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Maruti Suzuki Voted As Most Trusted Automotive Brand!



The country's largest car maker, Maruti Suzuki India Limited has been voted as the country's most trusted automotive brand. The survey was published in "The Brand Trust Report, India Study 2012" by Brand trust Advisory. As per the report, Maruti Suzuki is followed by other automotive OEMs like BMW, Hero Honda, Toyota and Honda in order of their ranking. Other manufacturers like Ford, Audi, Skoda, Hero and Yamaha also featured among the top ten trusted automotive brands. It was interesting to note that the second largest manufacturer, Hyundai Motors didn't feature among the top ten companies. Also not making to the top 10 was Tata Motors. The CEO of Trust Research Advisory, Mr. N Chandramouli said that for the survey 61 tangible and intangible aspects of the brand were evaluated which on combining reflected the positive behaviours and attitudes towards a brand.

The survey was conducted between August to November last year by taking into account responses of over 17,000 brands from over 2700 participants. The survey was conducted across 15 cities across the country and featured the top 1000 brands in different categories. The Maruti Suzuki Swift Dzire was voted as the most trusted car and BMW the most trusted luxury brand. In case, you are interested in having some personal style statement brand apart from your car, the Italian based apparel label, Armani was voted as the most trusted brand. It is followed by Gucci and Diesel. Also, in personalities, Tata group chairman, Mr. Ratan Tata is ranked as the top business personality, followed by Vijay Mallya, Bill Gates, Steve Jobs, Dilip Chabria and Mukesh Ambani.



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