



**Gustavson**  
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<b>Automotive - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Toyota	5	52	3	8	16
Audi	45	278	61	57	159
Honda	61	197	26	34	65
Mercedes-Benz	156	347	72	132	240
Hyundai	167	123	121	71	203
Subaru	167	256	121	161	188
BMW / MINI	188	321	121	132	251
Mazda	188	301	141	161	251
Yamaha	188	347	200	189	251
Harley Davidson	211	387	200	161	317
Mitsubishi Motors	211	278	265	161	324
Nissan	226	237	218	161	251
Suzuki	261	237	278	189	324
Ford	304	139	289	271	340
Kia	320	278	278	248	349
General Motors	330	237	289	248	324
Fiat	337	321	355	218	363
Tesla Motors	355	139	265	366	370
Volkswagen	355	321	182	327	286

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