**[COMPANY NAME] Named an Industry Leader in Reputation’s 2024 Automotive Ranking Report**

**CITY, STATE — January X, 2025** — [COMPANY NAME] announced today that it has been named an Industry Leader in the [2025 Automotive Ranking Report](https://reputation.com/auto-report/), which ranks automotive brands and dealers based on Reputation Score. [COMPANY NAME] ranked No. XX in the OEM category, highlighting its position as a leader in Reputation Score, Reputation’s proprietary index for measuring reputation performance.

[INSERT YOUR QUOTE HERE]

Reputation’s 2024 Automotive Reputation Report highlights the top OEMs in North America by assigning a Reputation Score based on feedback from thousands of consumers. This score has proven to be a critical metric for success in the automotive industry. The report identifies which OEMs excel in key aspects of the car-buying experience.

"A car is one of the most significant purchases a consumer will make, which means that dealers and OEMs must stay closely attuned to customer feedback to ensure they’re taking the right steps to enhance the overall buying experience. [COMPANY NAME] has set itself apart by listening to and acting on customer insights, consistently delivering results that drive growth and build trust. Congratulations to the team at [COMPANY NAME] for this remarkable achievement,” said Joe Burton, CEO of Reputation.

[INSERT PARAGRAPH ON YOUR COMPANY HERE]

Measured on a scale of 0 to 1,000, Reputation’s Reputation Score is a comprehensive index of the digital presence of business locations. Reputation Score is calculated based on multiple factors, including overall review sentiment on review sites, business listing accuracy, and other indicators that reflect consumers’ experiences and opinions — both online and in person.

**About OEM**INSERT BOILERPLATE HERE

Contact: Include the name, phone number, and email address of the person the media should contact for more information about your company.

**About Reputation**Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Acting as a business’s eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation’s AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve their online reputations. Visit [reputation.com](http://reputation.com) to learn more.