaguar	43.4
Hyundai	54.5	Hyundai	42.1
Peugeot	53.8	Škoda	41.1
BMW	51.8	Citroën	41.1
Citroën	51.1	Mazda	40
Mazda	51.1	Fiat	38.7
Volvo	50.7	Ferrari	36.5
Vauxhall	49.7	Kia	35
Kia	48.6	Suzuki	32
MINI	45.9	MINI	30.1
Suzuki	43.2	Volvo	28.6
SEAT	40.4	SEAT	24.4

The Most Talked About Brands Ranking include those with the highest volume scores online and offline in H1 2019.

The Ranking is based on Kantar’s proprietary TotalSocial data which continuously measures the four most important drivers of brand performance: brand sharing, sentiment, volume and influence.

