



The Reputation Institute's 2007 Survey Results

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The Reputation Institute, headquartered in New York, conducted a 29-country survey on the trust, esteem, admiration, and favorable feeling that consumers hold for 1,000 companies and their products or services. For each company, there was selected a representative sample of 100 consumers who were familiar with the company and who resided in the country in which the company is headquartered. For the entire survey, there were more than 60,000 online interviews conducted between 15 January 2007 and 1 March 2007. Resulting scores were "standardized to remove cultural bias." The possible range of standardized scores is 0 to 100. The 600 largest companies were ranked; the ranks of the top 200 were made available to the press.

RESULTS:

1. In the top 20, there were only two auto manufacturers:
 - a. **Toyota Motor Corporation** (an auto maker headquartered in Japan) in **6th** place,
 - b. **Honda Motor Company** (an auto maker headquartered in Japan) in **20th** place.
2. Not in the top 20 but in the top 200 were the following auto manufacturers:
 - a. **BMW AG** (an auto maker headquartered in Germany) in **34th** place,
 - b. **Suzuki Motor Corporation** (an auto maker headquartered in Japan) in **82nd** place,
 - c. **The Tata Group** (an auto maker headquartered in India) in **125th** place,
 - d. **Maruti Udyog Ltd.** (an auto maker headquartered in India) in **159th** place,
 - e. **Nissan Motor Company** (an auto maker headquartered in Japan) in **161st** place,
 - f. **DaimlerChrysler AG** (an auto maker headquartered in Germany) in **170th** place,
 - g. **Volkswagen AG** (an auto maker headquartered in Germany) in **171st** place,
 - h. **Mahindra & Mahindra Ltd.** (an auto maker headquartered in India) in **195th** place.
2. Nowhere in the top 200 were:
 - a. **General Motors Corporation** (an auto maker headquartered in the U.S.),
 - b. **Ford Motor Company** (an auto maker headquartered in the U.S.).

It is worth noting that among the respected automobile manufacturers, 4 are headquartered in Japan, 3 are headquartered in Germany, and 3 are headquartered in India, but none are headquartered in the U.S.