



Automotive Industry 2022

**The annual report on the most valuable and strongest
automobile, auto component, tyre & car rental services brands**

February 2022

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About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



Get in Touch.

For business enquiries, please contact:

Alex Haigh

Valuation Director

a.haigh@brandfinance.com

For media enquiries, please contact:

Konrad Jagodzinski

Communications Director

k.jagodzinski@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com

+44 207 389 9400

www.brandfinance.com



[linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)



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Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive performance and offers a cost-effective way to gaining a better understanding of your position against peers.

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Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking

Contents

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- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

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Brand Finance Group.



Brand Finance
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

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enquiries@branddirectory.com

Foreword.



David Haigh
Chairman & CEO,
Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

Tesla Shows No Intention of Hitting Brakes.

- + **Tesla** sees biggest growth of all auto brands over course of COVID-19 pandemic in the Brand Finance Automobile 100 ranking, brand value up 271% since 2020
- + Boom in electric vehicle market sees Chinese auto brands account for eight out of top 10 fastest-growing brands. **BYD** becomes most valuable Chinese brand in ranking, brand value doubles to US\$6.4 billion
- + **Toyota** retains title of world's most valuable car brand, brand value up 8% to US\$64.3 billion
- + **Mercedes-Benz** holds on to 2nd place, but German auto brands see brand values fall in this year's ranking
- + **Ferrari** defends world's strongest automobile brand title with elite AAA+ brand strength rating, whilst Porsche is named most valuable in luxury and premium segment
- + Japan's **Denso** tops the Brand Finance Auto Components 20 2022 ranking for 5th consecutive year, brand value US\$4.2 billion
- + **Michelin** is world's most valuable and strongest tyre brand for 5th year running, according to Brand Finance Tyres 15 2022 ranking, brand value US\$7.7 billion
- + **SIXT** named fastest-growing brand in Brand Finance Car Rental Services 10 2022 ranking, brand value up a remarkable 115%

Executive Summary.



Auto 100.



Tesla has been the fastest growing automobile brand over the course of the pandemic with astounding brand value growth of 271% in the last two years. The brand's impressive growth continued this year with its brand value up by 44% to US\$46.0 billion, which saw it move from 6th to 3rd in the Brand Finance Automobile 100 2022 ranking. Tesla was the only brand in the Top 10 of the ranking to see significant growth this year.

Every year, Brand Finance puts 5,000 of the biggest brands to the test, and publishes nearly 100 reports, ranking brands across all sectors and countries. The Brand Finance Automotive Industry 2022 report ranks the world's top 100 most valuable and strongest automobile brands, the top 20 auto component brands, the top 15 tyre brands and the top 10 car rental service brands.

Tesla's CEO, Elon Musk, has played a huge part in the growth of the brand with his charismatic, and at times controversial, behaviour keeping it firmly in the limelight. Tesla's transformation into a household name has seen other brands try to connect themselves to the brand to benefit from the Tesla effect.

2021 saw Tesla increase its footprint in China, to ensure it continues to compete in the booming Chinese market. It opened a new research and development centre, its

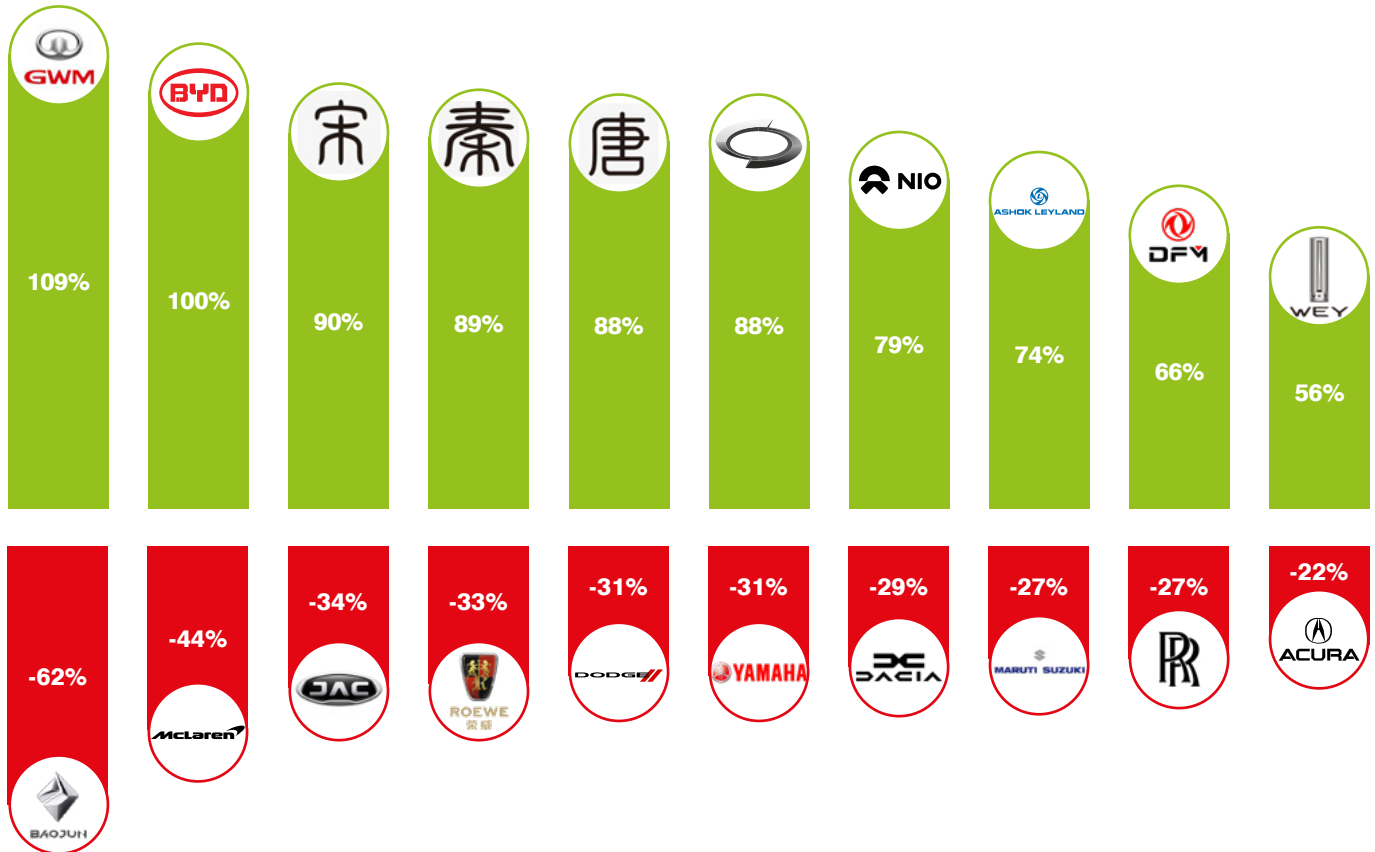
first outside of America, in addition to a data centre at its Gigafactory in Shanghai. The brand also built a second delivery centre in the city, which incorporates sales, test driving and delivery of Tesla vehicles. Looking to 2022, Tesla announced it would launch no new models this year due to the global chip shortage, as doing so would reduce its overall output. Instead, the brand will focus on its full self-driving software as well as scaling up its production capabilities.

A trend we expect to see within the automotive industry in the future is the growth of add-on and subscription services. Tesla is one of the brands at the forefront of this shift with its full self-driving software, which the brand estimates could eventually be worth more than the value of the car itself.

Alex Haigh
Valuation Director, Brand Finance

Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Electric revolution sees Chinese brands surge

Chinese brands account for eight of the top 10 fastest-growing brands in the Brand Finance Automobile 100 2022 ranking. The increasing popularity and adoption of electric vehicles in China has been a key driver behind the impressive growth for these brands, with China accounting for most electric vehicles sold globally. Several Chinese brands are looking to capitalise on the momentum by expanding their global footprints, with several of these brands launching in Europe in 2021.

While Tesla has seen the fastest growth over the past two years of the COVID-19 pandemic, **Great Wall** is the fastest-growing brand in the ranking this year, with its brand value increasing by an impressive 109% to US\$2.6 billion. As well as launching in Europe last year, Great Wall announced it will be launching nine electric vehicle models in Thailand over the next three years, where demand is expected to grow considerably. Great Wall plans to use Thailand as a base to launch its expansion into the ASEAN region.

The auto marque's CEO, Jianjun Wei, was also the top ranked automobile CEO in the Brand Finance Brand Guardianship Index 2022, which ranks the world's top 250 Chief Executives according to how well they manage and grow their company's brand, and placed 3rd overall across all industries.

BYD was the second fastest-growing brand in the automotive ranking with its brand value doubling to US\$6.4 billion, an increase which saw it overtake **Haval** (brand value up 55% to US\$6.1 billion) to become China's most valuable car brand. BYD, which specialises in electric vehicles, saw sales accelerating 232% in 2021 with 603,783 models sold – making it the best-selling new energy vehicle manufacturer in China for the ninth year.

Joining Great Wall and BYD in the Top 10 fastest-growing brands is **Song** (brand value up 90% to US\$1.7 billion), **Qin** (up 89% to US\$475 million), **Tang** (up 88% to US\$630 million), **NIO** (up 79% to US\$2.6 billion), **Dongfeng** (up 67% to US\$1.4 billion), and **WEY** (up 56% to US\$613 million).

The shift to electric vehicles has benefitted Chinese brands hugely. With traditional internal combustion engine technology China was playing catchup, but in the electric vehicle space many Chinese brands are at the forefront. BYD's newly unveiled Blade Battery is a prime example, and this will not only be used in BYD models, the brand has even been in talks to supply Tesla.

Alex Haigh

Valuation Director, Brand Finance

Toyota holds on to pole position as most valuable automobile brand

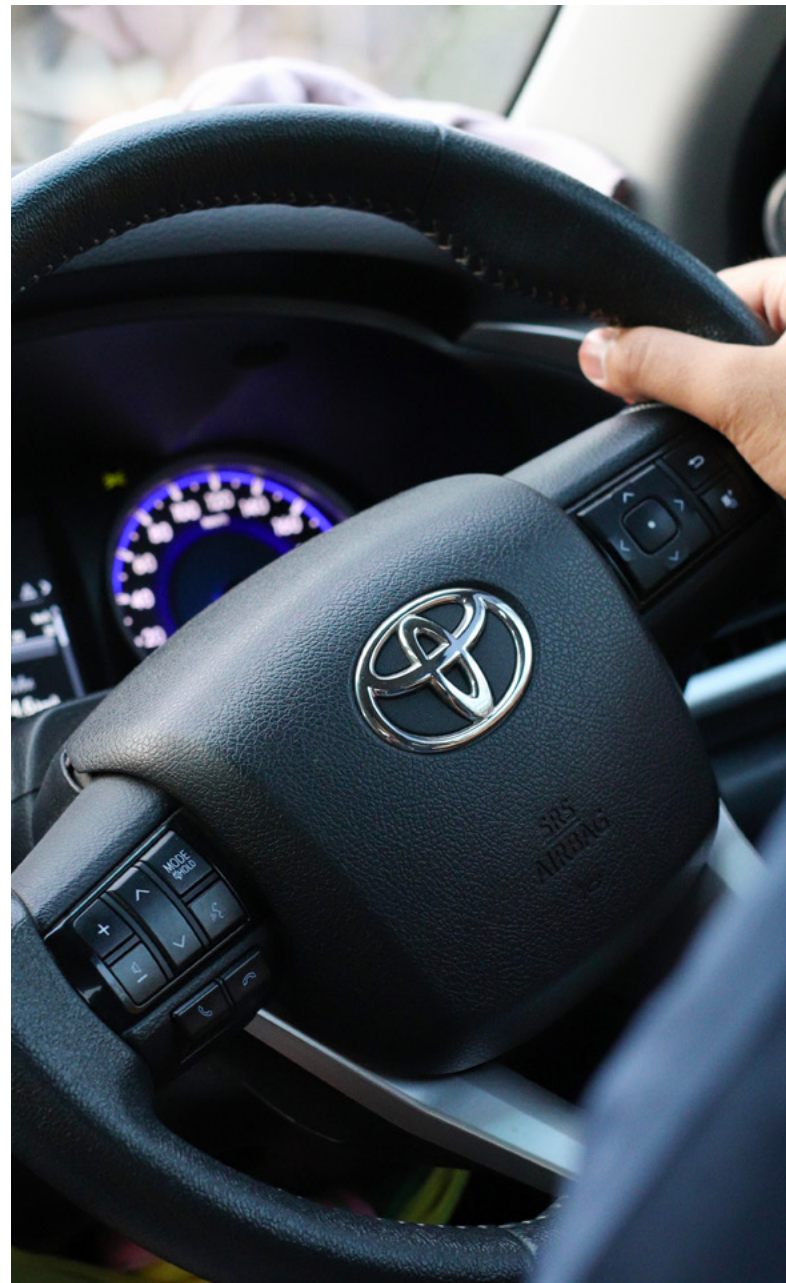
Although Chinese auto brands have seen impressive growth, Japan's **Toyota** has held on to the top spot in the Brand Finance Automobile 100 2022 ranking with a brand value of US\$64.3 billion.

Whilst the Japanese brand wasn't immune to the global chip shortage that ravaged the industry, Toyota was better placed than most to weather the storm thanks to its contingency stockpiling. The foresight allowed the brand to keep production levels high when others faltered and resulted in Toyota outselling General Motors in North America in Q1 2021 – the first time any brand has outsold General Motors in the region since 1998. Toyota remains the world's top-selling automaker, the only manufacturer selling over 10 million vehicles globally.

Toyota was one of the early adopters of hybrid technology, with its Prius model dominating the hybrid segment for years, but it has fallen behind in the increasingly competitive electric vehicle arena in recent years. To regain ground, last year it announced it would be investing US\$35 billion in electric vehicles, focusing on both battery technology and car development.

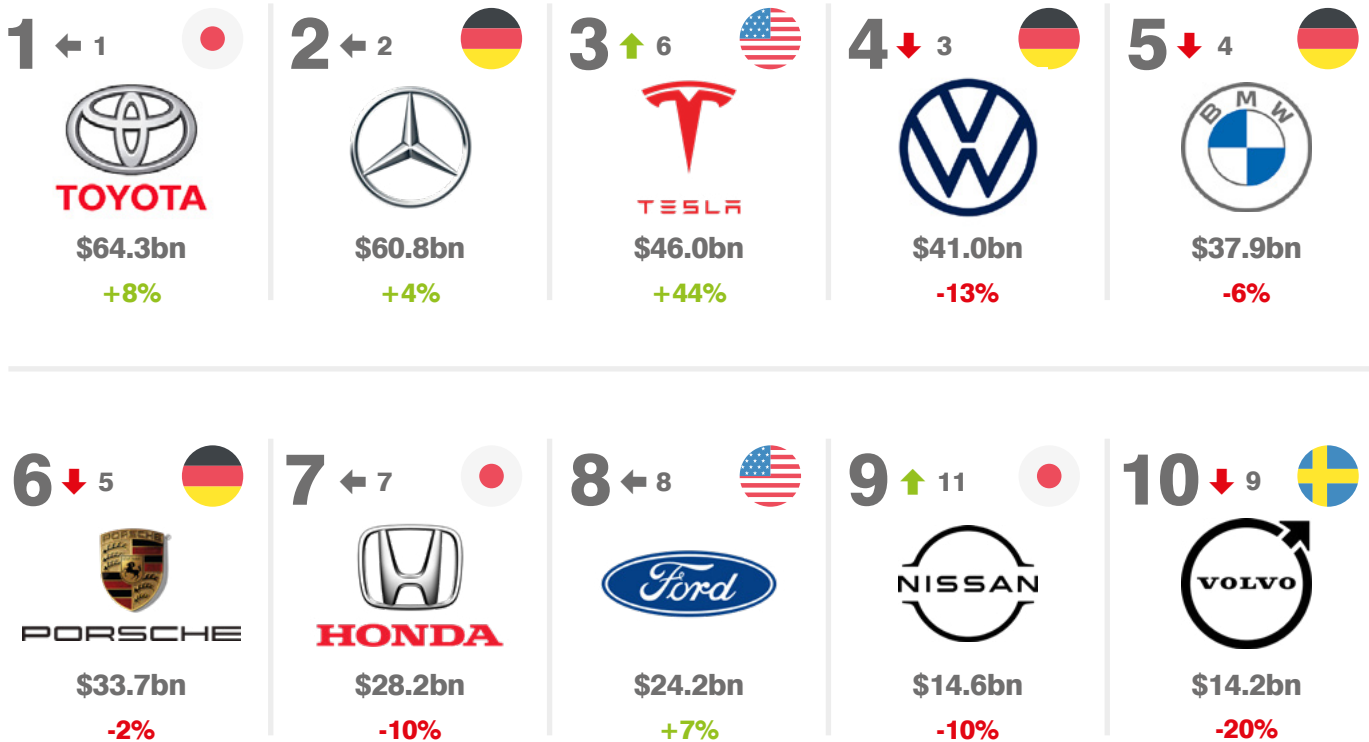
The investment forms part of Toyota's ambition to sell 3.5 million electric vehicles a year by 2030.

Fellow Japanese brands **Honda** (brand value US\$28.2 billion) and **Nissan** (US\$14.6 billion) join Toyota in the Top 10 of the ranking, though both brands saw a 10% decrease in brand value this year. Honda held onto its position in 7th, and despite the loss in brand value Nissan actually climbed two spots from 11th to 9th, as it fared better than Sweden's **Volvo** (down 20% to US\$14.2 billion) and Germany's **Audi** (down 20% to US\$13.8 billion).



Top 10 Most Valuable Auto Brands

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Mercedes-Benz remains most valuable European brand

Sitting behind Toyota, **Mercedes-Benz** remains the second most valuable brand in the ranking, and the most valuable European brand, with a 4% increase in brand value year-on-year to US\$60.7 billion. Amid challenging market conditions due to the pandemic and an industrywide semiconductor shortage, the brand prioritized electromobility and has seen great results from it. The German automobile giant confirmed that their electric vehicles sales saw a 90% increase this year.

In 2021, Mercedes-Benz launched the sixth generation of the C-class series with a new interior design and is planning to implement autonomous driving features. At the same time, an industry-wide trend to make a transition to electric vehicles and a sustainable approach to production and distribution is on the rise.





















A key development to strengthen the Mercedes-Benz brand is the rebrand of Daimler AG to

Mercedes-Benz Group AG. The focus of the rebrand is to enhance passenger cars and vans in the luxury segment. The strategic move to rebrand was to fulfil the brand's objective to focus on financial and mobility services by offering insurance and rental subscriptions and digital fleet management systems.

Other German brands did not fare so well in the ranking this year, with **Volkswagen** (brand value down 13% to US\$41.0 billion), **BMW** (brand value down 6% to US\$37.9 billion), and **Audi** (brand value down 20% to US\$13.8 billion) all seeing losses in brand value. With lockdowns, network contractions in production and the ongoing semiconductor shortage, the industry has been faced with many challenges. Apart from sector wide disruptions, the German automakers who were reliant on diesel-powered vehicles have had to deal with regulatory challenges and the transition to electric mobility and electric production methods, resulting in rolling back on production to meet industry trends.

Top 10 Strongest Auto Brands

© Brand Finance Plc 2022

1 ← 1   90.9 -3.0 AAA+	2 ↑ 3   87.0 +0.2 AAA	3 ↑ 8   85.1 +0.7 AAA	4 ↑ 9   84.8 +0.7 AAA	5 ↓ 2   84.4 -3.8 AAA-
6 ↑ 46   84.1 +9.2 AAA-	7 ↑ 15   84.0 +1.4 AAA-	8 ↑ 12   83.4 +0.2 AAA-	9 ↑ 18   82.8 +1.5 AAA-	10 ↑ 48   82.5 +7.6 AAA-

Porsche most valuable among luxury and premium, but Ferrari strongest across the whole table

Porsche is the most valuable luxury and premium automobile brand in the world with a brand value of US\$33.7 billion. The automobile giant celebrated the 50th anniversary of the iconic Porsche Design with a limited-edition sale of 750 cars to pay tribute to the iconic design by Ferdinand Alexander Porsche.

The brand's aim to transform into an agile company has led to leveraging digital transformation by enhancing online sales. To adapt to new formats of sale in the automobile sector, Porsche has invested in e-commerce for 100 markets globally to adopt an omnichannel strategy to connect digital services and retail sales.

While Porsche is the most valuable brand in the luxury and premium segment, Ferrari was named the strongest automobile brand in the world with a Brand Strength Index (BSI) score of 90.9 out

of 100 and a corresponding AAA+ rating. Apart from calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Certified by ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in more than 35 countries and across nearly 30 sectors.

2021 was Ferrari's best-ever year in terms of sales, with the company paying bonuses to all employees as a result, and the projected growth for 2022 remains high. The automotive brand's historic pursuit of controlled growth has helped to preserve its exclusivity within its sector, however, last year Ferrari expanded its target market to a younger demographic by launching a new high-end fashion line. The aim of creating a brand that can cater to Italian luxury lifestyle in the high-end category will help expand and strengthen its brand portfolio into new avenues, whilst enhancing brand awareness amongst the younger generation.



Brand Value by Country


















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Country	Brand Value (USD bn)	% of total	Number of Brands
Germany	194.5	31.8%	8
Japan	143.7	23.5%	14
United States	121.8	19.9%	19
China	44.5	7.3%	24
United Kingdom	24.6	4.0%	9
South Korea	20.0	3.3%	3
Other	62.0	10.1%	23
Total	611.1	100.0%	100

Top 10 Most Valuable Auto Portfolio Brands

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1 ← 1  VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small> \$102.5bn -9%	2 ← 2   TOYOTA \$80.0bn +6%	3 ← 3   \$70.7bn +4%	4 ← 4   \$43.1bn -4%	5 ← 5   \$29.6bn -11%
6 ← 6   \$27.1bn +10%	7 ← 7   \$26.9bn +10%	8 ↑ 9   吉利汽车 GEELY AUTO \$22.9bn -10%	9 ↓ 8  STELLANTIS \$21.3bn +11%	10 ← 10  NISSAN MOTOR CORPORATION \$15.1bn -11%



Auto 100.

Top 100 most valuable auto brands 1-50

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Toyota	Japan	\$64,283	+8.1%	\$59,479	AAA	AAA
2	2	←	Mercedes-Benz	Germany	\$60,760	+4.4%	\$58,225	AAA-	AAA-
3	6	↑	Tesla	United States	\$46,010	+43.8%	\$31,986	AA+	AA+
4	3	↓	Volkswagen	Germany	\$41,046	-12.7%	\$47,020	AAA-	AAA-
5	4	↓	BMW	Germany	\$37,945	-6.2%	\$40,447	AAA-	AAA-
6	5	↓	Porsche	Germany	\$33,713	-1.8%	\$34,326	AAA	AAA-
7	7	←	Honda	Japan	\$28,243	-10.0%	\$31,366	AAA-	AAA
8	8	←	Ford	United States	\$24,178	+6.6%	\$22,676	AA+	AA+
9	11	↑	Nissan	Japan	\$14,577	-10.2%	\$16,240	AA+	AA+
10	9	↓	Volvo	Sweden	\$14,178	-20.1%	\$17,750	AA	AA+
11	10	↓	Audi	Germany					
12	13	↑	Hyundai	South Korea					
13	12	↓	Chevrolet	United States					
14	16	↑	Lexus	Japan					
15	18	↑	Land Rover	United Kingdom					
16	14	↓	Renault	France					
17	15	↓	Ferrari	Italy					
18	17	↓	Subaru	Japan					
19	29	↑	BYD	China					
20	24	↑	Haval	China					
21	23	↑	Cadillac	United States					
22	20	↓	Kia	South Korea					
23	19	↓	Jeep	United States					
24	22	↓	BUICK	United States					
25	21	↓	Geely	China					
26	25	↓	Suzuki	Japan					
27	33	↑	GMC	United States					
28	39	↑	MINI	United Kingdom					
29	30	↑	Polaris	United States					
30	38	↑	RAM Trucks	United States					
31	26	↓	Skoda	Germany					
32	37	↑	Isuzu	Japan					
33	32	↓	Scania	Sweden					
34	28	↓	Mazda	Japan					
35	27	↓	Peugeot	France					
36	-	New	LI AUTO	China					
37	48	↑	Lincoln	United States					
38	40	↑	Jaguar	United Kingdom					
39	56	↑	NIO	China					
40	63	↑	Great Wall	China					
41	42	↑	Hino	Japan					
42	44	↑	Bentley	United Kingdom					
43	49	↑	Bajaj Auto	India					
44	36	↓	Mahindra	India					
45	31	↓	Maruti Suzuki	India					
46	-	New	Xpeng	China					
47	35	↓	MAN	Germany					
48	53	↑	Hero	India					
49	34	↓	Daihatsu	Japan					
50	43	↓	Fiat	Italy					

Top 100 most valuable auto brands 51-100

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
51	45	↓	Lamborghini	Italy	🔒	🔒	🔒	🔒	🔒
52	54	↑	Iveco	Italy	🔒	🔒	🔒	🔒	🔒
53	55	↑	Opel	Germany	🔒	🔒	🔒	🔒	🔒
54	-	New	FIKER	United States	🔒	🔒	🔒	🔒	🔒
55	64	↑	Foton	China	🔒	🔒	🔒	🔒	🔒
56	-	New	Jiefang	China	🔒	🔒	🔒	🔒	🔒
57	73	↑	Song	China	🔒	🔒	🔒	🔒	🔒
58	51	↓	Harley-Davidson	United States	🔒	🔒	🔒	🔒	🔒
59	46	↓	Citroën	France	🔒	🔒	🔒	🔒	🔒
60	47	↓	Rolls- Royce	United Kingdom	🔒	🔒	🔒	🔒	🔒
61	74	↑	Dongfeng	China	🔒	🔒	🔒	🔒	🔒
62	50	↓	Acura	Japan	🔒	🔒	🔒	🔒	🔒
63	41	↓	McLaren	United Kingdom	🔒	🔒	🔒	🔒	🔒
64	71	↑	Changan	China	🔒	🔒	🔒	🔒	🔒
65	65	←	Kenworth	United States	🔒	🔒	🔒	🔒	🔒
66	67	↑	Maserati	Italy	🔒	🔒	🔒	🔒	🔒
67	52	↓	Yamaha	Japan	🔒	🔒	🔒	🔒	🔒
68	58	↓	Seat	Spain	🔒	🔒	🔒	🔒	🔒
69	66	↓	Tata Motors	United Kingdom	🔒	🔒	🔒	🔒	🔒
70	60	↓	Aston Martin	United Kingdom	🔒	🔒	🔒	🔒	🔒
71	69	↓	Sinotruk	China	🔒	🔒	🔒	🔒	🔒
72	72	←	Peterbilt	United States	🔒	🔒	🔒	🔒	🔒
73	57	↓	JAC Motors	China	🔒	🔒	🔒	🔒	🔒
74	76	↑	Yutong	China	🔒	🔒	🔒	🔒	🔒
75	62	↓	Dacia	Romania	🔒	🔒	🔒	🔒	🔒
76	59	↓	Dodge	United States	🔒	🔒	🔒	🔒	🔒
77	75	↓	KTM	Austria	🔒	🔒	🔒	🔒	🔒
78	68	↓	Wuling	China	🔒	🔒	🔒	🔒	🔒
79	81	↑	DAF	Netherlands	🔒	🔒	🔒	🔒	🔒
80	61	↓	Roewe	China	🔒	🔒	🔒	🔒	🔒
81	89	↑	Ashok Leyland	India	🔒	🔒	🔒	🔒	🔒
82	77	↓	GAC	China	🔒	🔒	🔒	🔒	🔒
83	78	↓	Vauxhall	United Kingdom	🔒	🔒	🔒	🔒	🔒
84	83	↓	TVS	India	🔒	🔒	🔒	🔒	🔒
85	79	↓	Oshkosh	United States	🔒	🔒	🔒	🔒	🔒
86	88	↑	Paccar	United States	🔒	🔒	🔒	🔒	🔒
87	87	←	Royal Enfield	India	🔒	🔒	🔒	🔒	🔒
88	100	↑	Tang	China	🔒	🔒	🔒	🔒	🔒
89	92	↑	WEY	China	🔒	🔒	🔒	🔒	🔒
90	84	↓	Mack	United States	🔒	🔒	🔒	🔒	🔒
91	80	↓	Infiniti	Japan	🔒	🔒	🔒	🔒	🔒
92	93	↑	Yulon	China	🔒	🔒	🔒	🔒	🔒
93	82	↓	MG	China	🔒	🔒	🔒	🔒	🔒
94	86	↓	Lada	Russia	🔒	🔒	🔒	🔒	🔒
95	-	New	Qin	China	🔒	🔒	🔒	🔒	🔒
96	91	↓	Piaggio	Italy	🔒	🔒	🔒	🔒	🔒
97	-	New	Renault Samsung	South Korea	🔒	🔒	🔒	🔒	🔒
98	94	↓	UD Trucks	Japan	🔒	🔒	🔒	🔒	🔒
99	70	↓	Baojun	China	🔒	🔒	🔒	🔒	🔒
100	-	New	ELMS	United States	🔒	🔒	🔒	🔒	🔒

Auto Components 20.



Car sales picked up following the loosening of lockdown restrictions, and auto component brands saw demand rise in turn. It has been far from clear sailing for the industry with the global chip shortage disrupting production, but the overall outlook is positive, evidenced by the vast majority of brands in the Brand Finance Auto Components 20 ranking seeing good growth.

Denso has retained the title of most valuable auto components brand in the world for the 5th consecutive year, with brand value up 12% to US\$4.2 billion. The brand continued to play its part in combatting the COVID-19 pandemic, creating respirator components in collaboration with Ford, as well as hosting over 50 vaccination clinics for employees across North America. Looking forward, the ever-increasing adoption of hybrid and electric vehicles is good news for Denso, which has over two decades worth of experience in the manufacturing of hybrid car parts.

The highest-ranking new entrant is Japan's **Aisin**, claiming 7th place with a brand value of US\$2.1 billion. The brand successfully rolled out a re-brand in 2021, updating its corporate branding, logo and packaging – which now contain anti-counterfeiting measures to protect its brand from impersonation. Aisin also completed work on a US\$400 million manufacturing facility in Texas which will allow it to increase its production of both automatic and hybrid transmissions.

Valeo has overtaken **NAPA** to become the strongest auto components brand in the ranking, with a BSI score of 67.8 out of 100. **Valeo** secured a US\$727 million finance package from the European Investment







Bank to support its R&D into electrification and improvement of vehicle energy efficiency, which forms part of the brand's commitment to achieve carbon neutrality across its entire value chain by 2050.

The shift towards electric vehicles has presented the auto component sector with a big challenge, due to the different requirements for parts when compared to internal combustion engines. However, the components required for electric vehicles are more value-adding and will increase the overall value share of components in the manufacturing process, so those that make the proper investment will stand themselves in great stead to see growth over the coming years.

Alex Haigh
Valuation Director at Brand Finance

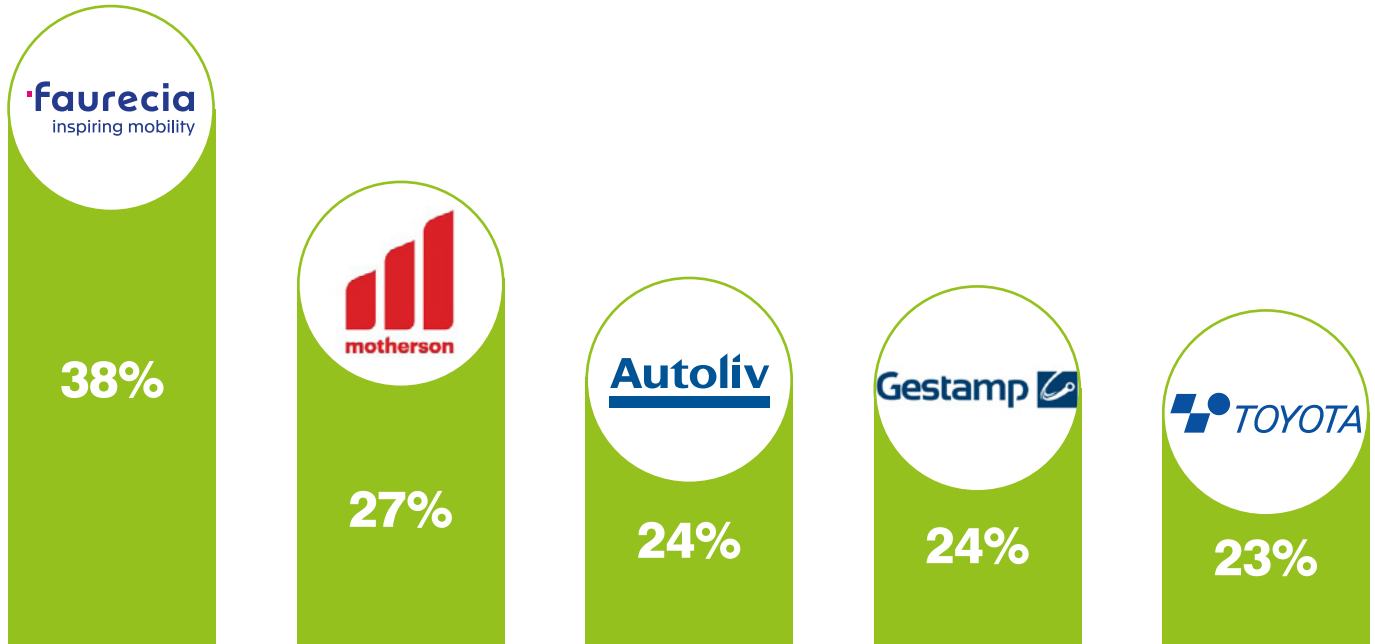
Top 20 Most Valuable Auto Components Brands

© Brand Finance Plc 2022

1 ← 1  DENSO \$4.2bn +12%	2 ← 2  HYUNDAI MOBIS \$3.7bn +13%	3 ← 3  MAGNA \$2.8bn +16%	4 ← 4   SUMITOMO ELECTRIC \$2.4bn +5%	5 ← 5  Valeo \$2.3bn +11%
6 ← 6   TOYOTA \$2.2bn +23%	7 NEW  AISIN \$2.1bn -	8 ↓ 7  faurecia inspiring mobility \$2.0bn +38%	9 NEW   LEAR CORPORATION \$2.0bn -	10 NEW  HASCO Enabling with System. \$1.8bn -
11 ↓ 8  SCHAEFFLER \$1.4bn +13%	12 ↓ 10  • A P T I V • \$1.2bn +15%	13 ↓ 11  Autoliv \$0.9bn +24%	14 ↓ 9   MARELLI \$0.9bn -21%	15 ↓ 13   KNOW HOW \$0.7bn +19%
16 ↓ 12   均胜电子 JOYSON ELECTRONICS \$0.7bn +8%	17 ↓ 15  Gestamp  \$0.7bn +24%	18 ↓ 14   \$0.7bn +15%	19 NEW  Koito \$0.5bn -	20 ↓ 17   motherson \$0.5bn +27%

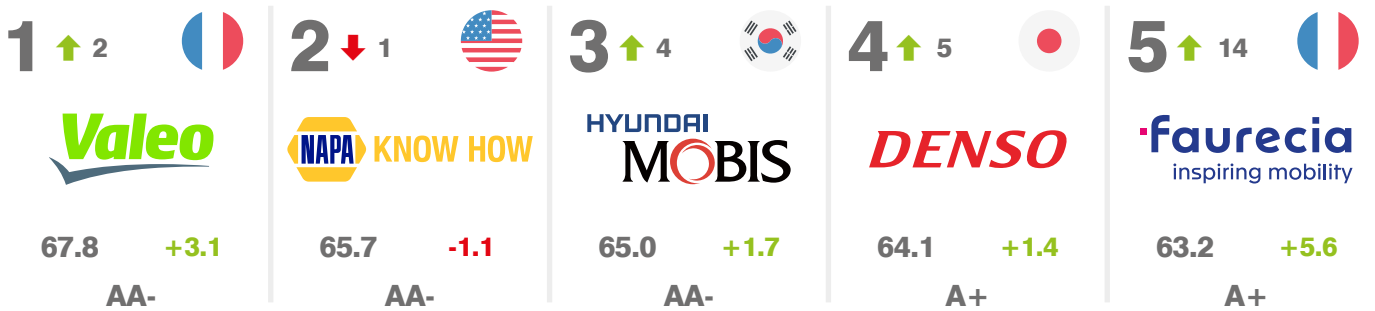
Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Top 5 Strongest Auto Components Brands

© Brand Finance Plc 2022





Brand Value by Country

© Brand Finance Plc 2022



Country	Brand Value (USD bn)	% of total	Number of Brands
Japan	11.5	34.1%	5
France	4.3	12.7%	2
South Korea	3.7	11.0%	1
Canada	2.8	8.3%	1
United States	2.7	8.0%	2
China	2.5	7.3%	2
Other	6.3	18.5%	7
Total	33.9	100.0%	20

Tyres 15.



As the world opened back up and travel increased throughout 2021 the tyre sector regained traction, with almost every brand in the Brand Finance Tyres 15 ranking now more valuable than they were pre-pandemic.

Michelin has retained the title of the world's most valuable and strongest tyres brand, with a brand value of US\$7.7 billion and a brand strength index score of 85.8 out of 100.

Despite continued disruption within the industry, Michelin saw a 15.6% year-on-year increase in consolidated sales in the first nine months of 2021 and exceeded expectations in the third quarter of the year thanks to a rebound in demand for tyres for agricultural machinery. The brand also announced an extension of its partnership with the MotoGP World Championship, remaining the exclusive tyre supplier for the competition until 2026.

Aware of its environmental responsibility, Michelin has committed to manufacture all of its tyres from bio-sourced or recycled materials by 2050. It took a stride towards this ambitious objective last year when it teamed up with biochemistry company Carbios to create a high tenacity tyre fibre out of plastic bottles. It also teamed up with **Bridgestone**, which sits 2nd in the ranking with a brand value of US\$7.1 billion, to improve sustainability in the industry through increasing the

amount of recovered carbon black material used in both brands' tyres.































Yokohama is the fastest growing brand in the Brand Finance Tyres 10 ranking, with its brand value increasing by 47% to US\$1.2 billion. The Japanese brand had a strong year in terms of sales, but performed particularly well in agricultural machinery, industrial machinery, and off-highway segments.

Michelin has performed well over the course of the pandemic and has put a little bit of distance between itself and 2nd placed Bridgestone. Michelin's long history of innovation and reputation for quality has continued to pay dividends through one of the most disruptive economic periods on record.

Alex Haigh
Valuation Director, Brand Finance

Top 15 Most Valuable Tyres Brands

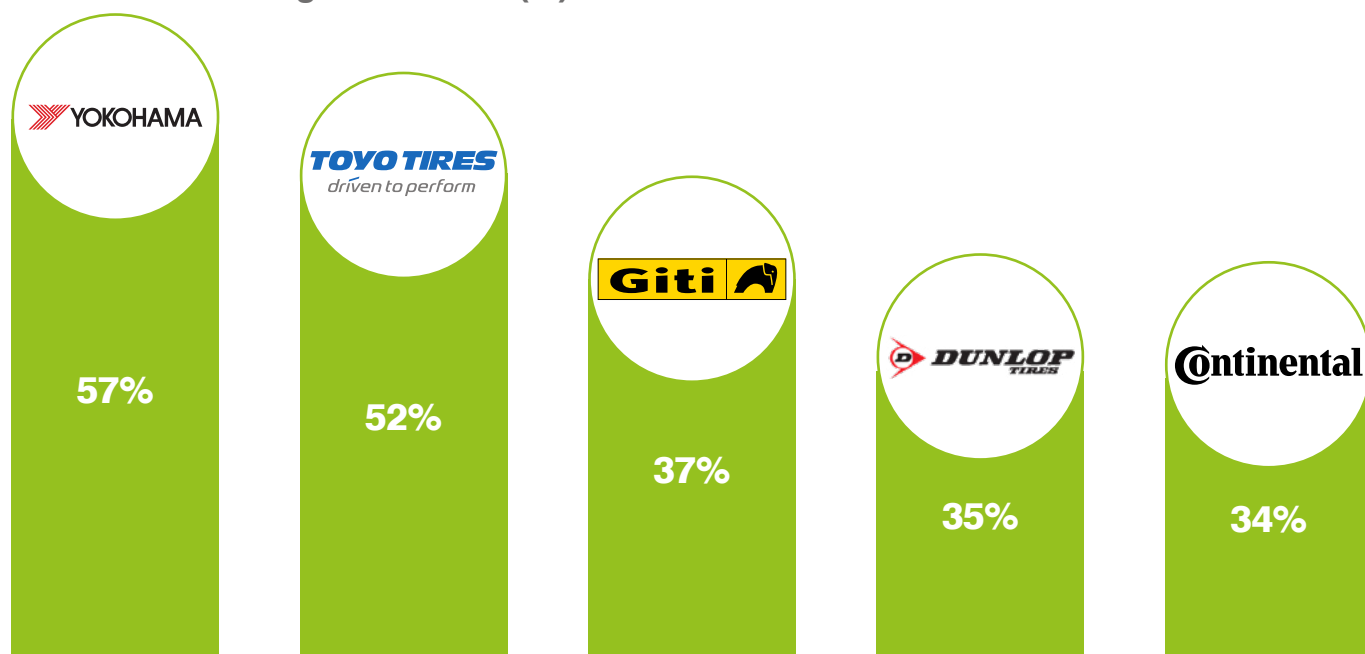
© Brand Finance Plc 2022

1 ← 1   \$7.7bn +13%	2 ← 2   \$7.1bn +4%	3 ← 3   \$4.3bn +34%	4 ← 4   \$2.5bn +35%	5 ← 5   \$2.3bn +32%
6 ← 6   \$1.5bn +21%	7 ← 7   \$1.5bn +33%	8 ← 8   \$1.2bn +57%	9 NEW   \$0.9bn +52%	10 NEW   \$0.8bn +37%
11 ↓ 10   \$0.7bn +2%	12 NEW   \$0.7bn +12%	13 NEW   \$0.7bn +32%	14 NEW   \$0.7bn +56%	15 NEW   \$0.6bn +51%



Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Top 5 Strongest Tyres Brands

© Brand Finance Plc 2022





Brand Value by Country

© Brand Finance Plc 2022



Country	Brand Value (USD bn)	% of total	Number of Brands
Japan	9.2	27.8%	3
France	7.7	23.4%	1
United States	5.4	16.5%	3
Germany	4.3	12.8%	1
China	2.2	6.6%	3
Italy	1.5	4.5%	1
South Korea	1.5	4.4%	1
India	1.3	4.0%	2
Total	33.1	100.0%	15

Car Rental Services 10.



The car rental brands have gained momentum in 2021 after a steep decline in brand value at the start of the pandemic. As the demand for vehicle hires increases, brands in this industry are presented with the opportunity to innovate and capture a high market share. For instance, car rental brands now provide customers with various options such as luxury cars, electric vehicles (EV) and digital service options. Catering to market trends, car rental companies are increasing an emphasis for a green fleet by providing hybrid vehicles that use renewable fuel to reduce carbon emissions.

Enterprise has retained the position of the world's most valuable car rental brand with a brand value of US\$7.1 billion with a 6% increase in brand value over the year. Despite COVID-induced travel restrictions, the brand has performed well by launching new mobility hubs and undertaking fleet electrification, but it remains below its pre-pandemic brand value of US\$7.4 billion.





















Fellow American car rental brand **Hertz** sits 2nd in the ranking, its brand value growing by 48% to US\$7.1 billion. Despite a 25% drop in brand value last year, the brand is rebounding and gaining stability. The car rental company's re-emergence from bankruptcy was a result of a restructure and reorganisation of expenses. Hertz's remarkable recovery is a sign that strategic investments made to upgrade business operations towards digital transformation and building an electric vehicle rental fleet is paying off.

The car rental brands have been faced with several roadblocks this year including travel restrictions and shortages caused by the global supply chain crisis. They have emerged strong after the removal of strict travel guidelines and are well equipped to meet customer demands internationally. A number of brands have grown their fleet sizes, expanded into new markets, and are offering sustainable alternatives to meet market demand.

Alex Haigh
Valuation Director, Brand Finance

Top 10 Most Valuable Car Rental Services Brands

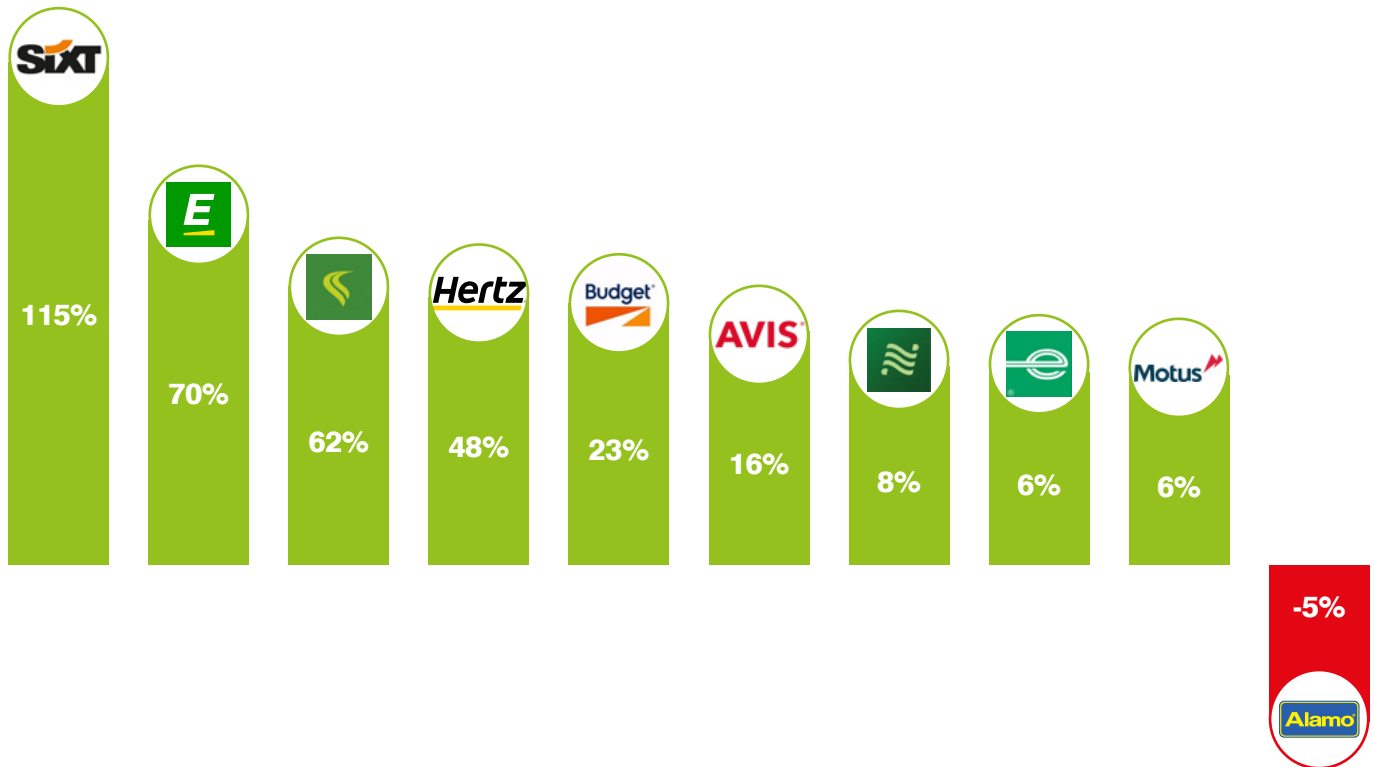
© Brand Finance Plc 2022

1 <small>← 1</small>   \$7.1bn +6%	2 <small>← 2</small>   \$2.9bn +48%	3 <small>← 3</small>   \$1.8bn +16%	4 <small>↑ 5</small>   \$1.3bn +70%	5 <small>↑ 8</small>   \$1.3bn +115%
6 <small>↓ 4</small>   \$1.1bn +23%	7 <small>↓ 6</small>   \$0.8bn +8%	8 <small>↓ 7</small>   \$0.6bn -5%	9 <small>← 9</small>   \$0.6bn +6%	10 <small>NEW</small>   \$0.6bn +62%



Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



SIXT is the world's fastest-growing car rental brand of 2022 with a 115% increase in brand value over the year to US\$1.3 billion. This year's increase is the continuation of an impressive growth trend for SIXT, which has seen its brand value increase 265% over the past five years. The brand has built a strong international growth strategy, expanding rapidly in the United States and entering new markets, such as Australia.

With the goal of strengthening affinity with customers, SIXT has also launched the unique platform ONE and the SIXT app, offering a broad variety of mobility at a fingertip. It combines core services such as car rental and ride hailing in a convenient way.

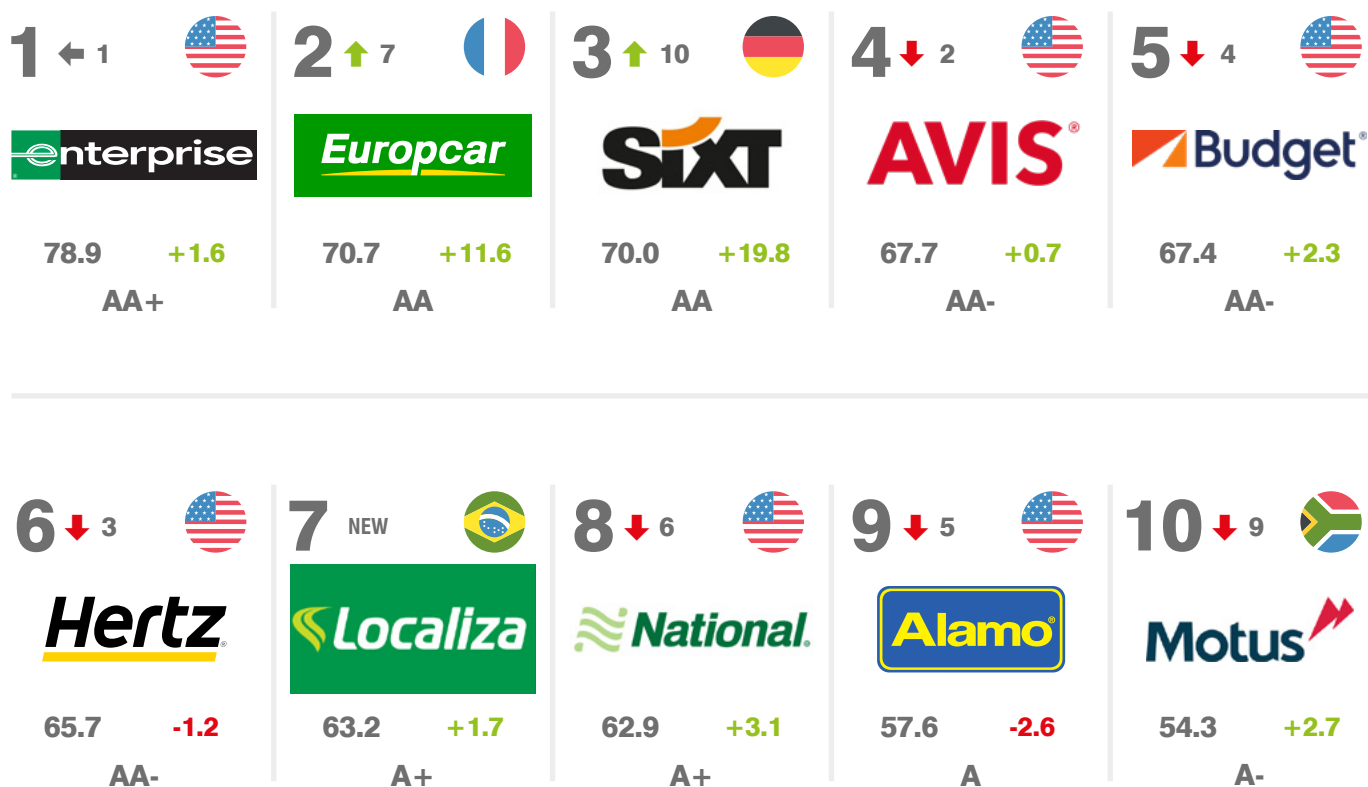
To meet market demands for electromobility – another major trend in the automotive industry – SIXT is enlarging its electric vehicle fleet worldwide and investing heavily in its charging infrastructure. A major innovation milestone by the brand is the launch of robotaxis in Munich, in partnership with tech giant Intel's subsidiary company Mobileye. The robotaxis will support driverless ride-hailing operations in a bid to build an integrated self-driving system.

SIXT's brand value has recorded an incredible rate of growth of 265% over the past 5 years, becoming one of the top brands in the Brand Finance Car Rental Services 10 2022 ranking. Its strategy of international expansion, coupled with fostering strategic partnerships across the automobile, technology, and hospitality sectors, as well as the introduction of new subscription models, is paying clear dividends.

David Haigh
CEO & Chairman, Brand Finance

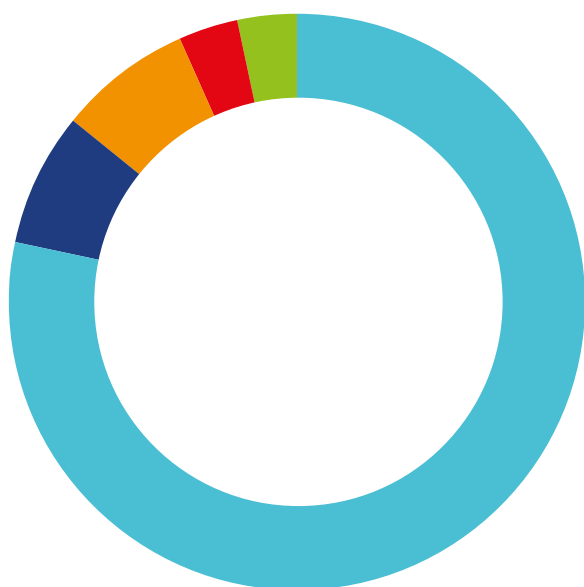
Top 10 Strongest Car Rental Services Brands

© Brand Finance Plc 2022



Brand Value by Country

© Brand Finance Plc 2022



Country	Brand Value (USD bn)	% of total	Number of Brands
United States	14.3	78.6%	6
France	1.3	7.4%	1
Germany	1.3	7.4%	1
South Africa	0.6	3.3%	1
Brazil	0.6	3.3%	1
Total	18.2	100.0%	10

Brand Spotlights.



BYD.



Rank

Brand Value

19 ↑

US\$6.4bn

Rank

Brand Strength

53 ↓

73.2



Brand Finance®
Awards

**TOP 2
FASTEST-GROWING
AUTOMOBILES
BRAND**

Feature.

BYD entered Brand Finance's Global 500 for the first time in 2010, with a brand value of \$2.1 billion US dollars, ranking 469th. In 2021, BYD Auto became the first Chinese brand to achieve the milestone of launching 1 million new energy vehicles. In addition, BYD has topped the annual sales of new energy vehicles in China, achieving 603,783 units. It is the ninth year that BYD has occupied this place in China.

BYD is a multinational corporation that focuses on four major industries, covering automobiles, rail transit, new energy, and electronics. Thanks to its 35,000 research and development engineers and 22,000 authorized global patents, BYD has successively launched the blade battery, the DM-i technology platform, the e-platform 3.0, and other

groundbreaking technologies. BYD has always led global green travel, and kept practicing its brand proposition, which is technology, green and future, with the aim of 'cooling the earth by 1°C'.

Meanwhile, BYD is accelerating its own global strategy. BYD owns 6 overseas production headquarters and continues to provide new energy solutions locally. Until now, BYD's new energy vehicles operate in more than 300 cities in 50 countries and regions globally. In total, BYD has delivered more than 70,000 units worldwide for all types of pure electric buses. In Europe, BYD accounts for 20% of the market share of electric buses, making it the top manufacturer. In addition, BYD's overseas electric passenger vehicle business has been promoted progressively since 2021.





Rank	Brand Value
10 NEW	US\$0.8bn



**Brand Finance®
Awards**

**TOP 10
MOST VALUABLE
TYRES BRAND**

Feature.

Giti is a multinational tyre company with 70 years of industry experience and is one of the largest tyre manufacturers in the world. Giti offers products for various types of vehicles such as cars, SUVs, off-road vehicles, racing cars, light trucks, light buses, trucks and buses. Giti is accelerating its global expansion strategy and laying out its global green manufacturing and production with 6 world-class green tyre manufacturing factories in three major production countries, namely China, Indonesia and the United States; offices operated in 12 countries; over 30,000 employees around the world; more than 70,000 sales outlets in more than 130 countries; and more than 260 passenger car models and 375 truck models supported worldwide. This makes Giti's products and services remarkably available.

Giti positions itself as a forward-looking brand that is adaptable and diversified to market needs. With the rapid development of digitisation, Giti keeps pace with the times to actively seek digital development and optimise its digital service, including the cutting-edge global integrated R&D platform (AdvanZtech), the new global website, the expanded B2B ordering platform, and advanced mobility solutions for all customers. With its flexible digital thinking model, Giti works with its partners and customers to successfully overcome the difficulties brought about by the pandemic, securing a favourable position for continuous growth, and continuously growing as a leader in the tyre and technology sectors.

Giti always keeps in mind its social responsibility and achieves the goal of energy conservation and emission reduction through innovative production processes. The production of RFID smart tyres alleviates the environmental impact of tyres throughout their life cycle, and truck and bus tyres have even passed the SmartWay certification by the U.S. Environmental Protection Agency. Furthermore, Giti is investing heavily in minimising emissions and waste, recycling materials wherever possible, improving the environment through sustainable development, and further expanding its commitment to sustainable and environmentally friendly growth through its partnership with the P4G (Partnering for Green Growth) Summit, a leading organisation. Giti keeps on strengthening its cooperation with Conservation International (CI) to pay attention to ecological environmental protection in an all-round manner, having been implementing its

forest conservation program to make its best efforts for environmental protection. Over the past 20 years, Giti has funded the Sloan School of Management, MIT to launch International Master of Business Administration (IMBA) courses in cooperation with Fudan University, Tsinghua University and Lingnan University to actively boost the development and dissemination of educational resources. During the past two years of the epidemic, Giti launched several initiatives to support the community and joined new cooperative organisations. As the world emerges from the pandemic and prepares for the new digital world, Giti is confident of successfully seizing the opportunities for growth in the next few years. Giti fulfills its original aspiration and does its best to always fulfill its social responsibility, having been committed to implementing its strategies and actions for sustainable development.



SIXT.



Rank

Brand Value

5



US\$1.3bn

Rank

Brand Strength

3



70.0



Brand Finance®
Awards

**FASTEST-GROWING
CAR RENTAL
SERVICES BRAND**

Interview with Robin Ruschke.



Robin Ruschke

Senior Vice President
Global Brand Strategy
& Communications,
Sixt SE

Your brand records the world's fastest-growing brand value in your sector boasting brand value by 265% since 2017 and achieving a brand value of €1.16bn. How do you explain this significant growth and competitive position?

The massive increase by a factor of more than three in the SIXT brand value over the last five years and the fact that we are growing on average five times faster than the competition are impressive results of the strategic growth measures we have implemented in recent years. By this, I mean the successful internationalisation and consistent digitalisation of our products and services. The measures include the game-changing launch of our ONE platform, making all our services available at a fingertip in the SIXT app. But also anti-cyclical investments like expanding our US branch network during the crisis and the successful international roll-out of the car subscription model SIXT+ have really paid off well for us.

Despite the COVID-19 pandemic, which was one of the greatest challenges the company has ever faced, we not only grew massively over the last five years, but also managed to increase the brand value during the pandemic in 2021. There is a great quote from former Formula 1 driver Ayrton Senna, stating that "one cannot overtake 15 cars in sunny weather, but one can when it's raining." In a way, this is also true for our success: We quickly stopped complaining about the crisis, started to see it as an opportunity and went on the offensive. As a result, 2021 was a record year, not just in terms of financials but also brand value.

SIXT is transforming quickly from a car rental company to a globally active mobility solution provider. What are the key challenges in this process and how important is the brand in this space, which includes an even greater number of competitors?

SIXT offers people mobility solutions wherever, whenever, and as long as they desire. Whether it's car or e-scooter sharing for a few minutes, a holiday rental car for a few days or a car subscription for a few months. SIXT is not a producer of cars, but a provider of cars and mobility solutions – all consolidated in the SIXT app. We want to make it as easy and exciting as possible for our customers to enjoy their ride.

SIXT has a very high brand awareness and is as well-known as George Clooney in Germany. This brand awareness is a great achievement. But it also means we had to make sure that customers do not only associate SIXT with car rental, but also with all the other great services we offer. Here, branding and broadly communicating our services has helped us tremendously.

The role of the brand is particularly important in today's highly competitive world and its information overload. The brand works as an anchor, creates an emotional bond, trust and most importantly loyalty. Our ultimate brand goal is to turn our customers into fans of SIXT.

SIXT has always been known for its strong customer focus. Nevertheless, the current pandemic years are impacting many industries and changing customer behaviour and attitudes. What have you learned over the last two years and how important is digitalisation to generating the brand experience and staying tuned with your customers?

The pandemic has posed significant challenges for the industry and further increased the need for flexible and individual mobility solutions. One thing is clear though: people want to travel and be mobile.

Digital hangouts and virtual calls have proven to be great additions to communicating during the pandemic, but I doubt whether they will ever be able to fully substitute personal encounters. And convenient mobility solutions are needed for those. Whether it is self-driven mobility such as car rental, car sharing or being-driven mobility in the form of ride services and – in the very near future – autonomous driving services. We offer all this through one single app, the SIXT app. We believe that simplicity is the new premium.

The last two years have taught all of us that flexibility is key. And this flexibility has also become increasingly more important when choosing mobility.

That is why we started our car subscription SIXT+ during the pandemic. No high upfront payments, no long waiting times and an all-inclusive price for a car of your choice for exactly how long you want it. Such flexible car subscriptions offer many benefits over car ownership. With this newest addition to the product portfolio, we make a unique combination available on our digital ONE platform. We allow for SIXT's offers to be combined with the services of other well-known cooperation partners. This gives customers worldwide access to a fleet of more than 200,000 vehicles, the services of 1,500 cooperation partners and around 1.5 million drivers.





Insights.

2022 Auto Brand Trends.



Alex Haigh

Valuation Director,
Brand Finance

2022 Automotive Industry Trends: Doubling Down on Electric and Connected Cars

- + All sub-sectors within the industry are rebounding from the pandemic
- + Demand is growing but the costs of transition to EV are significant
- + Despite OEM brands needing to carefully update their positioning for the EV revolution, marketing spend is falling
- + Online sales continue to offer a route to improve brand experience
- + Summary brand scorecards needed more than ever

What has been happening to the industry?

As 2022 begins, the automotive industry is continuing to see huge changes in business models as the pace of electrification rises and advances in connectivity technology continue.

These changes are giving rise to intense competition that is undermining existing brand strategies, and have given rise to huge new opportunities for both existing Original Equipment Manufacturers (OEM) and new brands alike.

The changing landscape is evidenced by seven new entrants in the Top 100 this year, compared to only two last year, and the impressive growth from recently launched brands. These new starters are racing up the ranking in terms of value, while more established brands have seen more subdued growth.

The combined pressures of evolving mobility, changing drivetrain and model type requirements, a shifting customer and regulatory landscape, and new technology requirements are all creating an inflexion point for the industry, and the brands within it.

However, the industry has shown resilience with both sales and values increasing. Innovation is continuing at a strong pace, investment in new capacity, particularly for electric vehicles (EVs), is soaring, and customer demand is increasing. Despite the pressures, the outlook for the industry is positive.

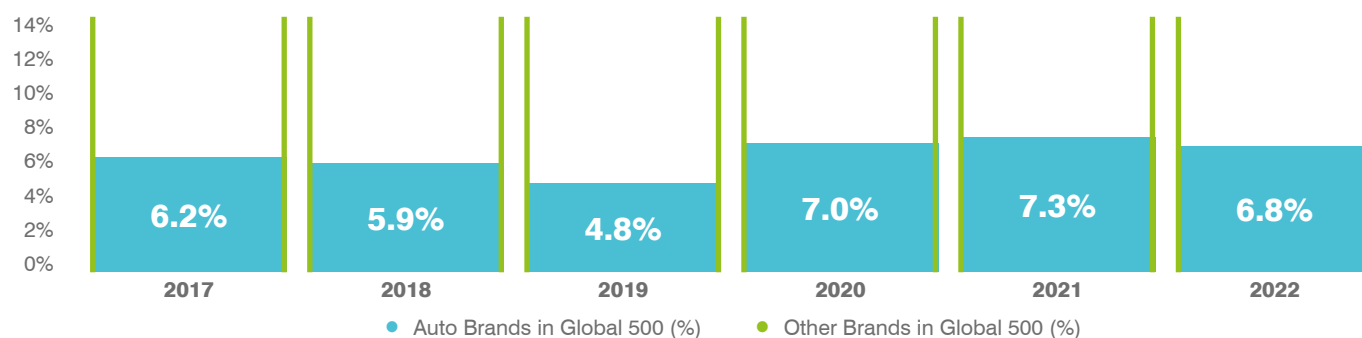
2021/22: Recovering from the pandemic

Overall, the automotive industry is recovering from the effects of the pandemic. Growth in savings as well as sustained relatively low interest rates have pushed up demand for all types of goods – cars included.

As a result, according to Euromonitor, unit sales volumes in 2022 are expected to be around 78 million units (+10% on 2021, which is itself up 10% on 2020), beating the pre-pandemic 2019 levels. Profits also rose on average across OEMs this year, with many making record numbers.

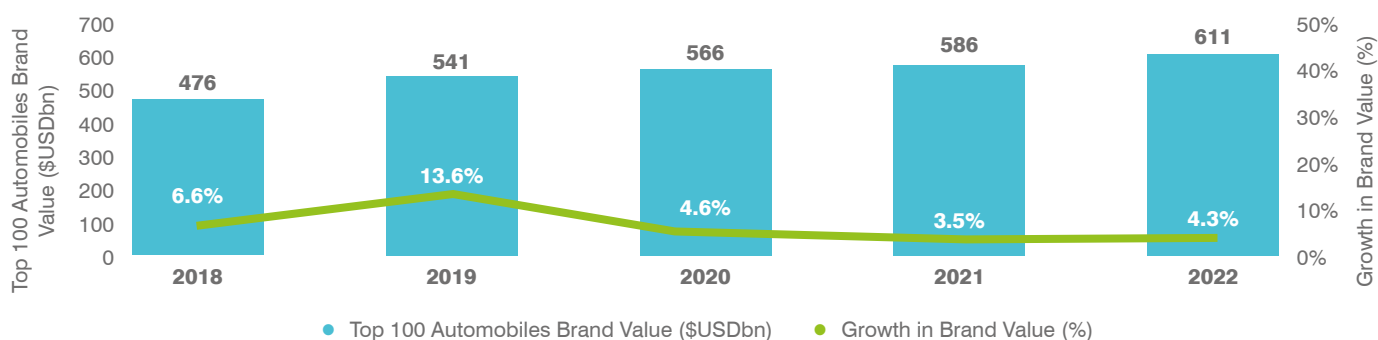
Auto Brand Value as % of Top 500 Brand's Value

© Brand Finance Plc 2022



Brand Finance's Top 100 Automobile Brands 2018-2022

© Brand Finance Plc 2022



SUVs and SUV crossovers remain the most popular models, and that popularity continues to grow in all regions. This is, to some extent, eroding the previously large differences in model type popularity between regions – such as the European tendency for small cars and the US one for larger models.

Although demand looks positive across the industry, EVs are by the far the best performing drivetrain type in terms of relative growth. In 2021, about 6.4 million plug in electric vehicles were sold – an increase of over 100%. This represents a rise from 4.5% of all vehicles sold in 2020 to 9% in 2021.

The primary obstacle holding OEMs back is access to microchips which is forecast to remain an issue for some time. Additionally, another big hurdle to value growth is the effect on investor sentiment of the big changes rippling through the industry. This year, we have noted reasonably large increases in risk sentiment for the industry, which raises financing costs and reduces values across the board.

Partly as a result of this additional risk, the proportion of automobile brand value within the Brand Finance

Global 500 ranking fell for the first time in 3 years, from 7.3% to 6.8% of the total. The absolute value of the automobile brands in the Brand Finance Global 500 ranking actually rose by 5%, but stronger increases in growth for the retail, tech, media and travel sectors pushed down the share for automobiles.

Looking back to Brand Finance Automobiles 100 ranking, the brands featured registered a respectable 4.3% increase overall – with the total brand value growing from US\$5.9 billion in 2021 to US\$6.1 billion in 2022.

This growth was across the board, but particular focus needs to go to China which is home to eight of the Top 10 fastest-growing brands, and 7% of the total brand value in the ranking, up from 5% in 2021. Chinese brands have successfully taken advantage of the push for EVs in China, and are now moving across the world.

These results show an industry adapting to a period of a significant strategic challenge and high investment requirements, shaking up old players and introducing new ones rather successfully.

Multi-medium mobility

Looking forward, there are significant threats to the industry's continued strength, – in particular, the rise of multi-medium and micro-mobility and the related reactions against cars by many cities, especially in more affluent parts of the world.

A recent McKinsey study shows that up to four-fifths of people are willing to use bikes, mopeds or scooters to commute to work. Lime, Voi and many other scooter companies are reaching a significant scale, submitting IPOs and having relatively strong commercial success as alternative mobility service providers.

Paris, Berlin, Barcelona and many other cities are making life more difficult for cars – especially those with an internal combustion engine (ICE). At last count, over 150 cities in Europe had introduced regulations to favour low emissions cars over traditional ICE models and the same trend is being seen to a lesser extent across the world.

These close-distance mobility trends are also not the only way our modes of mobility might change in the near future. Although a little further off in time, personal air mobility has also seen a huge increase in investment in the past two years.

According to S&P Global Intelligence, the total value of venture capital investment, together with associated R&D spending and announced SPAC mergers in personalised air mobility, was almost four times higher in 2020 and 2021 (at ~\$9.8bn) than it had been in all years up to 2019 combined.

UK start-up, Urban-Air Port, has announced plans to build 200 “vertiports” for vertical take-off and landing of cargo drones in addition to launching passenger craft in 65 cities globally, in collaboration with Hyundai. The first of these, in Coventry, will be operational as early as April of this year.

According to some estimates, these advanced air mobility options could account for over 50% of long-distance journeys within the next 20 years – especially in cities and regions with high levels of road congestion. The combined effects of micro-mobility options (short-distance) and personalised air mobility (long-distance) is likely to cause significant pressure on traditional automotive OEMs in the future.





Electric Vehicles' Acceleration

Despite these headwinds, there is a huge opportunity in electric vehicles that most of the OEMs are seizing strongly.

EV brands are the big success stories of the Brand Finance Automobiles 100 2022 ranking. Tesla continues its growth – increasing by 40% to US\$46.0 billion and raising three ranks to become the 3rd most valuable autos brand. It has not only successfully maintained its production capacity and top spot in terms of EV model sales but also has stored up value in terms of future captive software revenues.

Nio, Tesla's Chinese competitor, has grown 79% following a boom for EV sales in China this year, which have increased by 150% in 2021 and look likely to double again in 2022. However, it is not only China fuelling this rise as Chinese brands – especially EV brands – start to internationalise. Nio, Airways, BYD, Dongfeng Motor, SAIC, and Great Wall, our fastest-growing brand, all launched in Europe last year.

The shift to EVs has benefitted Chinese brands hugely. With ICE technology China was playing catchup, but in the EV space, many Chinese brands are at the forefront.

For instance, BYD unveiled its “Blade Battery” in the second half of last year, which holds 50% more electricity than similar battery chemistries, is safer when damaged, and avoids the controversial metals cobalt and nickel. Not only will these batteries be used for BYD cars, but also the brand has been in talks to

supply Tesla with batteries, and has created a joint venture with Toyota.

Many of the German brands built their marques on the strength of their engines and the associated engineering. One could reasonably imagine this happening with Chinese EVs, and especially BYD: a Chinese version of “Vorsprung durch Technik” perhaps?

Traditional brands are playing catch-up. All major OEMs have multi-billion-dollar investment plans to electrify their ranges, and you can see them repeatedly rush out statements to one-up competitors - for example, Volkswagen's commitment in December 2021 to increase investment by €17bn to €52bn, the largest such investment of any manufacturer.

This raises an important point about positioning as car brands move electric. As countries introduce ever-stricter air quality and emissions requirements, OEMs invest much more, and EVs become dominant, branding and messaging around new EV cars will lose some distinctiveness over their green credentials. A sustainable powertrain will no longer be a differentiator.

The sustainability of the production process for EVs – which some estimates say creates 80% higher production emissions than ICE vehicles – will be a point of difference. This will require using recycled components, shifting to green raw materials, and avoiding controversial inputs that are sometimes used in battery manufacturing. Polestar, Volvo's new luxury EV marque, which has yet to break into our table, outlines some bold ways to do this while maintaining luxury appeal in its new concept cars.

This is proving helpful for Volvo's positioning in the area of sustainability, but for BYD and Tesla, brands more closely associated with EVs, sustainability is a much clearer differentiator.

Equally, comfort and connectivity, together with more basic features like range and reliability, will become key. You can see with the prevalence of technology-based sub-brands – BMW i, Volkswagen id, Audi e-tron etc – that many marques are employing technology to be the basis of their positioning.

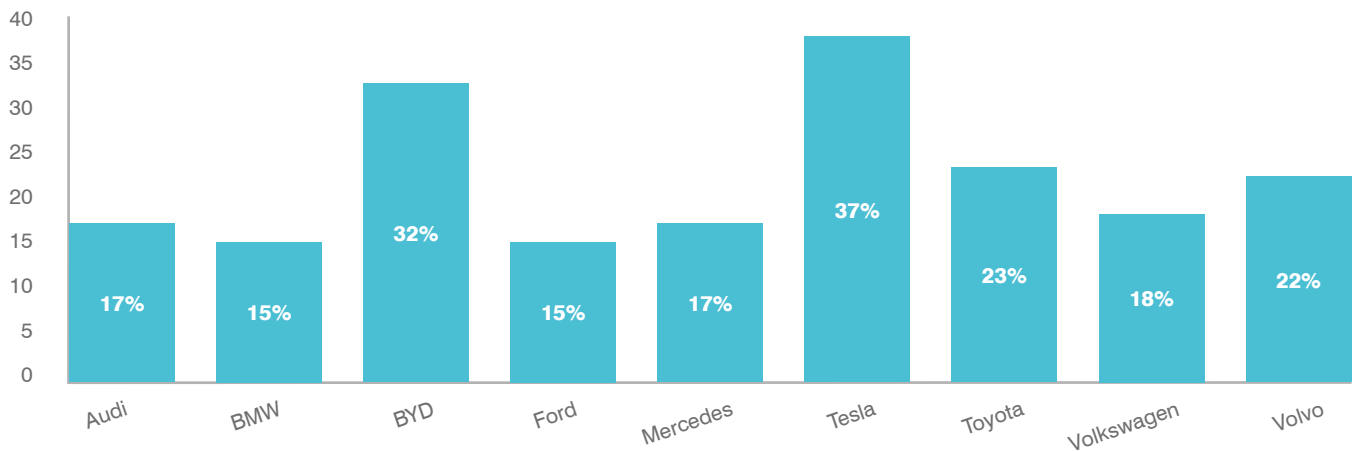
BMW, which is the most reluctant of the big German OEMs to invest in the EV transition, has also been one of the slowest growing brands in the ranking. Basing a positioning around continuing investment and cutting-

edge technology when you don't have it, is unlikely to be a winning game.

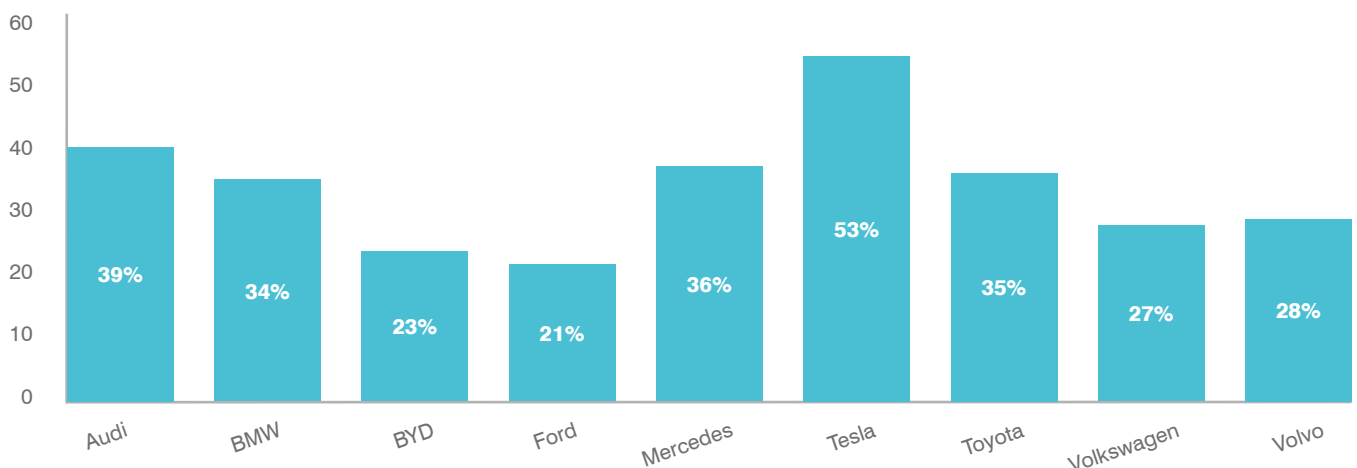
That being said, the premium German OEMs are all still considered highly innovative, with over 30% of customers familiar with the brands agreeing they are innovative, so for the time being this positioning focus seems to be possible and positive for the brands.

Despite the emergence of new electric brands, it is likely that traditional brands will stay on top provided they make the appropriate investments in the EV transition. Our research shows that brand familiarity – key to maintaining market share – is still well ahead for the traditional brands and their reputations for quality and innovation are intact.

% of Customers Familiar with Brand Claiming it is "Sustainable" © Brand Finance Plc 2022

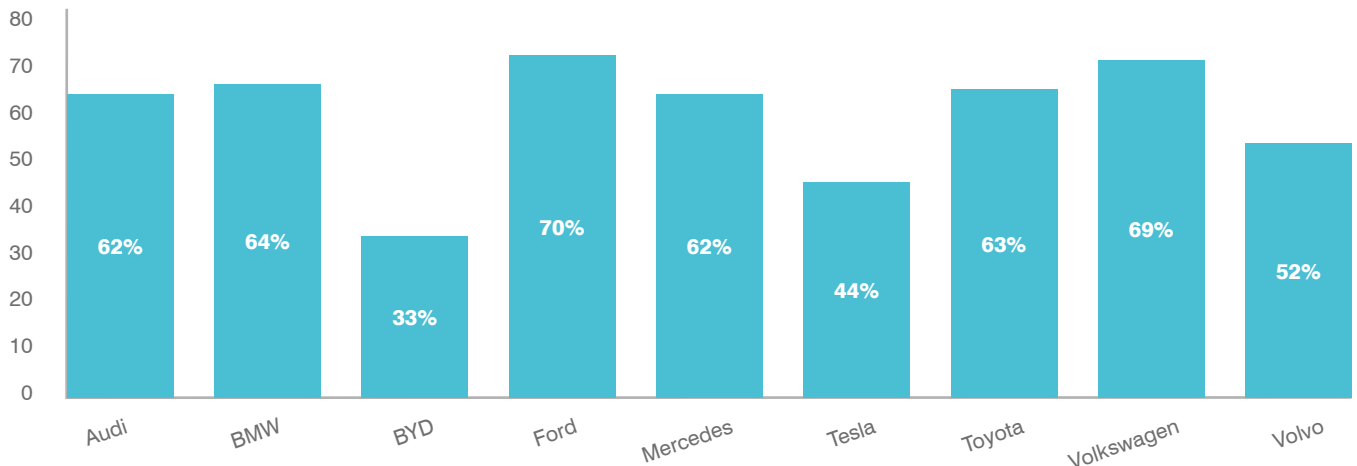


% of Customers Familiar with Brand Claiming it is "Innovative" © Brand Finance Plc 2022



Familiarity: % of Car Users Who State "I know a lot", "I know a little" About This Brand

© Brand Finance Plc 2022



One final point to consider is that EV model popularity has predominantly taken root in environmentally conscious regions and cities. If the trends in micromobility do take hold in cities, EVs' long-term growth will be dependent on broad-based popularity in car-heavy regions, particularly in rural and suburban areas. In these areas, social acceptance and green credentials may be useful, but performance, reliability, and riding enjoyment will also all be key.

Road Trucks, Freight & Zero Emissions Vehicles

Road freight had a reasonably strong year – for the 12 months up to October 2021, road freight in Europe was 8.3% higher than the equivalent period up to October 2020. This has not reached pre-pandemic levels in Europe, but there are signs of a rebound across the world.

Truck brands values have had a similarly mixed result this year, with reasonably weak signs of a recovery, but signs nonetheless. Scania, Volvo Trucks and UD Trucks all registered small increases in brand value, but conversely, MAN registered an 18% fall in brand value to US\$2.2 billion.

This is because, despite the increases in demand, the spectre of the zero-emissions transition hangs heavy over the industry. Both hydrogen fuel-cell and electric battery technology will be necessary, and the investment will need to be significant given that only 5% of trucks in Europe – which is at the forefront of emission reduction – are currently zero emissions.

Traton – the owner of MAN and Scania – is struggling under the investment requirements, but recent results suggest the payoff could be in sight.

Many of the same issues that affect passenger car brands affect trucks – from the lack of charging points to electric powertrain innovation and the need for increased connectivity and driver assistance – but the requirements will be different and additional investment will be necessary.

In the short-run, there is likely to be some first-mover advantage for premium truck brands like Scania to provide zero-emissions trucks at premium prices, but costs will need to fall for widespread adoption and – as with passenger cars – the differentiators for brands will shift towards driving technology.

Connectivity & Autonomous Vehicles

One thing to bear in mind when considering the growth of EVs is their performance relative to ICE vehicles. Although EVs are currently do not currently have a significant advantage, many believe that in the future EVs will have higher lifetime mileage, last longer and better retain their value.

This is likely to mean higher financing revenue as more customers choose to pay off their cars over a longer period and, more importantly, it might mean a lower overall volume of purchases, and a higher dependence on services to fill the revenue gap.

Similar to other tech-based industries, add-ons and software subscriptions are likely to become a significantly more important part of business models. Tesla, for example, charges US\$10,000 for its “full self-driving” add-on, which its CEO, Elon Musk, has said could ultimately reach a value of US\$100,000 – more than the value of the original car – and be spread across the life of the car in a subscription model. The value potential of this type of innovation is clear, but the investment and innovation requirements will be significant.

The obvious extension to this is autonomous driving. Increasingly it is becoming clear that the road to autonomous driving will involve small increments rather than moonshot investments like those of Uber, Google and Apple - which are still a long way from having a solid business case.

This gives an opportunity to existing OEMs to slowly increase from driver assistance and partial automation to high automation, and ultimately full automation, as issues with risk-sharing and liability are resolved.

The level of connectivity may also be one reason to question the rise of Chinese brands outside of China. Given the level of data collection required and the importance of trust in the software, some consumers outside of China may be reluctant to purchase Chinese brands given the state of relations between China and the West.

Focus of Investment Changing (R&D versus Marketing)

Judging by recent announcements, CAPEX and R&D investment is set for a boom. Recently, however, CAPEX has been stable as a proportion of revenue. R&D investment increased modestly with relatively high growth in the last year and is now equivalent to 4.6% of revenue for listed automobile brands. This is equivalent to an absolute increase of US\$700 million between 2019 and 2020 (0.6% growth compared to 2019). These increases are positive signs, but more will be needed to take advantage of the opportunities the industry is facing.

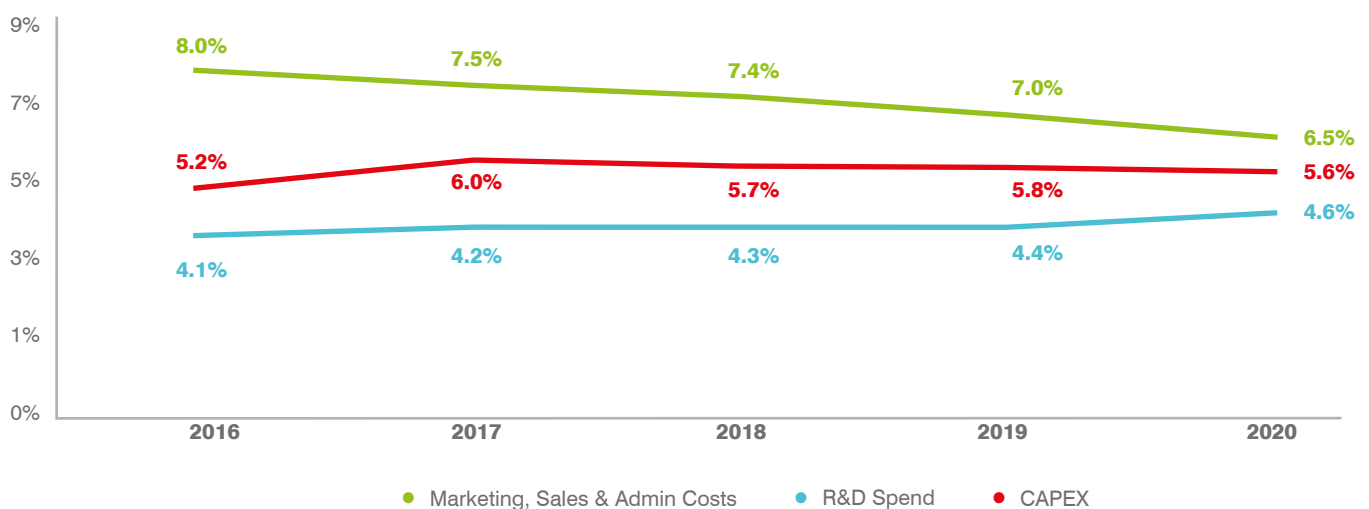
R&D investment changes dependent on the OEM – in general, German brands have been investing robustly in preparation for the new changes; beyond even what fast-growing Tesla spends. Audi, BMW and Volkswagen all increased R&D spending as a proportion of revenue last year, and have an average investment rate of 6.6% - higher than the average for the industry.

However, this investment seems to be coming at a cost. Investment in marketing is rapidly falling, and this year decreased as a proportion of revenue (6.5% on average in 2020 compared to 8% in 2016) for at least the 5th consecutive year.

This is partly an outcome of the pandemic, and we expect there to be some rebound, but there is a long-term trend, and in many ways seems short-sighted.

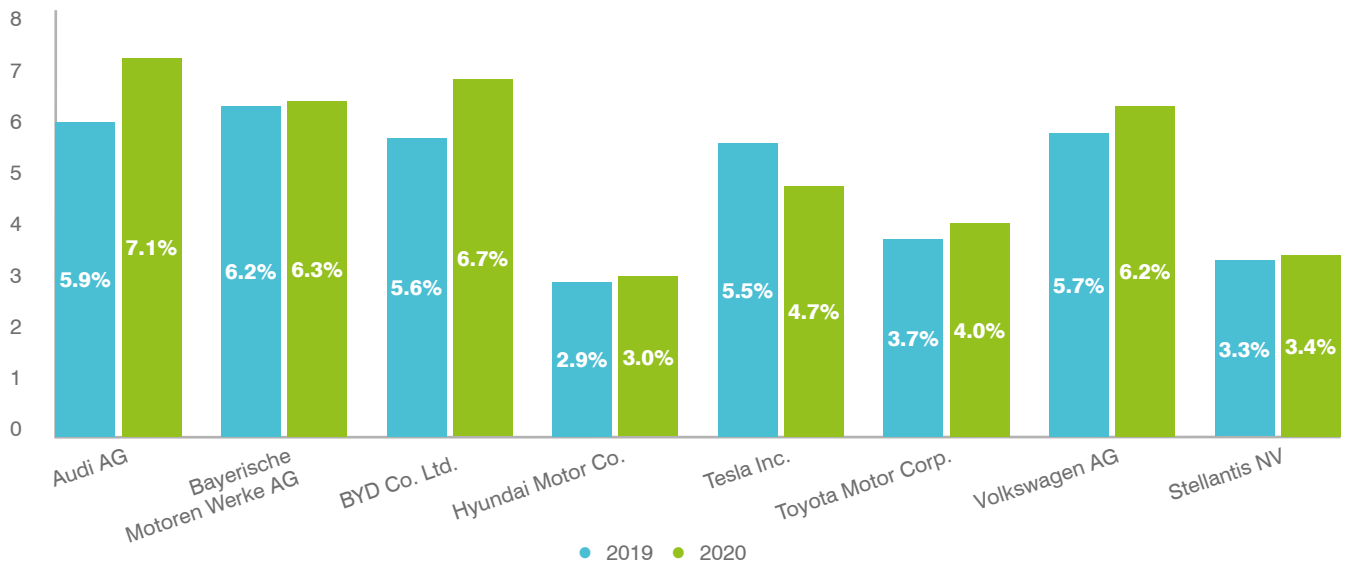
Weighted Average Investment Levels in the Auto Industry (% of Revenue)

© Brand Finance Plc 2022



Research & Development Investment/Revenue

© Brand Finance Plc 2022



Consumers will need to be guided through the EV transition and – despite the advertising-phobic strategy of Tesla – those brands that have high brand awareness, and therefore high mental availability, will be the ones that take market share. Building relationships with future customers will be just as important as the technology itself.

Focus Change for Auto Components Brands

The technology and parts required for EVs will be significantly different to those for traditional ICE vehicles and will create a huge change of focus for auto components brands.

ICE components such as engines, transmissions and fuel injection systems will all fall in importance, from 26% of the market size (by value) in 2019 to 11% in 2030, according to McKinsey Mobility Centre. The value of emerging components such as hybrid transmissions, batteries, head-up displays, and interiors are expected to increase from 26% to 52% - pushing “stable” components down from 48% to 37% of the total, as the value of emerging components becomes a higher part of overall value.

The prospect of this growing value share for components has been pushing up brand values among auto components brands. The total value of the Top 20 most valuable auto components brands is up 32.5%, compared to a 4.4% increase for the Top 100 most valuable automobile brands.

Although volumes and revenues in the last two years have been depressed, auto components brands are taking big bets on EV, and they are forecast to remain resilient. China, with its booming EV market, is again the strongest performer, with the value of Chinese based auto components brands soaring 269% to US\$2.5 billion.

Unfortunately for automobile brands, however, the new advancements in EVs and connectivity require not only on traditional parts suppliers but rely on semiconductors. These chips have seen huge shortages that are still affecting the market. Cars have over 1,000 different parts that rely on semiconductors, and those brands that are able to maintain their supply effectively (like Toyota – up 8.1% in brand value) have proven to be more successful than those that do not (Volkswagen – down 12.7%).

Mobility as a Service & Car Rental Services Comeback

Technology is not only taking over model design but also business models, as Mobility as a Service (MaaS) become widespread. Tesla’s Las Vegas Loop, which premiered in CES earlier this year, shows what this could look like in the future, but there are already many established brands in cities worldwide.

Zity, ShareNow, GoTo, ZipCar and many other similar apps have bought large fleets of cars, particularly EVs, to match demand. Unlike traditional car rental services brands, there is little to no choice over model type, and the cars are used for much shorter periods of time.

These brands are likely to become large customers of the traditional OEMs – influencing model development since these applications tend to favour small three and five-door electric vehicles for city use. Under some estimates, 1 in 10 new cars could be owned by sharing companies by 2030. The influence on model preference could therefore be significant and, given the sharing nature of the product, could also depress overall volume sales.

This brings challenges and opportunities to traditional car rental services. More investment will need to be made in electrifying fleets – as Hertz is trying to do with its order of 100,000 Teslas late in 2021.

2021 was a good year for car rental services brands and forecasts for the sector are up, and as a result brand values are up 22.1% in 2022. Despite these positive results, to a certain extent, this was still a pandemic recovery. In order to sustain brand value growth, investing in technology in order to compete with new MaaS brands, and a refresh of what many perceive as traditional brand identities will be necessary.

Car Dealerships, Online Sales & New Used Car Brands

Although not a ranking in Brand Finance Automotive Industry reports this year, dealerships have not been spared from disruption in their industry. EVs, being a more expensive proposition, will create downward pressure on margins as dealerships try to sell them at competitive prices.

After-market parts and servicing are likely to reduce in importance as the number of parts necessary for EVs decrease and their reliability increases. The requirements on servicing will therefore change in focus, with software support in particular due to become increasingly important. However, much of this will be done “Over-The-Air” directly by OEMs – reducing the value potential for dealerships.

These changes will create pressures for training, with dealers’ existing knowledge being much more focused on ICE vehicles, however, there is a clear role for OEM brands in this transition. In addition to these trends, the rise of online sales will increase the strain on traditional dealerships, and potentially create opportunities for new brands to take over.

Purchasing cars in traditional dealerships is generally a high-anxiety, low-trust and low-enjoyment experience. The reliance on individual salespeople with sales targets reduces trust and increases annoyance, as can the delays that are inevitable when signing contracts. Similarly, for OEMs the sales chain puts them far from the consumer and reduces control over brand experience.

The chain is ripe for disruption, and it is being disrupted. In early 2021, Volvo announced that all pure electric vehicles would only be available for purchase online. There are significant benefits not only in margin growth but also in brand management as online sales provide closer control over relationships with customers without the need to invest heavily in physical infrastructure.



Despite this, most OEMs are adopting a hybrid approach with regulatory issues for the full transition to online being a blocker – as direct sales by OEMs to the consumer is restricted in some jurisdictions.

However, non-OEM online retailers are booming. Carvana, Vroom, Carvago, Cinch, Auto1, Cazoo, Kavak, CarNext, Carro, and Amaris are all on the very long list of start-ups receiving large amounts of funding and making a large number of acquisitions. Consumers are increasingly trusting online platforms through the whole purchase and sale process for new and used car sales, and the industry is growing at a strong pace.

So what does this mean for brands?

Prepare for the next "Green" Challenge - Car production rather than drivetrain type

As EVs become more mainstream, green credentials based solely on the powertrain will become less convincing. Production will become the next key source of differentiation on this basis.

Brands that are able to convincingly explain the sustainability of their production process – from the restriction on the use of rare minerals to the incorporation of recycled material – will be the most successful, particularly in the premium segment.

Avoid over-focus on "first-mover" Urban consumers

The current EV market is being driven by city-dwellers who value smaller cars and are interested in a more green-focused positioning. As EVs become more mainstream these will not be the primary characteristics that consumers look for in all markets, and brand messaging as well as production processes should take note of that.

Car sharing will also grow in importance and be a key driver of demand for some models. The requirements of these new customer types (i.e. strictly B2B) will need to be adequately investigated.

Avoid copy-cat brand positioning

The growth of EV has led to the proliferation of sub-brands with futuristic tech-influenced names and advertising strategies emphasising technological advances. The ability to trade off of these advances will be limited if all other brands are doing the same thing. Careful consideration should therefore be

made to make sure the brand promise is believable, maintainable and differentiating.

Continue to prepare for online sales

Online sales will continue to grow. Platforms for most OEMs will need to be improved, and trust among customers will need to be garnered through well-resourced and responsive customer service departments and adequate policies for complaints and returns.

Summary brand metrics needed more than ever

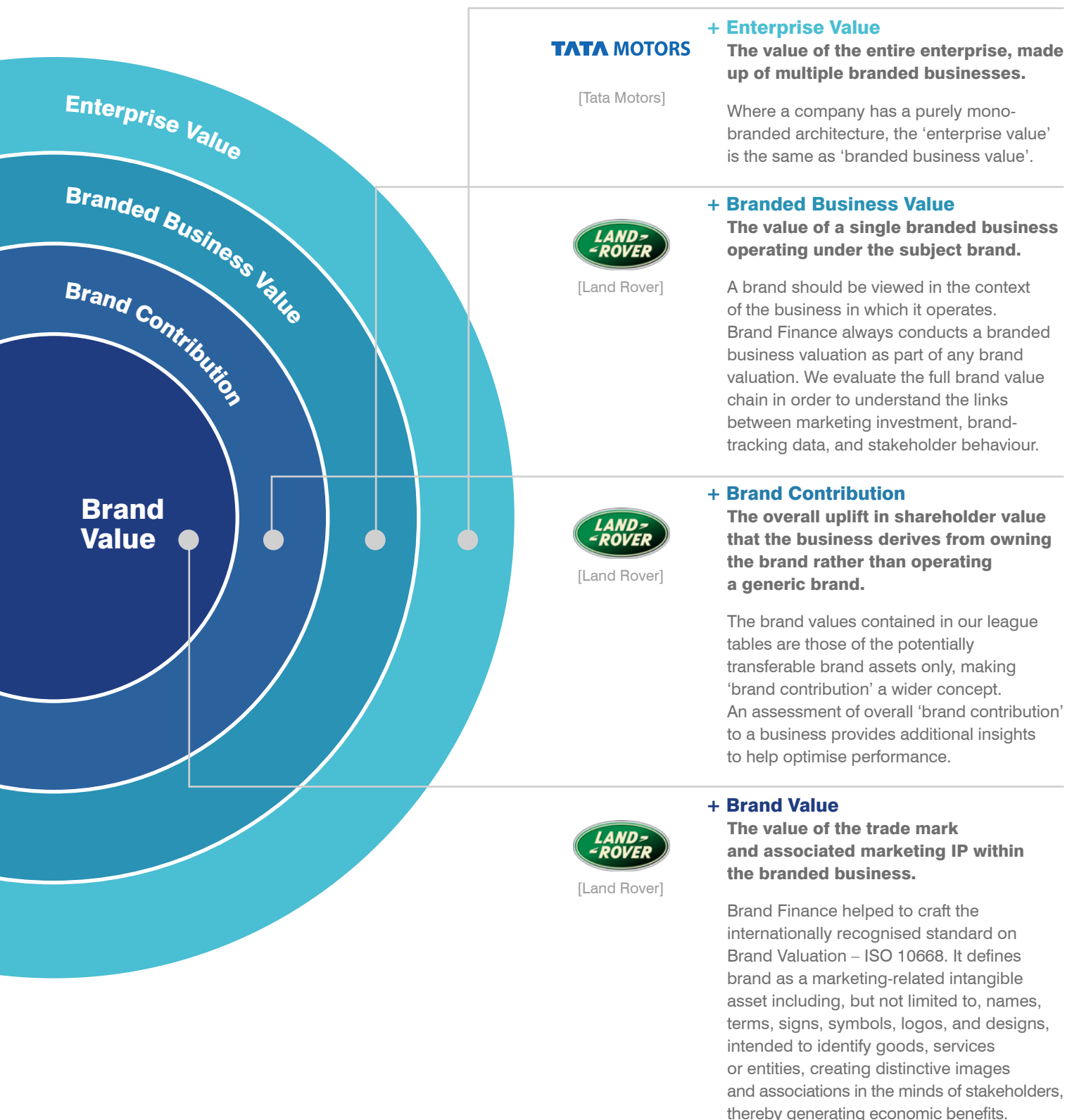
Finally, as the requirements of the industry change rapidly brands need to have a grip on what they are investing, what people think of them, and whether those perceptions are being transferred into financial performance. A balanced scorecard of brand strength benchmarks is the most appropriate way to do that and should be adopted as widely as possible.





Methodology.

Definitions.



Brand Valuation Methodology.

Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

1



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)

2

Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.

3



Brand Impact × Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.

Forecast Brand Value Calculation

4

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.



We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1

Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2

Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.

Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.













Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.














Global Brand Equity Monitor.

Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance's proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the 'best of a bad bunch' in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world's strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon's particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience ("excellent website/apps"), and this powerful combination is irresistible for many consumers, even those who question Amazon's values and broader corporate reputation.


Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to "care about the wider community" does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald's** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it's not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

© Brand Finance Plc 2022



43% Care about the wider community (Rank #1)

88% Consideration Conversion



8% Care about the wider community (Rank #86)

92% Consideration Conversion

Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is.... **Burger King**.



Get your brand talked-about

Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM’s inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton’s** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users) © Brand Finance Plc 2022

	1 st	2 nd	3 rd
	  PORSCHE	Jeep	
	 Levi's®		
	  CONVERSE		 PORSCHE
	 	 PORSCHE	 UNDER ARMOUR

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power

- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?



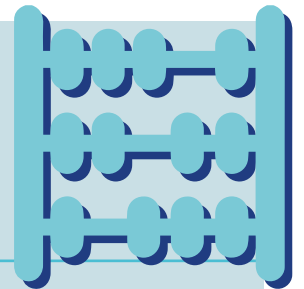
Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting

- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?



Brand Strategy

Make branding decisions with your eyes wide open

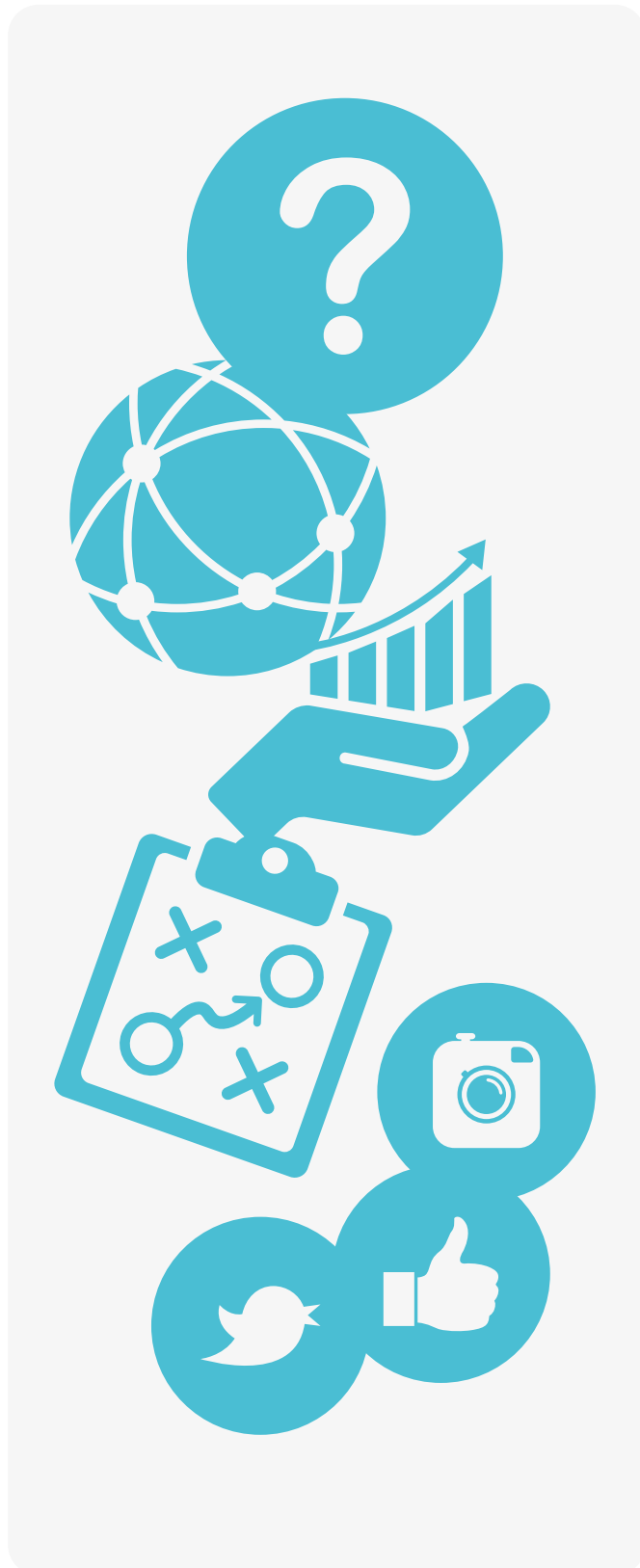
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy

- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?



Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



Brand Finance®
Awards

TOP 100
AUTO
BRAND



Brand Finance®
Awards

MOST VALUABLE
CAR RENTAL
BRAND



Brand Finance®
Awards

STRONGEST
TYRE
BRAND



Video Endorsement – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Dialogue[®]



With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships & Influencer Outreach
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)





Brand Finance[®] Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com or visit brandfinanceinstitute.com

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Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Indonesia	Sutan Banuara	s.banuara@brandfinance.com
Ireland	Declan Ahern	d.ahern@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
Spain	Teresa de Lemus	t.delemus@brandfinance.com
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
UK	Richard Haigh	rd.haigh@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com
Vietnam	Lai Tien Manh	m.lai@brandfinance.com



Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com