



MOST TRUSTED BRAND IN CANADA
MARQUE DE CONFIANCE AU CANADA
GUSTAVSON SCHOOL OF BUSINESS
UNIVERSITY OF VICTORIA



Gustavson
School of Business
University of Victoria



Automotive Rental - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Enterprise Rent-A-Car	320	347	323	295	292
Hertz Car Rental	320	358	355	271	340
Alamo/National	330	382	363	327	363
Avis/Budget Rent a Car	337	376	363	352	311
Dollar/Thrifty Car Rental	373	366	380	359	381