

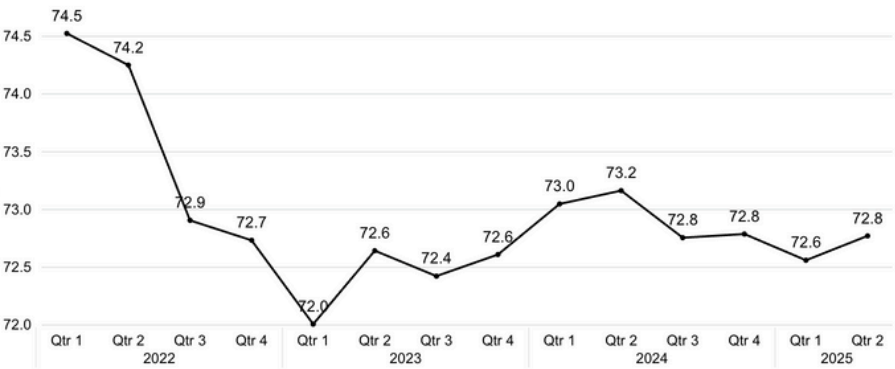
# WHAT'S DRIVING AUTO'S REPUTATION

## Putting People In The Front Seat

It hasn't been an easy road for automakers. In 2025, the industry's reputation remains steady yet fragile, after navigating cost pressures, recalls, and inconsistent innovation progress. What emerges is a reputational plateau — resilient enough to hold, but not yet moving forward.

RepTrak's 7 Drivers of Reputation add important context to these trends, showing where companies are flourishing and floundering, so leaders can act with precision to protect and improve reputation. In 2025, Innovation and Performance are holding the industry back, while **Conduct, Citizenship, and Workplace** stand out as the only Drivers showing measurable improvement. These small but meaningful gains reveal where stakeholder confidence is starting to shift.

### AUTO INDUSTRY REPUTATION SCORE OVER TIME: GLOBAL



Source: RepTrak CRT Data

### H1 2025 AUTO INDUSTRY REPUTATION SCORE

72.7

### H1 2025 AUTO DRIVER SCORES: GLOBAL

DRIVER	SCORE	CHANGE
Products & Services	75.1	▽ 0.1
Performance	74	▼ 0.4
Leadership	72.8	▼ 0.3
Innovation	70.8	▼ 0.5
Workplace	69.3	▲ 0.3
Conduct	69.0	▲ 0.3
Citizenship	68.1	▲ 0.3

Source: RepTrak CRT Data

▲▼ Statistically significant change    △▽ Change, but not statistically significant

Though modest, these gains signal that stakeholders are taking notice of the industry's efforts to strengthen ethical practices, corporate responsibility, and employee experience.

At a time when faith in innovation feels uncertain, progress in Conduct, Citizenship, and Workplace highlights how **integrity, accountability, and care for people can create meaningful reputational momentum.**

H1 2025 AUTO INDUSTRY WORKPLACE SCORE  
▲ 0.3



H1 2025 AUTO INDUSTRY CONDUCT SCORE  
▲ 0.3

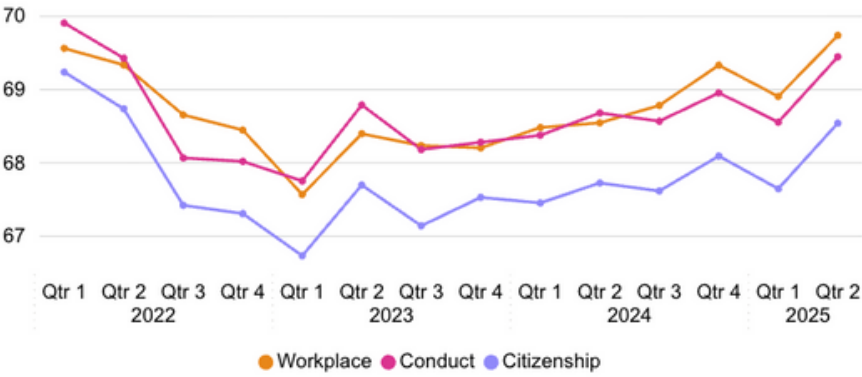


H1 2025 AUTO INDUSTRY CITIZENSHIP SCORE  
▲ 0.3



▲▼ Statistically significant change

### WORKPLACE, CONDUCT, AND CITIZENSHIP AUTO INDUSTRY DRIVER SCORES OVER TIME: GLOBAL



Source: RepTrak CRT Data

## The Road Ahead

### 1. Deliver Credible Innovation:

Move beyond bold promises to consistent delivery. Ensure EV launches, autonomous features, and digital upgrades are reliable and safe.

### 2. Reinforce Reliability and Safety:

Address performance concerns head-on with transparent communication about recalls, durability improvements, and quality control. Proving that vehicles meet expectations is essential to restoring confidence.

### 3. Leverage Responsibility as Momentum:

Build on recent gains in Conduct, Citizenship, and Workplace by amplifying commitments to ethics, social impact, and employee well-being — areas where stakeholders are already rewarding progress.

