

## Audi Top Brand for Quality Among Car Owners

### Perceptions of Automotive Brands Among Car Owners

% of Car Owners\* who would describe these car brands using these terms

#### HIGH QUALITY



Audi



BMW



Mercedes-Benz

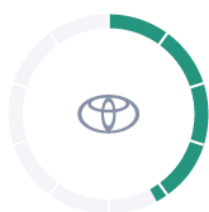


Porsche



Jaguar

#### VALUE FOR MONEY



Toyota



Hyundai



Ford



Honda



Volkswagen

#### RELIABLE



Toyota



Honda



Audi



Ford



Volkswagen

\*Car Owners are defined as internet users aged 16-64 who say they have one or more cars in their household

**Question:** Which of these terms would you use to describe each car brand? | **Source:** GlobalWebIndex Q4 2016 | **Base:** 23,321 Car Owners aged 16-64