

Turning Movement into Momentum

How technological innovation is shaping reputation in transportation

The transportation industry has always been defined by movement — connecting people, goods, and ideas across the globe. But in today's high-stakes environment, it's not just about moving faster or farther. Technology is now steering the industry's ability to turn movement into momentum that builds trust, strengthens loyalty, and positions companies as leaders in an increasingly competitive space.

These tech advancements looks different depending on where you sit. Automakers are racing to electrify and digitize their vehicles, transforming cars into software-driven ecosystems. Airlines are redesigning the passenger journey with biometric boarding and real-time baggage tracking. Rail networks are leaning on smart ticketing and predictive maintenance to improve accessibility and safety. And in shipping and logistics, automation, AI, and sustainability investments are reimagining supply chains for the digital age. Each innovation is more than an upgrade, it's a reputational signal stakeholders can see and feel throughout their journey.

The leaders in this new era will be those who transform technology into assets that foster stakeholder favor. By linking innovation with safety, transparency, and sustainability, transportation companies can convert progress into reputational momentum. Technology isn't just about keeping up — it's about moving stakeholders forward with experiences designed for comfort and ease, inspiring confidence and loyalty that keeps them coming back again and again.

H1 2025 GLOBAL TRANSPORTATION DRIVER SCORES

DRIVER	SCORE	CHANGE
Products & Services	72.1	▲ 0.2
Performance	71.9	▼ 0.2
Leadership	70.5	▲ 0.3
Workplace	68.3	▲ 0.9
Conduct	67.8	▲ 0.6
Innovation	67.2	▲ 0.2
Citizenship	66.6	▲ 0.8

Source: RepTrak CRT Data

▲▼ Statistically significant change

WHILE INNOVATION IS ONE OF THE LOWEST-RANKED DRIVERS FOR THE SECTOR, STAKEHOLDERS COULD QUICKLY REWARD COMPANIES FOR VISIBLE PROGRESS IN THIS AREA.

H1 2025 GLOBAL TRANSPORTATION INNOVATION FACTOR SCORES

FACTOR	SCORE	CHANGE
Innovative	70.5	▲ 0.2
Adapts quickly to change	69.3	▲ 0.2
First to market with new products and services	61.6	▲ 0.3

Source: RepTrak CRT Data

▲▼ Statistically significant change

FACTOR SCORES REVEAL THAT IMPROVING STAKEHOLDER PERCEPTIONS STARTS WITH BRINGING PRODUCTS AND SERVICES TO MARKET MORE QUICKLY AND DEMONSTRATING THE ABILITY TO ADAPT TO CHANGE.

