

What does AI think of car brands in the UK?

How Google, ChatGPT and Claude describe car brands, recommend models and answer buyers' questions.

Visibility Reputation Buyer needs Sources

The questions that shape a buyer's shortlist

We assessed Google, ChatGPT and Claude with the United Kingdom specified as the user's location.

Choosing a car

Reliability, the best car to buy, affordable EVs, running costs, Chinese EVs and resale value.

Confidence in ownership

Dealer service, powertrain choices, British manufacturing and recall or safety concerns.

Visibility shows which brands appear. Sentiment shows how they are described. A leading choice is the brand or model singled out as best.

Model names are grouped with their car brand. Separate brands remain separate, even when they share an owner.

The questions we asked

A mix of buying decisions, ownership concerns and industry issues.

01 Which car brands are the most reliable?

03 What is the best affordable electric car?

05 Which car brands have the best and worst dealer service?

07 Which cars hold their value best?

09 Which cars are still made in Britain?

02 What is the best car to buy in the UK right now?

04 Which cars are cheapest to run and insure?

06 Are Chinese electric cars any good, and should I buy one?

08 Should I buy an electric, hybrid or petrol car?

10 Which car brands have had the most recalls or safety problems?

Broad visibility and strong recommendations are different

Toyota is the most visible brand. It appears in 65% of answers, ahead of **Kia** at 40%.

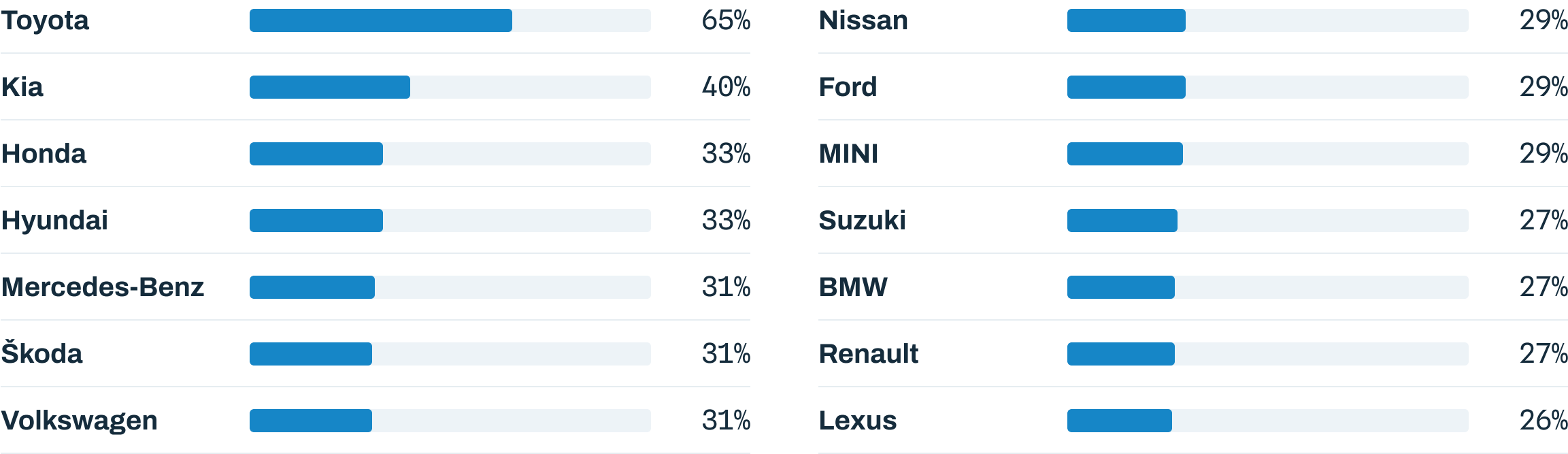
Recommendations depend on the question: **Honda** leads on reliability, **Hyundai** on running costs and **Lexus** on dealer service.

The most positive coverage is not always the most widespread. Among the brands shown, **BYD** has the highest positive share at 95%, followed by **Lexus** at 90%. **Dacia** and **Mazda** are both at 89%. **BYD** is described positively in every answer to the question about Chinese EVs.

Specialist motoring content is a practical communications priority. **What Car?** is cited in 43% of answers and leads on reliability, general buying advice and affordable EVs. Campaigns can focus on the guides and evidence behind the questions most relevant to each brand.

Toyota appears far more often than any other car brand

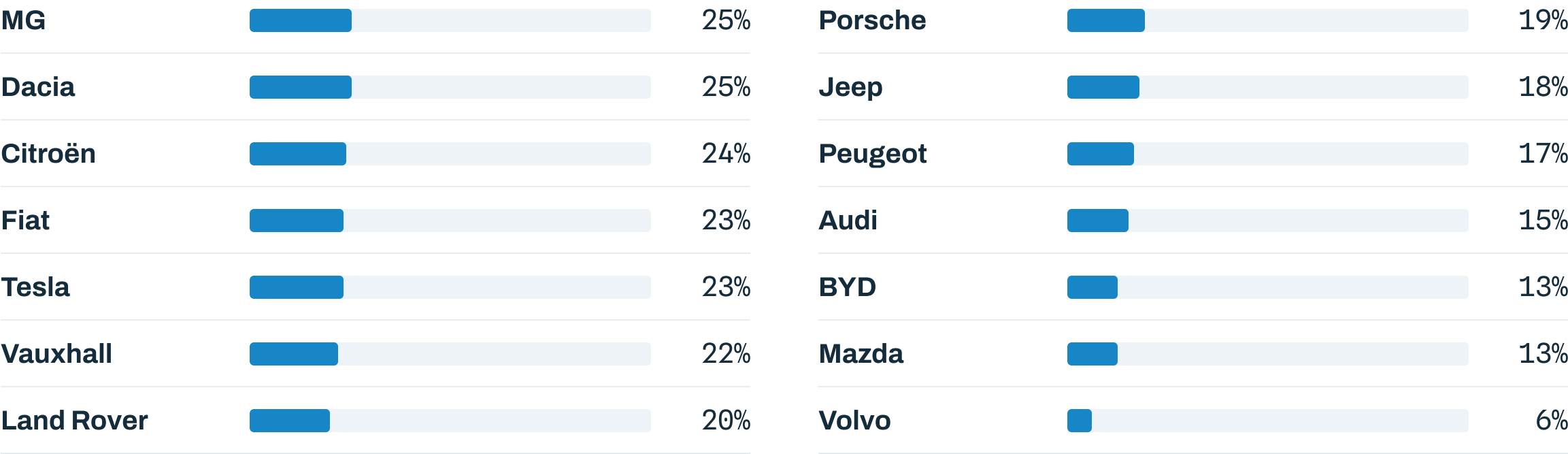
Share of all answers mentioning each brand. Read down each column.



The comparison spans mainstream, premium and newer car brands. Presence includes positive, neutral and negative descriptions.

BYD appears less often across the full question set

Share of all answers mentioning each brand. Read down each column.

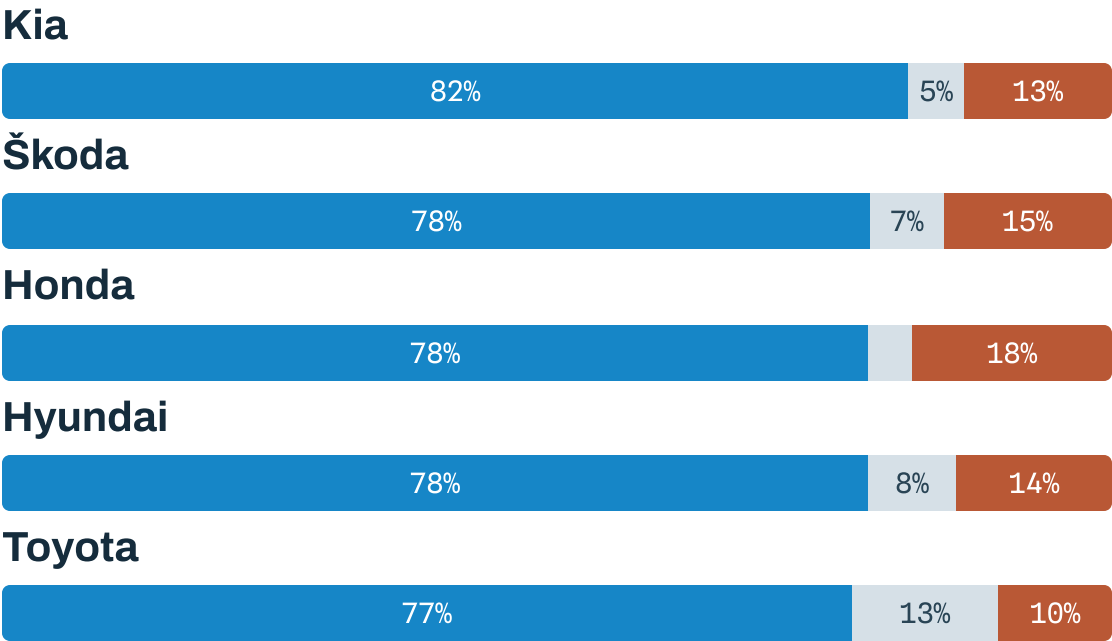


BYD appears in 13% of answers overall, while featuring in every answer about Chinese EVs. Overall visibility depends on the mix of questions.

BYD leads on positive share among these brands

Share of each brand’s own mentions. Read down each column; ordered by positive share.

Positive Neutral Negative



BYD’s positive share is 95% across all its mentions; it is described positively in every answer about Chinese EVs.

Sentiment differs across car brands

Share of each brand’s own mentions. Read down each column; ordered by positive share.

■ Positive ■ Neutral ■ Negative

Porsche



Renault



MINI



MG



Volkswagen



Nissan



BMW



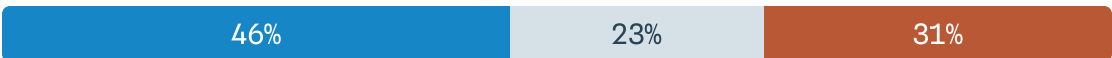
Citroën



Mercedes-Benz



Tesla



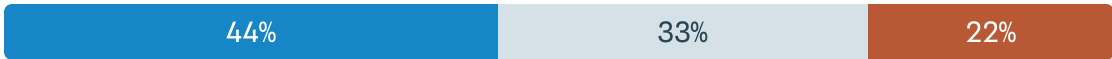
Each percentage is based on that brand’s own mentions. Less-visible brands have fewer mentions behind their sentiment shares.

Lower positive shares across these brands

Share of each brand’s own mentions. Read down each column; ordered by positive share.

Positive Neutral Negative

Volvo



Land Rover



Fiat



Ford



Peugeot



Audi



Vauxhall



Jeep



Each percentage is based on that brand’s own mentions. Less-visible brands have fewer mentions behind their sentiment shares.

Different brands lead different buying decisions

Brand most often singled out as best on each question, including named models.

Question topic	Most often named best	Share of answers
Reliability	Honda	33%
Best car to buy	Kia	27%
Affordable EV	Dacia	33%
Running costs & insurance	Hyundai	67%
Dealer service	Lexus	67%
Chinese EVs	BYD	27%
Resale value	Porsche	33%

A brand can be the most frequent leading choice without being chosen in a majority of answers. This differs from appearing on a shortlist.

Some questions are about context rather than a winner

The other topics explore how to choose, where cars are built and potential concerns.

Electric, hybrid or petrol

No car brand is singled out as best. The answers discuss circumstances such as home charging, mileage and purchase price.

British manufacturing

Nissan, Toyota, MINI, Bentley, Rolls-Royce, Aston Martin and Lotus appear in every answer. These mentions concern manufacturing, not a buying recommendation.

Recalls and safety concerns

Ford receives negative coverage in 100% of answers to this question and Jeep in 93%. Answers can draw on international recall history, so this is not a UK safety league table.

BYD receives consistently positive coverage

Share of answers on “Are Chinese electric cars any good, and should I buy one?”

100%

BYD described positively

In answers to the question about Chinese electric cars.

67%

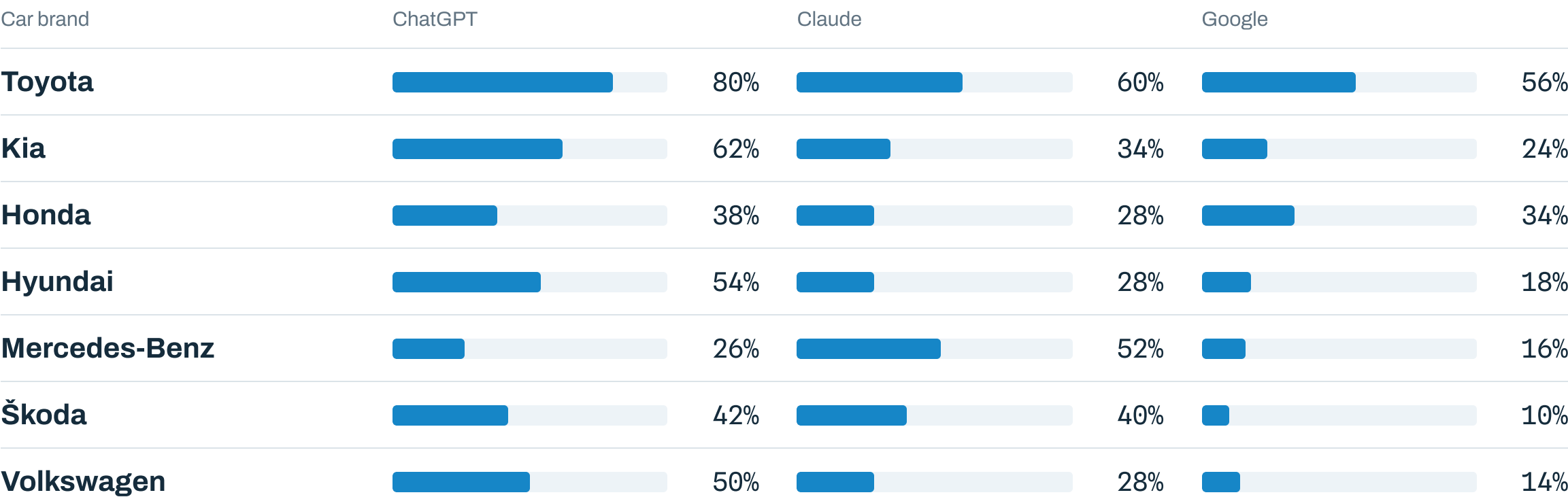
MG described positively

On the same question, with some answers raising concerns.

The answers discuss value and technology alongside dealer support, software, resale value and long-term reliability. Brand-specific ownership evidence matters.

A brand’s presence varies across AI platforms

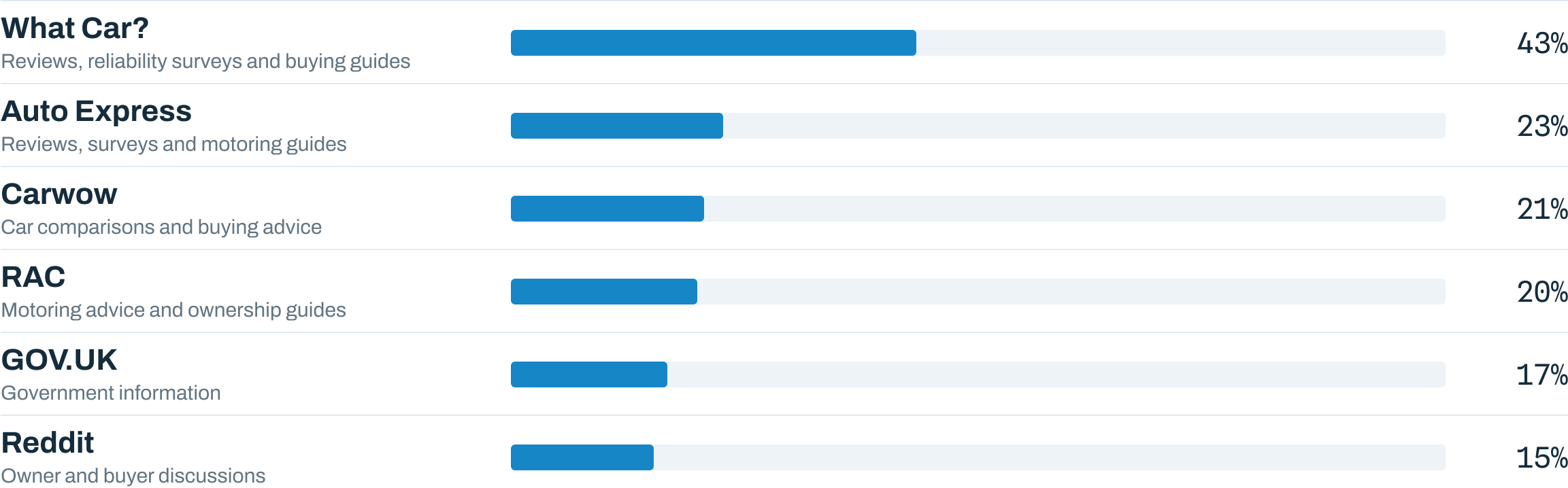
Share of each platform’s answers mentioning each of the most visible brands.



Use the same customer questions across platforms to identify where a brand’s strengths are being recognised and where it is less visible.

What Car? is the most frequently cited website

Share of all answers citing each site. The most frequently cited sites are shown.



Reliability surveys, model comparisons and practical ownership guides offer different ways for evidence about a brand to reach AI answers.

Buying and reliability questions lean on specialist guides

Most-cited website for each question, as a share of its answers.

Reliability	What Car?	93%
Best car to buy	What Car?	87%
Affordable EV	What Car?	67%
Running costs & insurance	RAC	73%
Dealer service	What Car?	53%

What Car? leads across these topics except running costs and insurance, where the RAC is cited most often.

The source mix changes with the issue

Most-cited websites for each question, as a share of its answers.

Chinese EVs	Carwow	40%
Resale value	Auto Express Drive	47% each
Electric, hybrid or petrol	Foray Motor Group RAC	40% each
British manufacturing	What Car?	67%
Recalls & safety concerns	Motor1	40%

Match outreach and owned content to the subject: EV comparisons, resale-value guides and recall reporting call for different evidence.

Give AI clearer evidence on the questions that matter

01 Plan campaigns around the guides AI cites

Start with the sources leading each relevant question. Supply clear model evidence for reliability, ownership costs, dealer service or EV value, timed to guide updates and editorial planning.

02 Make the proof specific to the model and market

Publish information that is easy to compare and reuse. Where recall coverage crosses borders, clearly explain the affected models, markets, remedies and current position alongside the original notice.

03 Track recommendations as well as mentions

Monitor the same questions by platform and customer need. Look for changes in positive coverage and leading recommendations, then check which pages and claims accompany those changes.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

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Future issues forecasting

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