

# Consumer Rating Index (CRI) October 2014

The CRI is based on nearly 352,000 verified reviews gathered during a 12 month period from September 2013-2014. The rankings (based on a 5-point score) are based on numerical averages of all reviews that are attributed to a specific OEM.



## LUXURY CUSTOMER EXPERIENCE



Brand	Rank	Score
Lexus	1	4.808
Mercedes-Benz	2	4.770
Audi	3	4.769
Porsche	4	4.760
Acura	5	4.750
Volvo	6	4.742
Lincoln	7	4.727
Infiniti	8	4.721
Cadillac	9	4.690
BMW	10	4.673
Jaguar	11	4.605
Land Rover	12	4.577

## MASS MARKET CUSTOMER EXPERIENCE



Brand	Rank	Score
Hyundai	1	4.762
Honda	2	4.744
Subaru	3	4.743
Kia	4	4.727
Ford	5	4.726
Toyota	6	4.723
Buick	7	4.722
Chevrolet	8	4.722
Volkswagen	9	4.720
GMC	10	4.719
Ram	11	4.716
FIAT	12	4.696
Mazda	13	4.688
Scion	14	4.687
Jeep	15	4.672
MINI	16	4.672
Chrysler	17	4.670
Nissan	18	4.668
Dodge	18	4.664
Mitsubishi	20	4.634

Charts and graphs extracted from this press release must be accompanied by a statement identifying DealerRater as the publisher of the October 2014 Consumer Rating Index. Rankings are based on numerical scores, and not necessarily on statistical significance.