

# TrueCar Grades the Best Manufacturers and Brands for 2012

Subaru, Toyota and Jaguar Land Rover Receive Top Grades for Manufacturers; Suzuki, Saab, Mitsubishi with the Lowest Grades

[TrueCar.com](http://TrueCar.com), the authority in new car pricing information, trends and forecasting released its 2012

Annual [Performance Scorecards](#) for automotive manufacturers and brands. The Performance Scorecards grade each manufacturer and brand on eight different measurements including pricing, sales, incentives, customer loyalty, market share and days in inventory data.

Overall, the top manufacturers for the 2012 Annual Performance Scorecard were Subaru, Toyota and Jaguar Land Rover. Near the bottom of the list were Suzuki, Saab and Mitsubishi. The brands that received the highest grades in 2012 were Audi, Scion, Land Rover, Subaru and BMW and the brands with the lowest grades were Suzuki, Saab and Volvo.

Below are the highest and lowest manufacturer and brand rankings by TrueCar:

Highest Grades by Manufacturer			Lowest Grades by Manufacturer		
Rank	Manufacturer	Grade	Rank	Manufacturer	Grade
1	Subaru	A+	1	Suzuki	D-
2 (tie)	Jaguar	A	2	Saab	D
2 (tie)	Toyota	A	3	Mitsubishi	D+

  

Lowest Grades by Brand			Highest Grades by Brand		
Rank	Brand	Grade	Rank	Brand	Grade
1 (tie)	Suzuki	D-	1 (tie)	Audi/Scion	A+
1 (tie)	Saab	D-	2 (tie)	Land Rover/ Subaru/ BMW	A
2 (tie)	Volvo	D			
2 (tie)	Mazda	D			

## Manufacturer Performance Scorecard

▲ ▼ Grade Change Since Last Month

● Strong

○ Weak

Manufacturer	Grade	Chg	Discount Percentage	Price Variation	Customer Loyalty	Retail Sales Change	TrueCar.com Price Trending	Incentives/ Price	Market Share Change	Days in Inventory
Subaru	A+	▲	○	●	○	○	○	●	○	●
Toyota	A	▲	○	○	●	○	○	○	●	○
Jaguar Land Rover	A	▲	○	○	○	●	○	●	○	○
BMW	A-	▲	○	●	○	○	○	○	○	●
Volkswagen	B+	▼	○	●	○	○	○	○	●	○
Hyundai	B	▼	●	○	○	○	○	○	○	●
Chrysler	B	▼	○	○	○	●	○	○	●	○
Porsche	B	-	●	○	○	●	○	●	○	○
Ford	B-	▼	○	○	●	○	<a href="http://TrueCar.com">http://TrueCar.com</a>	○	○	○
Daimler	B-	-	○	○	●	○	○	○	○	○
GM	C+	▼	○	○	○	○	○	○	○	○
Honda	C+	▲	○	○	●	○	○	○	○	○
Nissan	C	▼	○	○	○	○	○	○	○	○
Mazda	C	▲	○	○	○	○	○	○	○	○
Volvo	C-	▼	○	○	○	○	○	○	○	○
Mitsubishi	D+	▼	●	○	○	○	●	○	○	○
Saab	D	-	○	○	○	○	●	●	○	○
Suzuki	D-	▼	○	○	○	○	●	○	○	○

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# Brand Performance Scorecard

▲▼ Grade Change Since Last Month

● Strong ○ Weak

Brand	Grade	Chg	Discount Percentage	Price Variation	Customer Loyalty	Retail Sales Change	TrueCar.com Price Trending	Incentives/ Price	Market Share Change	Days in Inventory
Audi	A+	▲	●	●	●	●	●	●	●	●
Scion	A+	▲	●	●	●	●	●	●	●	●
Land Rover	A	▲	●	●	●	●	●	●	●	●
Subaru	A	▲	●	●	●	●	●	●	●	●
BMW	A	▲	●	●	●	●	●	●	●	●
FIAT	A-	▲	●	●	●	●	●	●	●	○
Toyota	A-	▲	●	●	●	●	●	●	●	●
Hyundai	A-	▼	●	●	●	●	○	●	●	●
MINI	B+	▼	●	●	●	●	○	●	●	●
Kia	B+	▼	●	●	●	●	●	●	●	●
Jeep	B+	▼	●	●	●	●	●	●	●	●
Volkswagen	B	▼	●	●	●	●	●	●	●	●
Lexus	B	▲	●	●	●	●	○	●	●	●
Chevrolet	B	▲	●	●	●	●	●	●	●	●
Mercedes-Benz	B	▼	○	●	●	●	●	●	●	●
Chrysler	B-	▲	●	○	○	●	●	○	●	●
Porsche	B-	-	●	●	●	●	○	●	●	●
Ford	B-	▼	●	●	●	●	●	●	●	●
Honda	B-	▲	●	●	●	●	○	●	●	●
Dodge	C+	▼	●	○	●	●	●	○	●	●
Ram	C+	▼	○	○	●	●	●	○	●	○
Acrua	C+	▲	●	●	●	●	●	●	●	●
Buick	C	▼	●	●	●	○	●	○	○	●
Cadillac	C	▲	●	●	●	○	●	●	○	○
Infiniti	C	▼	○	●	●	●	●	●	●	●
Lincoln	C-	▼	●	●	●	●	●	○	●	○
Nissan	C-	▼	●	○	●	○	●	●	●	●
GMC	C-	▼	●	●	●	○	●	●	○	○
Smart	D+	▲	○	●	○	●	○	○	●	●
Mitsubishi	D+	▼	●	○	○	○	●	●	○	○
Jaguar	D+	▲	○	○	○	●	●	●	●	●
Mazda	D	▼	●	●	●	●	○	●	●	●
Volvo	D	▲	○	●	○	●	●	●	○	●
Saab	D-	-	○	○	○	○	●	●	○	○
Suzuki	D-	▼	●	●	○	○	●	○	○	●

## ***Heading Explanations***

**Grade:** Overall performance grade compared to the other brands or manufacturers.

**Discount Percentage:** Transaction price over MSRP for the last 30 days. The lower the discount the higher the grade.

**Price Variation:** Standard deviation of transaction price over MSRP over the last 30 days. The lower the variation the higher the grade.

**Customer Loyalty:** Percentage of new-vehicle buyers who are replacing their current car or truck with the same brand. The higher the loyalty percentage the higher the grade.

**Retail Sales Change:** A year over year comparison of change in retail sales per brand or manufacturer. The higher the change percentage the higher the grade.

**TrueCar.com Price Trending:** Average price of vehicles published on TrueCar.com.com (normalized by MSRP). It is based on the change of this month's average TrueCar.com Price/MSRP relative to the average TrueCar.com Price/MSRP over the last twelve months. The lower the change the higher the grade.

**Incentives/Price:** A measurement of incentives per unit over transaction price. The lower the ratio the better the grade.

**Market Share Change:** A year over year calculation of a brand or manufacturer's U.S. market share. The higher the change the better the grade.

**Days in Inventory:** Average number of days to sell a vehicle once it reaches a dealership lot. The lower the number of days, the higher the score.

For more information on the 2012 Annual Grade for Manufacturer and Brand Performance Scorecards, visit [blog.truecar.com](http://blog.truecar.com).

### **About TrueCar, Inc.**

TrueCar, Inc., headquartered in Santa Monica, Calif., with offices in Santa Barbara, Calif., San Francisco, Calif., and Austin, Texas, is an automotive pricing information and analysis company that creates a better buying experience for dealers and consumers. As an online publisher of unbiased new and used car transaction data, [TrueCar.com](http://TrueCar.com) provides price reports that empower dealers and consumers to agree on the parameters of a fair deal by supplying a transparent, simple understanding of what others recently paid for similarly -equipped new cars in their geographic area. TrueCar also owns ALG, the benchmark for vehicle value information to the automotive industry and has been forecasting residual values for nearly 50 years in both the U.S. and Canadian markets.

TrueCar is a data-driven company that sources, compiles, and analyzes car-buying information unlike anybody in the industry. This is why, since its founding in 2005, TrueCar dealer partners have sold over 600,000 vehicles across the country. Its national network of more than 5,200 Certified Dealers is committed to provide no-hassle pricing for some of the country's largest membership and service organizations, including American Express, AAA, USAA and Consumer Reports that collectively represent more than one million monthly in-market customers.

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