

# Consumer Rating Index (CRI) March 2015

The CRI is based on nearly 416,000 verified reviews gathered during a 12 month period from March 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 CUSTOMER EXPERIENCE



Brand	Rank	Score
Lexus	1	4.824
Mercedes-Benz	2	4.781
Porsche	3	4.749
Audi	4	4.741
Acura	5	4.738
Infiniti	6	4.727
BMW	7	4.708
Volvo	8	4.702
Jaguar	9	4.679
Land Rover	10	4.636
Cadillac	11	4.629
Lincoln	12	4.617

## MASS MARKET CUSTOMER EXPERIENCE



Brand	Rank	Score
Subaru	1	4.757
MINI	2	4.746
Honda	3	4.733
Toyota	4	4.724
Hyundai	5	4.722
Ford	6	4.710
Volkswagen	7	4.703
Mazda	8	4.702
Kia	9	4.684
Chevrolet	10	4.667
GMC	11	4.629
Nissan	12	4.622
Scion	13	4.611
Mitsubishi	14	4.608
Jeep	15	4.576
Buick	16	4.572
FIAT	17	4.562
Dodge	18	4.548
Ram	19	4.490
Chrysler	20	4.488

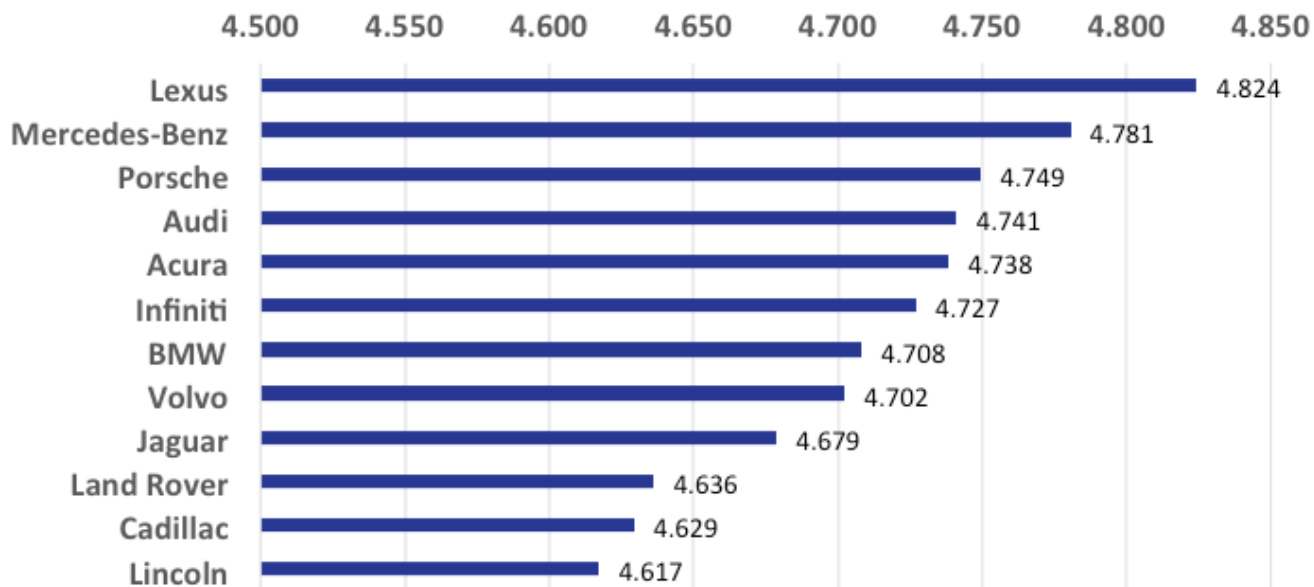
Charts and graphs extracted from this press release must be accompanied by a statement identifying DealerRater as the publisher of the March 2015 Consumer Rating Index. Rankings are based on numerical scores, and not necessarily on statistical significance.

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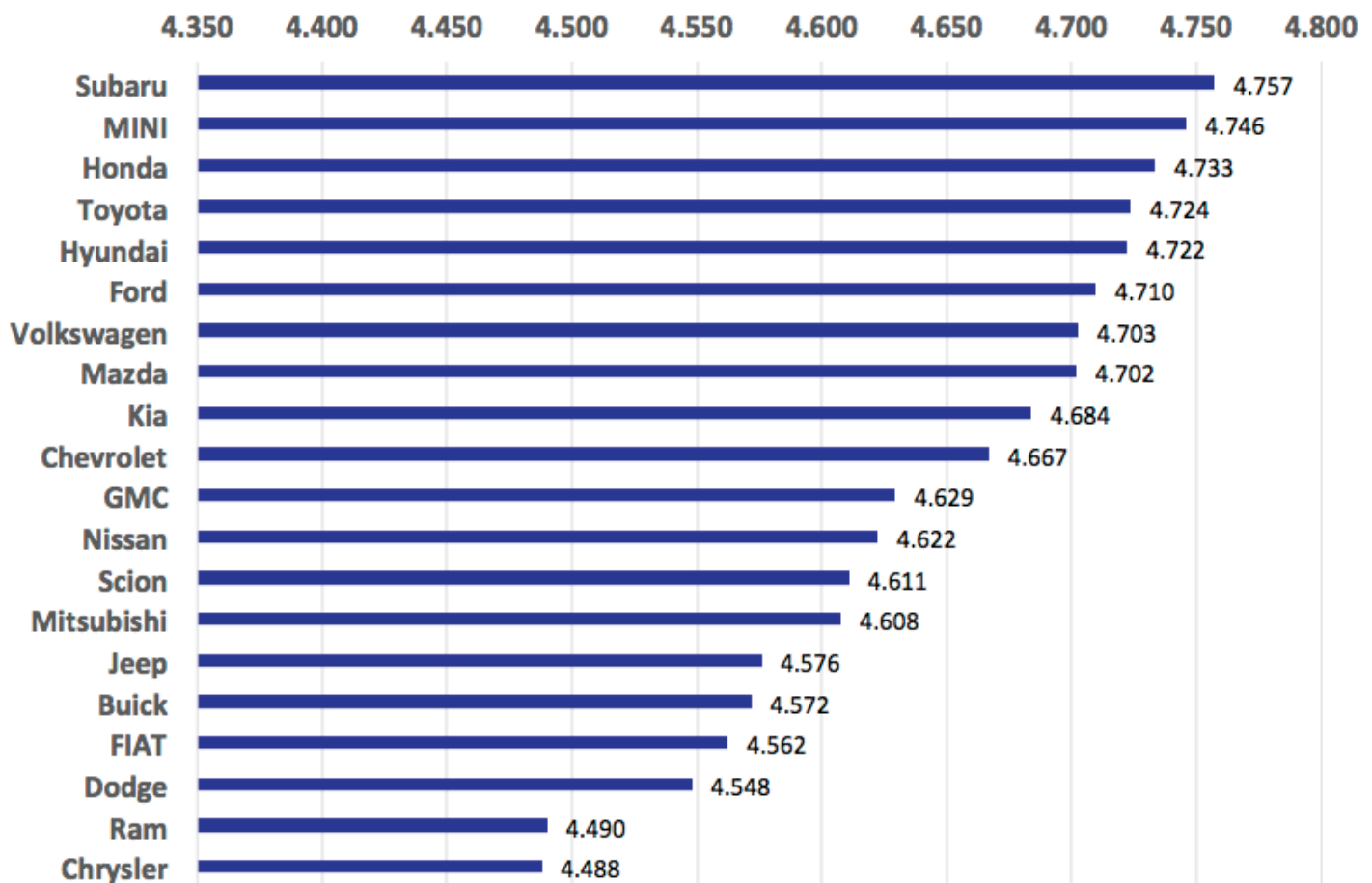
Based on the calculation of CRI scores for the twelve months ending March 2015 (based on a 5-point score).



## Luxury



## Mass Market



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