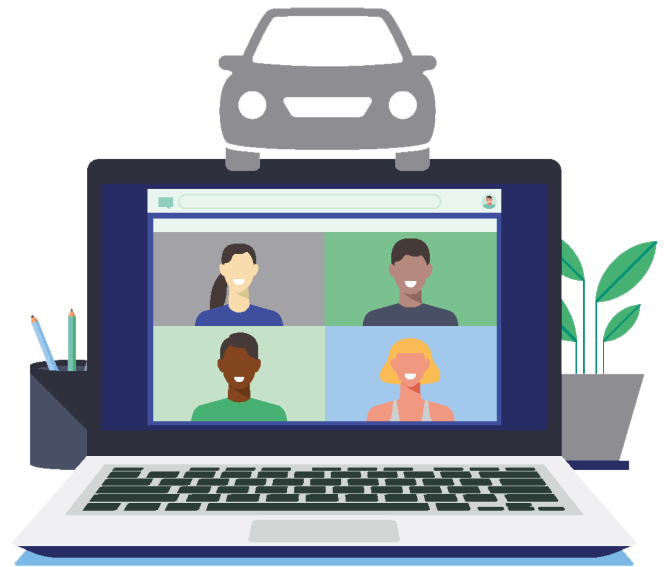


## U.S. Automotive Social Media Insights - 2021

**Friday, February 26, 2021**

The U.S. Automotive Social Media Insights report delivers highlights to what customers are saying in their social media discussions about specific cars.

The tables below outlines the total volume of social media articles, as well as the net overall feeling (positive minus negative) of those conversations per auto manufacturer / brand.



**Top 10 US Car Brands – By Overall Social Media Reach**

Rank	Brand	Article Volume	Feeling
1	Tesla	377K	+13
2	Toyota	232K	+22
3	BMW	157K	+21
4	Chevrolet	150K	+28
5	Honda	137K	+29
6	Porsche	131K	+20
7	Mercedes	128K	+21
8	Jeep	101K	+33
9	Nissan	94K	+28
10	Audi	71K	+22