

Consumer Rating Index (CRI)

October 2015



The CRI is based on 438,000 verified reviews gathered during a 12 month period from September 2014-2015. The rankings (based on a 5-point score) are based on numerical averages of all reviews that are attributed to a specific OEM.

Luxury



Brand	Rank	Score
Lexus	1	4.789
Lincoln	2	4.747
Mercedes-Benz	3	4.744
Acura	4	4.736
Porsche	5	4.735
Infiniti	6	4.720
Volvo	7	4.709
Audi	8	4.706
BMW	9	4.694
Jaguar	10	4.669
Land Rover	11	4.652
Cadillac	12	4.602

Mass Market



Brand	Rank	Score
Hyundai	1	4.788
Subaru	2	4.769
Mazda	3	4.755
Buick	4	4.736
Toyota	5	4.730
Honda	6	4.726
Kia	7	4.711
MINI	8	4.703
Ford	9	4.697
Mitsubishi	10	4.696
Volkswagen	11	4.694
Chevrolet	12	4.680
GMC	13	4.663
Scion	14	4.655
Nissan	15	4.643
FIAT	16	4.637
Chrysler	17	4.634
Jeep	18	4.632
Ram	18	4.582
Dodge	20	4.581

Charts and graphs extracted from this press release must be accompanied by a statement identifying DealerRater as the publisher of the October 2015 Consumer Rating Index. Rankings are based on numerical scores, and not necessarily on statistical significance.