

Car Brands Ranked by Owner Satisfaction

Consumer Reports' Annual Owner Satisfaction Survey gives insight into the carmakers people love and the ones they are less thrilled with

By Mike Monticello
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Consumer Reports' Annual Owner Satisfaction Survey tells us how subscribers feel about the cars they bought. But how do the car brands themselves match up? After all, one outstanding model—or a disappointing one—doesn't define a brand.

Our brand rankings represent owner sentiment across each brand's product line. (Model satisfaction is determined by the percentage of owners who responded “definitely yes” to the question of whether they would buy the same vehicle if they had it to do all over again.) To determine brand love—or disdain—we took a straight average of the satisfaction score for each brand's models.

In order to qualify, the brand had to have at least two models with data. For this analysis, we focused on cars from model years 2014-2017 to represent the current state of the brands, which included over 300,000 vehicles from the survey.

Our survey revealed that the Tesla, Porsche, Audi, and Subaru brands remained in the top four spots, again this year. Some other brands were on the move. Lincoln climbed from 21st place last year to 12th this year, and Hyundai shot up to 13th from 24th, based on the strength of new and recently redesigned models.

Meanwhile, Ram, a brand that sells just pickup trucks and vans, took a huge tumble from last year's 5th place ranking to 17th. Other brands that fell in the rankings include BMW (from sixth to 14th place) and Volkswagen (from 16th to a dismal 24th).

Even a brand with a low ranking can make a satisfying model—the Nissan Murano, for instance, is well liked by its owners despite Nissan being ranked second to last overall.

Without further ado, we present the car owner satisfaction brand rankings:

Rank	Brand	Would Buy Again
1	Tesla	91%
2	Porsche	84%
3	Audi	77%
4	Subaru	76%
5	Toyota	76%
6	Honda	75%
7	Mazda	74%
8	Chrysler	73%
9	Chevrolet	73%
10	Lexus	73%
11	GMC	73%
12	Lincoln	73%
13	Hyundai	73%

14	BMW	72%
15	Ford	72%
16	Mini	71%
17	Ram	70%
18	Kia	70%
19	Mercedes-Benz	69%
20	Volvo	69%
21	Buick	68%
22	Cadillac	68%
23	Dodge	66%
24	Volkswagen	64%
25	Jeep	60%
26	Acura	58%
27	Infiniti	58%
28	Nissan	58%
29	Fiat	53%

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