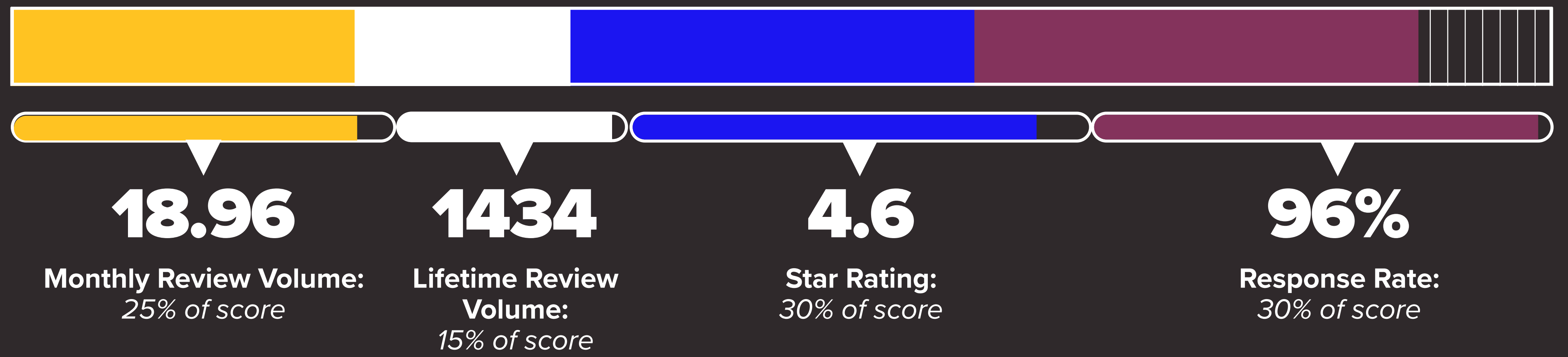


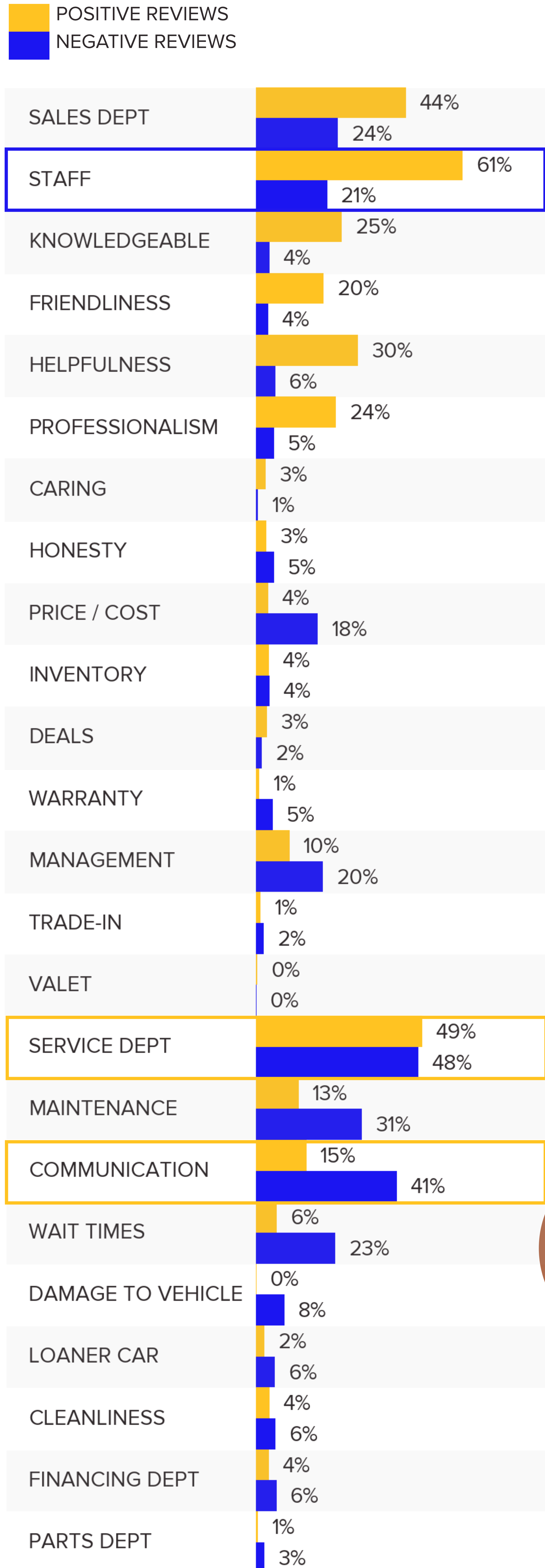


RANKED 3RD OUT OF 32 OEMS
RANKED 2ND OUT OF 14 LUXURY BRANDS



TOPIC COMPARISON TABLE

The chart below displays the most common topics discussed in reviews, and how often these topics come up in positive and negative reviews for this brand



STRENGTHS

SERVICE DEPT mentioned in 51% of positive reviews, 21.24% over benchmark

COMMUNICATION mentioned in 15.37% of positive reviews, 34.82% over benchmark

WEAKNESSES

STAFF mentioned in 20.14% of negative reviews, 15.19% over benchmark

MODEL REPUTATIONS

BMW X5

4.55 Average Rating

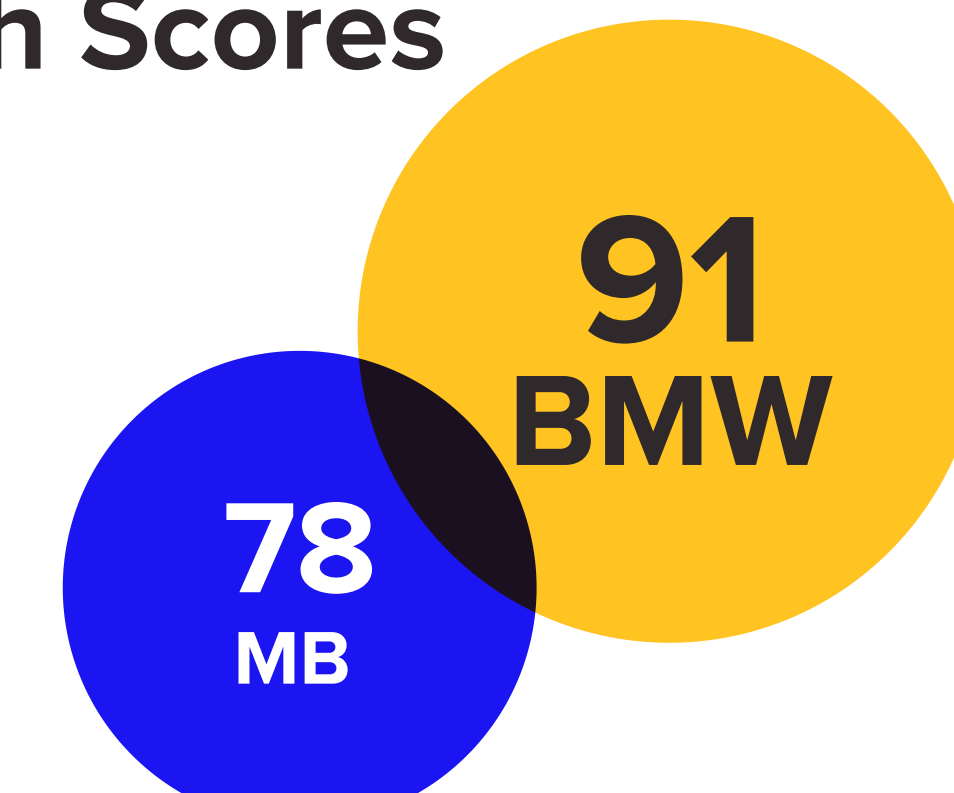
Rank 16/31 rated model of the top-selling models list

REGIONAL STANDOUTS

The map below displays average health score by state for this brand

RIVALRY

BMW v. Mercedes-Benz Health Scores



BMW monthly review volume: 18.96

Both brands over-index in positive **SERVICE** mentions (+22%)

Mercedes-Benz has communication issues in **SERVICE** (+12.23 neg) v. BMW (+3.74% neg)

