

## “Michelin gives traction to the French Automotive Industry’s reputation”

- Overall, tire manufacturers have better reputation than car makers in France
- BMW is the best reputed car maker in France
- The french informed public have increasing expectations from the industry in terms of Citizenship and Governance

Presented in September, Reputation Institute’s 2017 France Automotive RepTrak shows the recovery of the Industry’s reputation after the setback of the Volkswagen affair. This year car makers are back with strong reputation scores, although they have not yet attained the appreciation levels they had before the crisis.

Led by Michelin, the reputation champion in France with the 1<sup>st</sup> place cross-industry for three consecutive years and only automotive company with excellent reputation, tyre manufacturers hold three of the top-five positions of the 2017 Automotive Rep Trak, with Bridgestone and Pirelli in the 3<sup>rd</sup> and 5<sup>th</sup> place.

Overall, car makers obtained again in 2017 lower reputation scores than tyre-makers from the general public. BMW and Honda, however, were awarded the 2<sup>nd</sup> and 4<sup>th</sup> place of the ranking, while French PSA was positioned on the 6<sup>th</sup> place. General Motors, Volkswagen and Fiat Chrysler occupy the bottom positions.

The study revealed that being perceived as a socially responsible company (CSR) is increasingly important for the industry and today weights more than 40% of the automotive companies’ reputation. Whereas perceptions get better, this is the area where car manufacturers and tyre makers have most room for improvement: Citizenship (the company’s contribution to society and the environment) and Governance (how the company ensures transparent, fair and ethical business practices) are not only the lowest ranked dimensions by the public, but also those where the French informed public have highest expectations.

A deeper look into CSR also suggests strong uncertainty from respondents with more than 70% of participants unclear about what companies are doing to contribute with society, indicating that car companies have much to gain from telling their story to the public.

By reinforcing their reputation automotive companies will receive more support from the general public: leading companies like Michelin and PSA obtained 64% and 49% of willingness to buy, while bottom positioned Fiat Chrysler and Ford obtained 29 and 28% respectively. Similarly, 44% of respondents are willing to say something positive about BMW, while only 24% of General Motors.

### **Reputation Institute**

7 rue Meyerbeer, 75009 Paris

Contact : Sarah Mangili : +33 (0)1 73 05 41 43

smangili@reputationinstitute.com