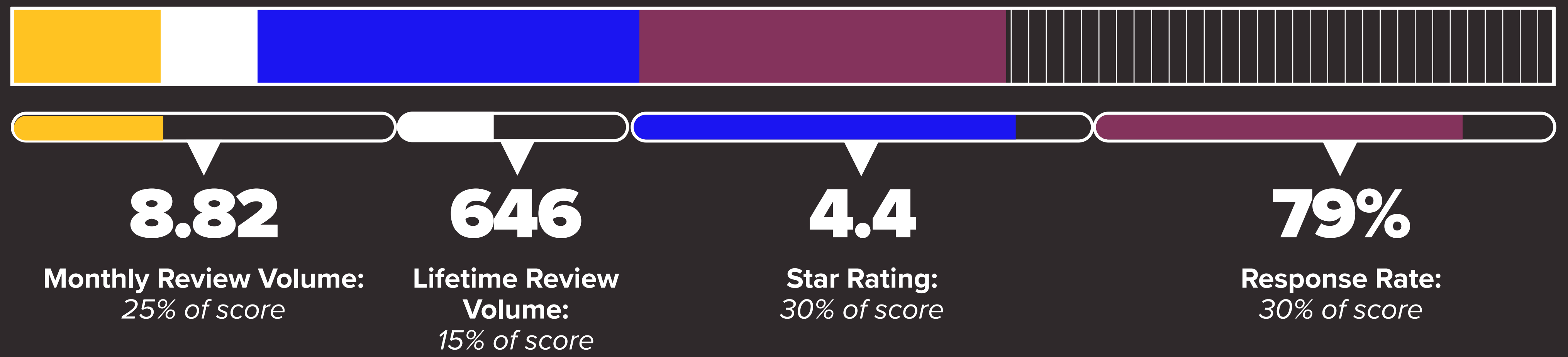


CHRYSLER

RANKED 21ST OUT OF 32 OEMS
RANKED 14TH OUT OF 18 NON-LUXURY BRANDS

HEALTH SCORE

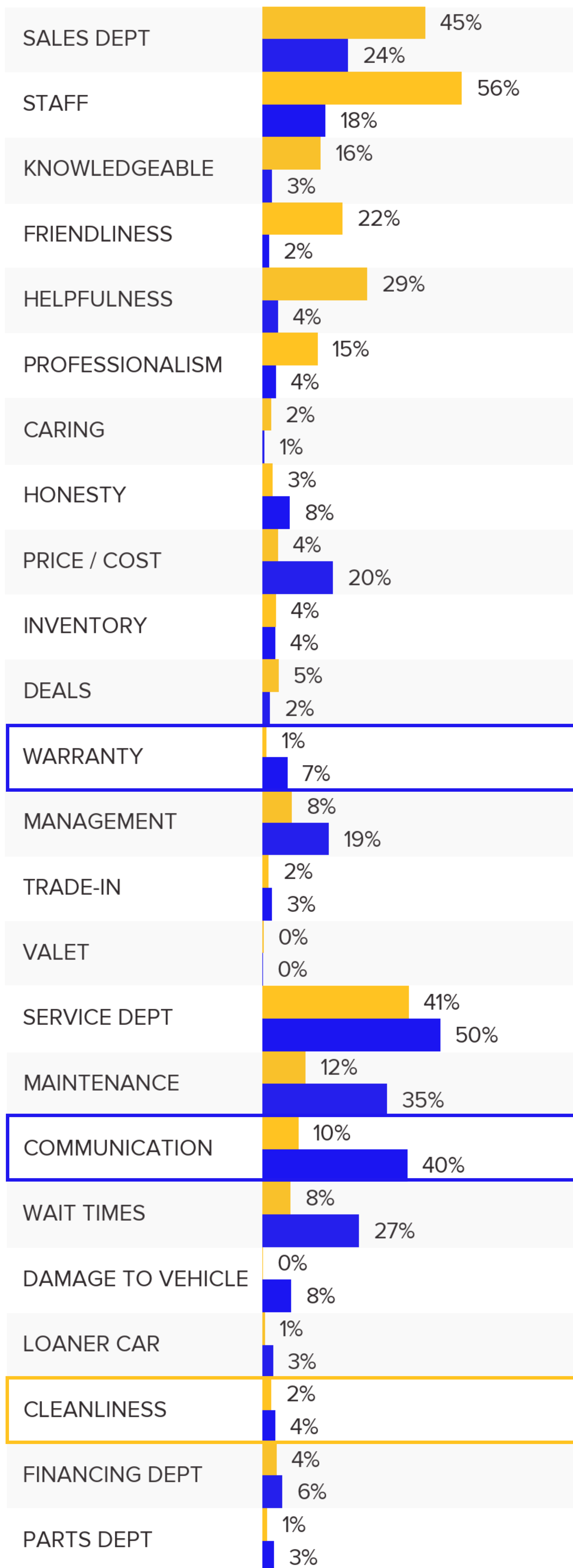
64/100



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

POSITIVE REVIEWS
NEGATIVE REVIEWS



STRENGTHS

CLEANLINESS mentioned in just 3.67% of negative reviews, 25.26% below benchmark

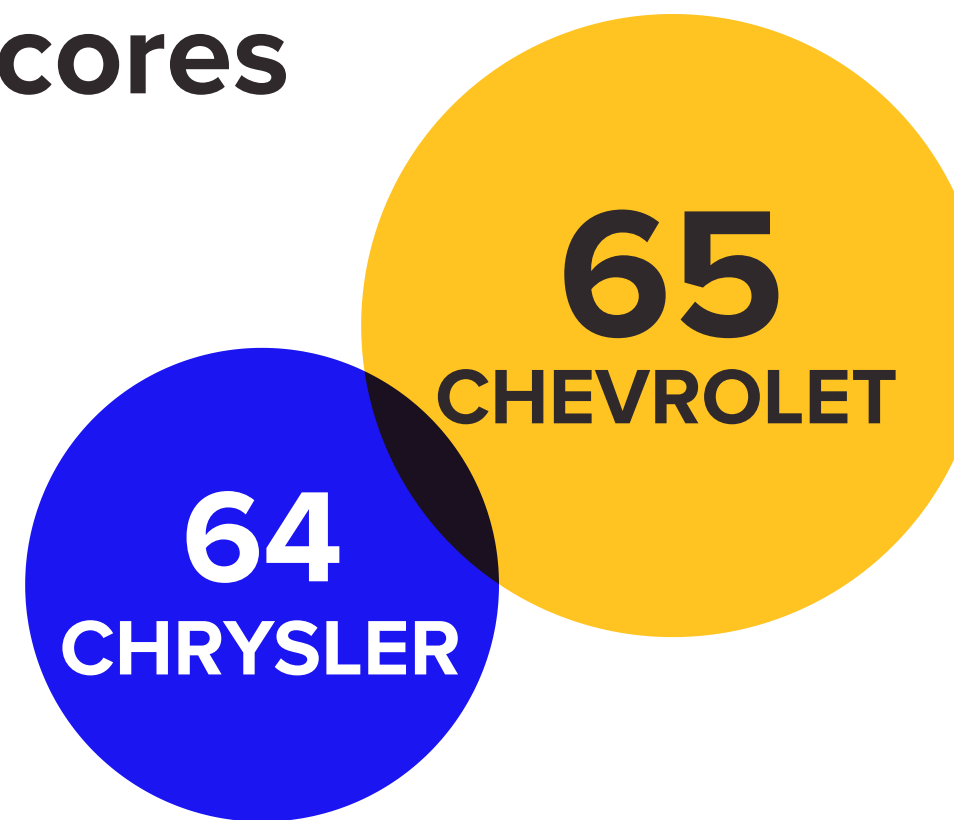
WEAKNESSES

WARRANTY mentioned in 7.2% of negative reviews, 29.77% above benchmark

COMMUNICATION mentioned in 39.98% of negative reviews, 6.98% above benchmark

RIVALRY

Chrysler v. Chevrolet Health Scores



Chevrolet response rate: **86%**

Chrysler response rate: **79%**

WARRANTY negative review mentions

Chrysler: **7.3%**

Chevrolet: **5.8%**

MODEL REPUTATIONS

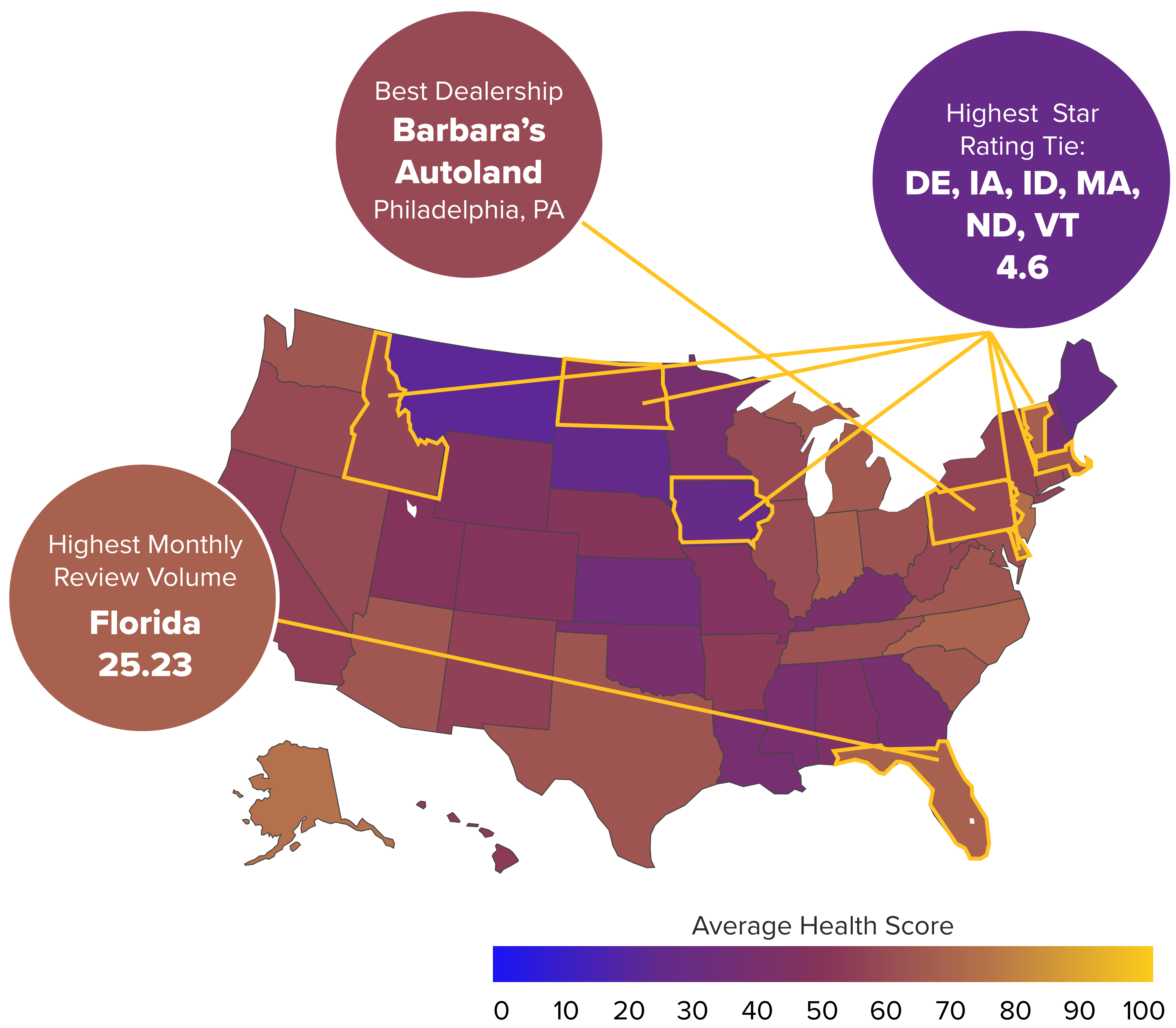
Chrysler Pacifica

4.38 Average Rating

Rank 22/31 rated model of the top-selling models list

REGIONAL STANDOUTS

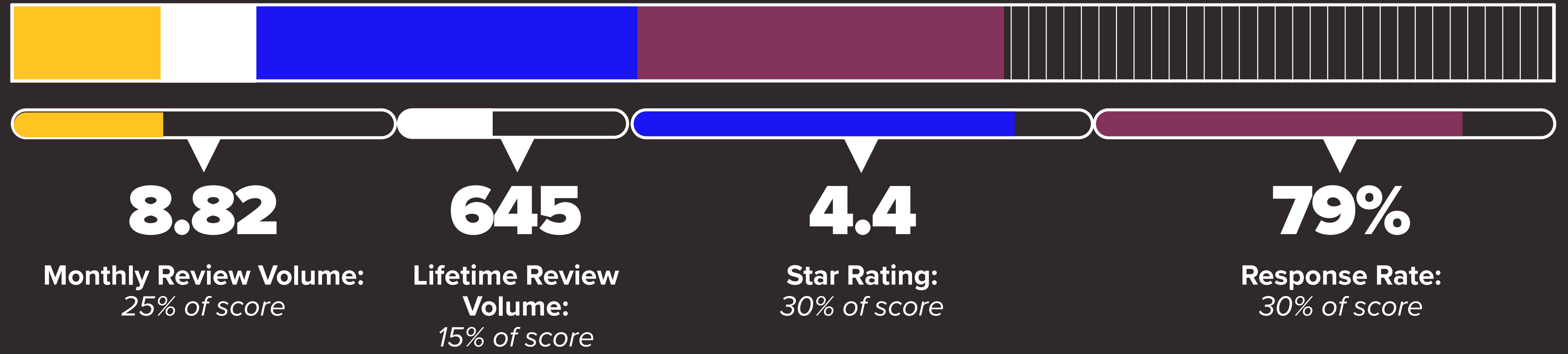
The map below displays average health score by state for this brand



RANKED 23RD OUT OF 32 OEMS
RANKED 15TH OUT OF 18 NON-LUXURY BRANDS

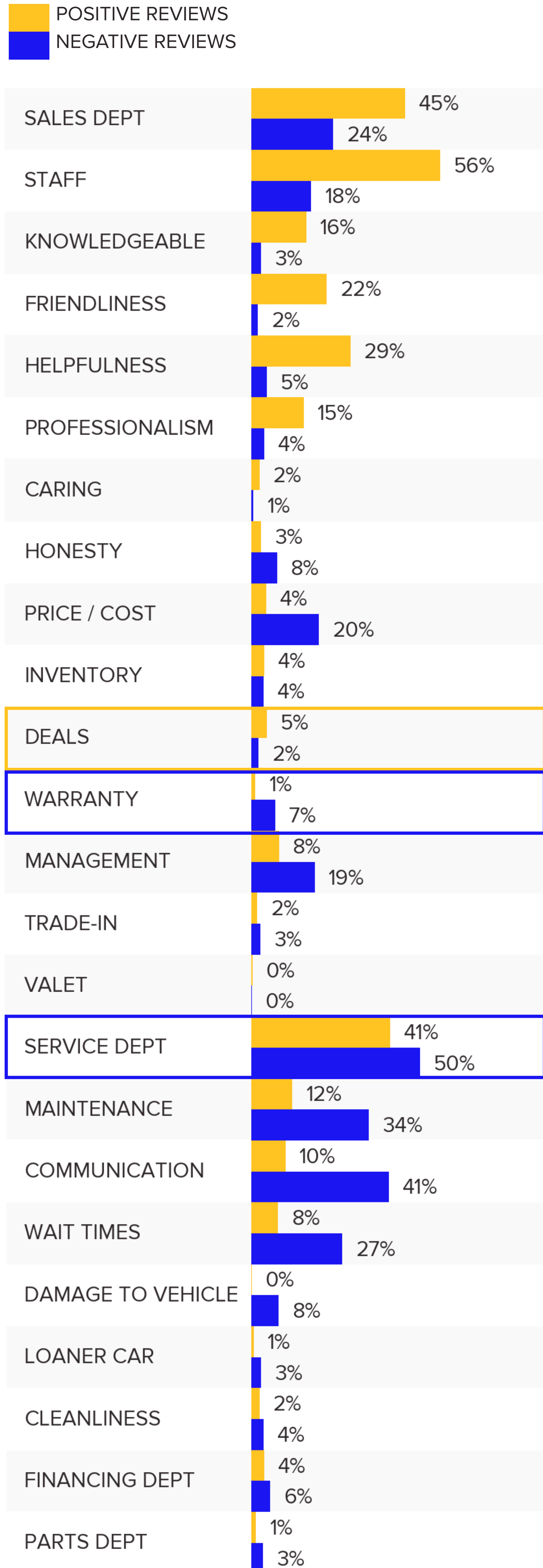
HEALTH SCORE

64/100



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

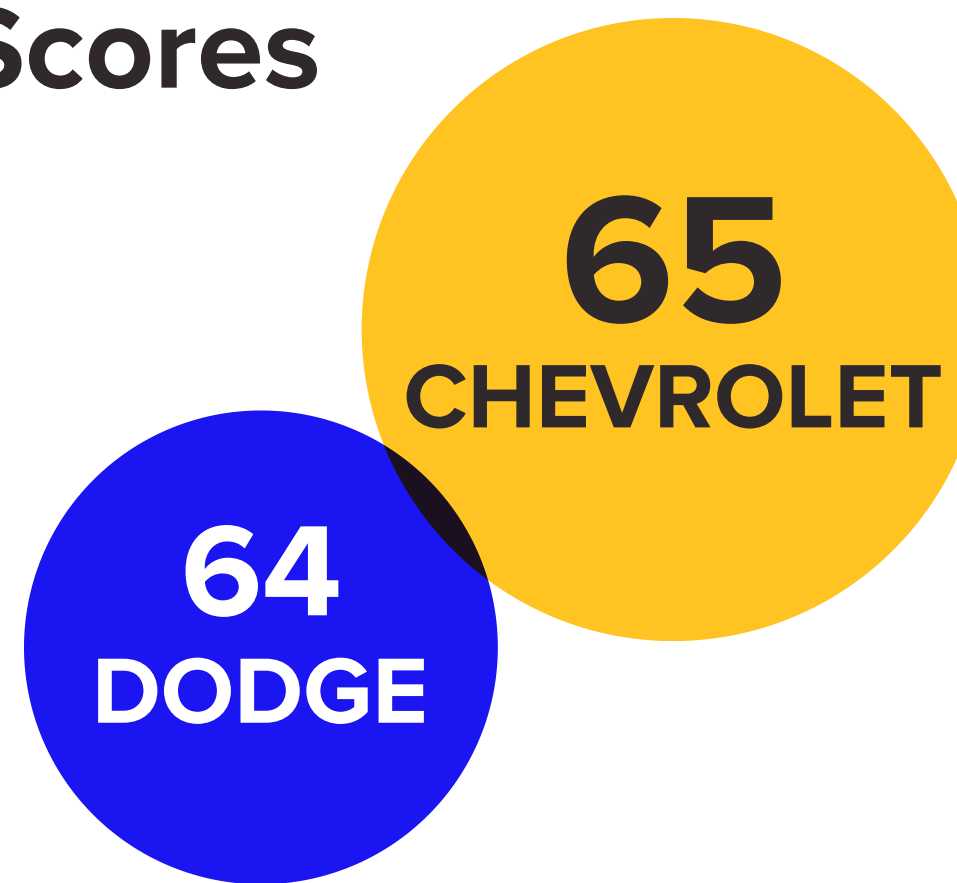


STRENGTHS

DEALS are mentioned in 4.61% of positive reviews, 18.36% above benchmark

RIVALRY

Dodge v. Chevrolet Health Scores



Chevrolet response rate: **86%**
Dodge response rate: **79%**

SERVICE DEPT mentioned in more negative Dodge reviews than Chevrolet negatives (49.17% vs 41.97%)

WEAKNESSES

Low review response rate at 79%

WARRANTY is mentioned in 7.16% of reviews, 29.04% above benchmark

SERVICE DEPT is mentioned in 49.17% of negative reviews, 11.24% above benchmark

MODEL REPUTATIONS

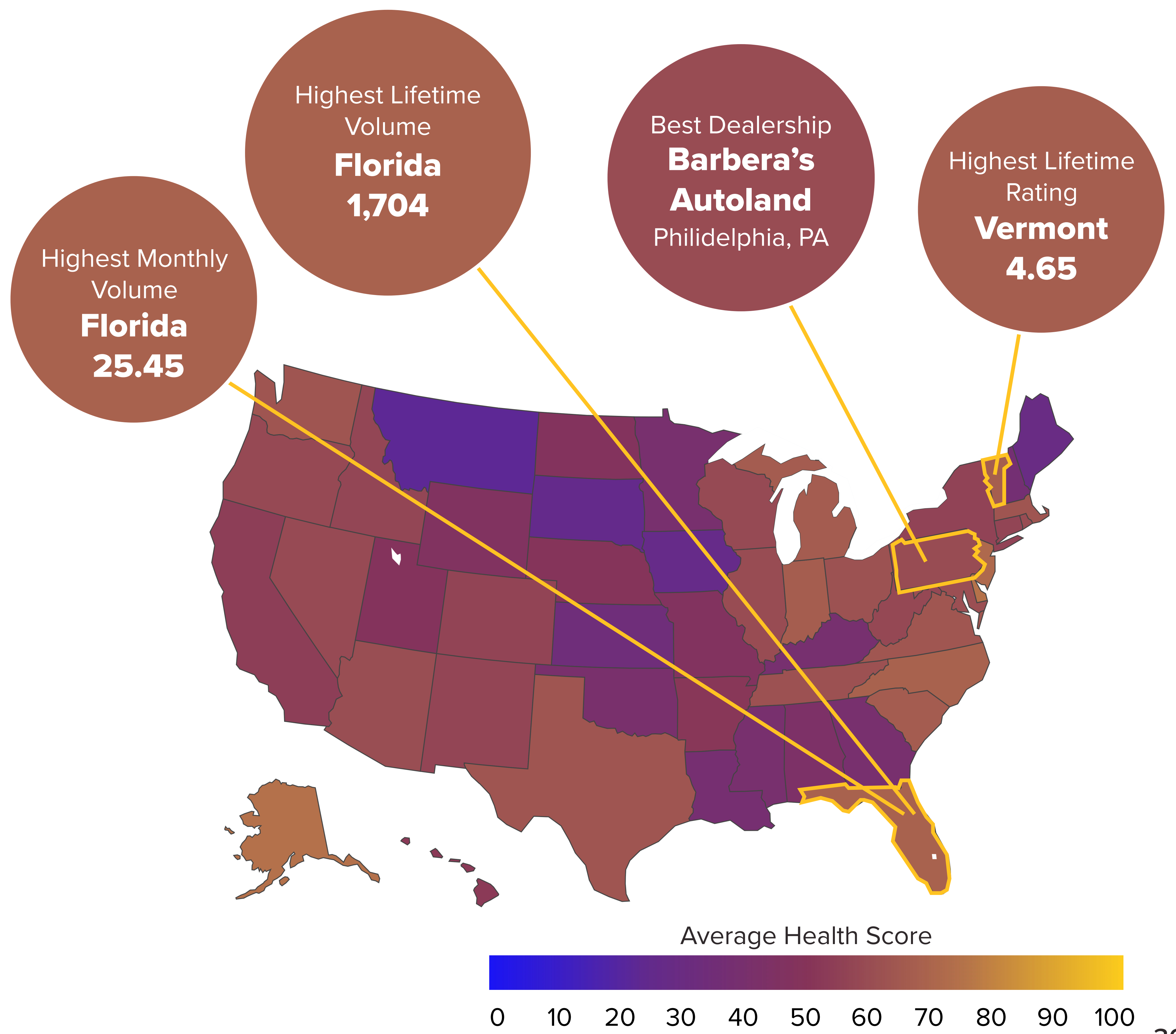
Dodge Charger

4.26 Average Rating

Rank 26/31 rated model of the top-selling models list

REGIONAL STANDOUTS

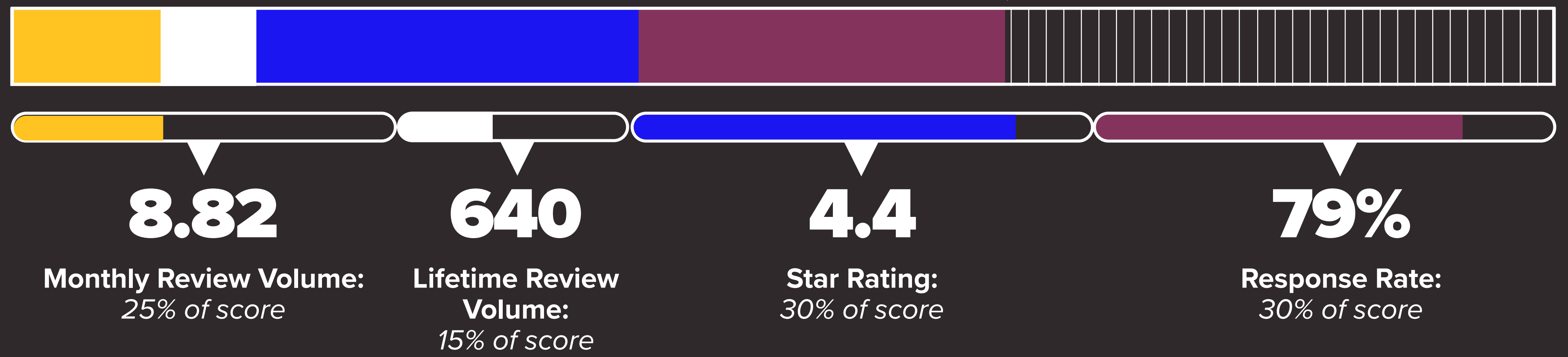
The map below displays average health score by state for this brand



RANKED 22ND OUT OF 32 OEMS
RANKED 16TH OUT OF 18 NON-LUXURY BRANDS

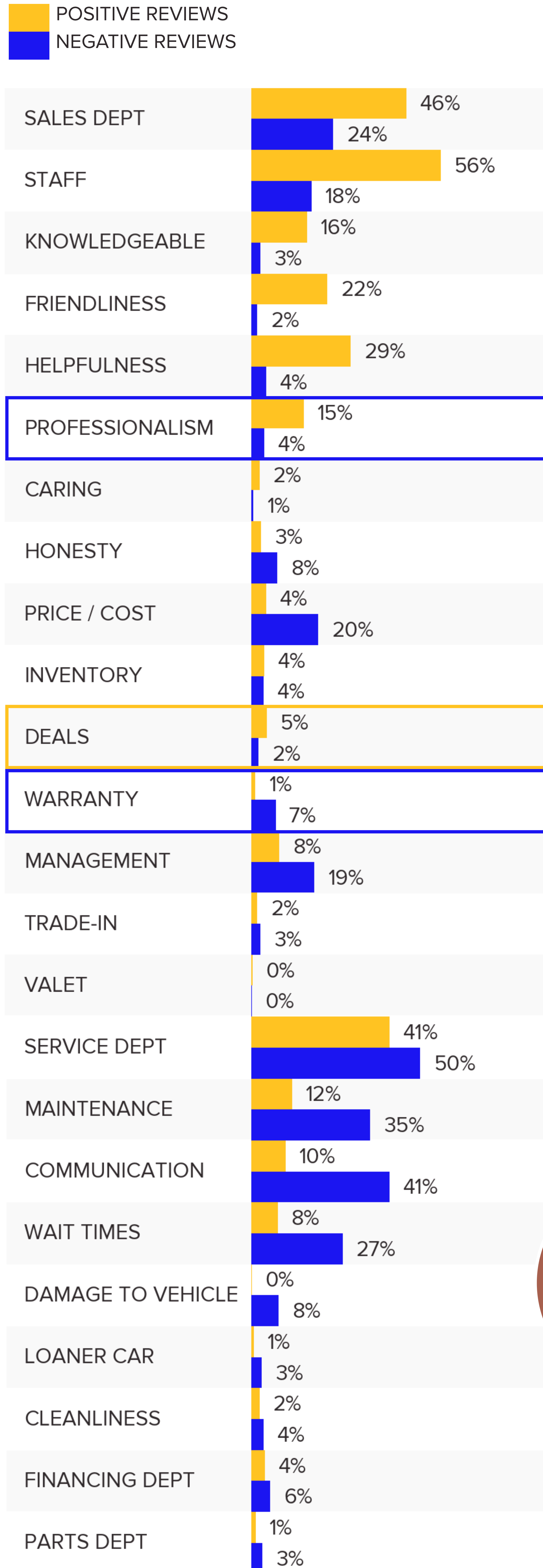
HEALTH SCORE

64/100



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

DEALS are mentioned in 4.59% of positive reviews, 17.85% above benchmark

Highest monthly volume and lifetime volume of all Jeep dealers: **Florida**

WEAKNESSES

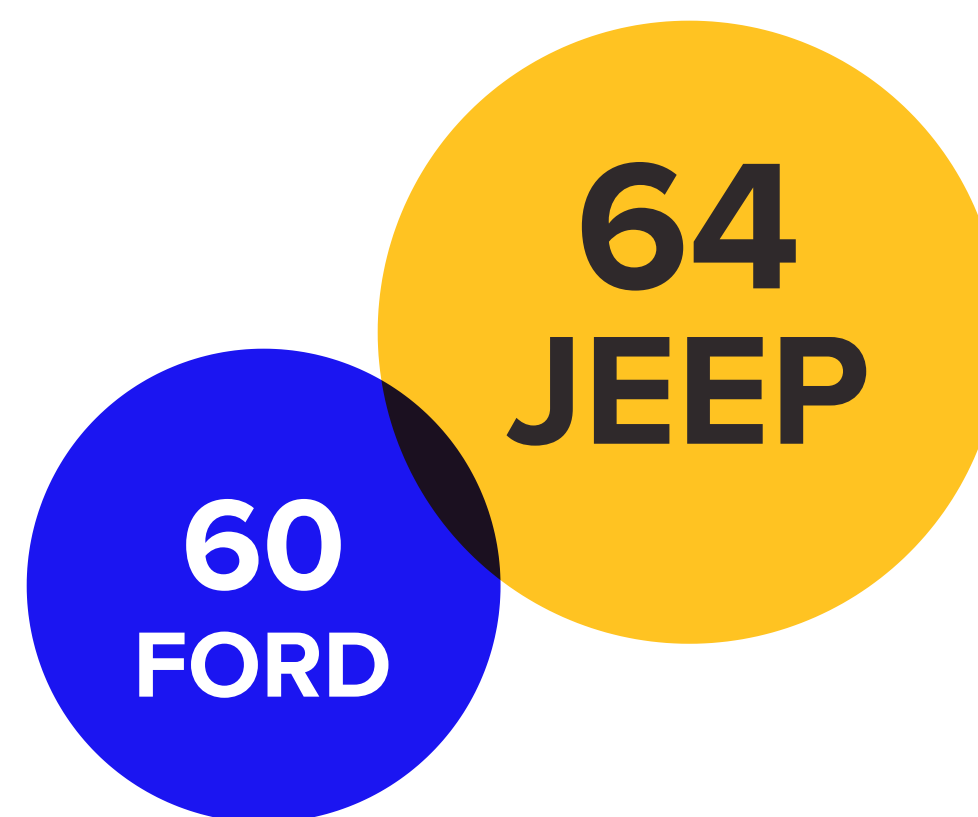
79% response rate

PROFESSIONALISM is mentioned in 15.39% of positive reviews, 13.56% below benchmark

WARRANTY is mentioned in 7.23% of negative reviews, 30.26% above benchmark

RIVALRY

Jeep v. Ford Health Scores



Jeep monthly review volume: **8.8**

Ford monthly review volume: **7.4**

Jeep Negativity: **12%**

Ford Negativity: **11%**

More negative **SERVICE** mentions for Jeep than Ford:

11.62% Jeep vs. 8.73% Ford

MODEL REPUTATIONS

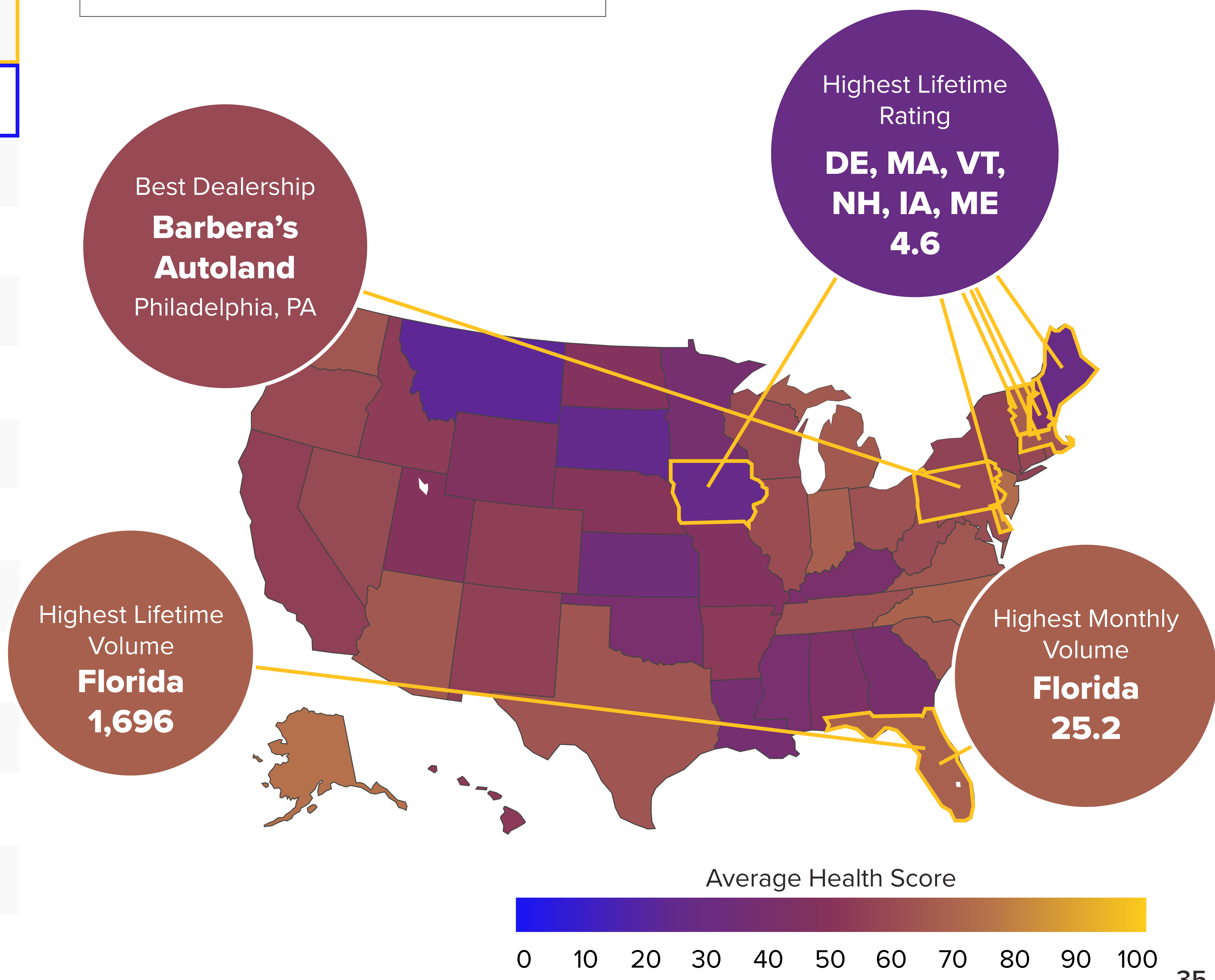
Jeep Grand Cherokee

4.48 Average Rating

Rank 18/31 rated model of the top-selling models list

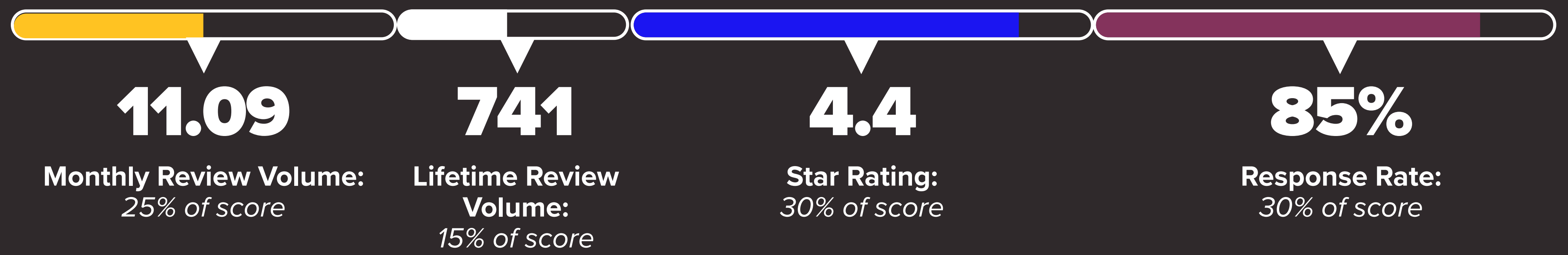
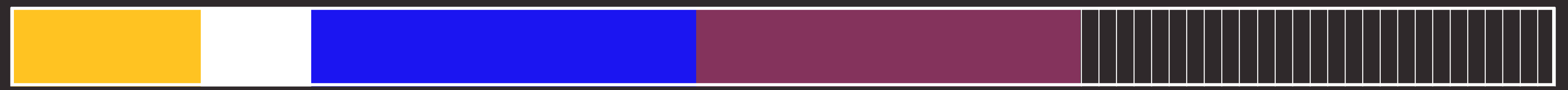
REGIONAL STANDOUTS

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



HEALTH SCORE

70/100

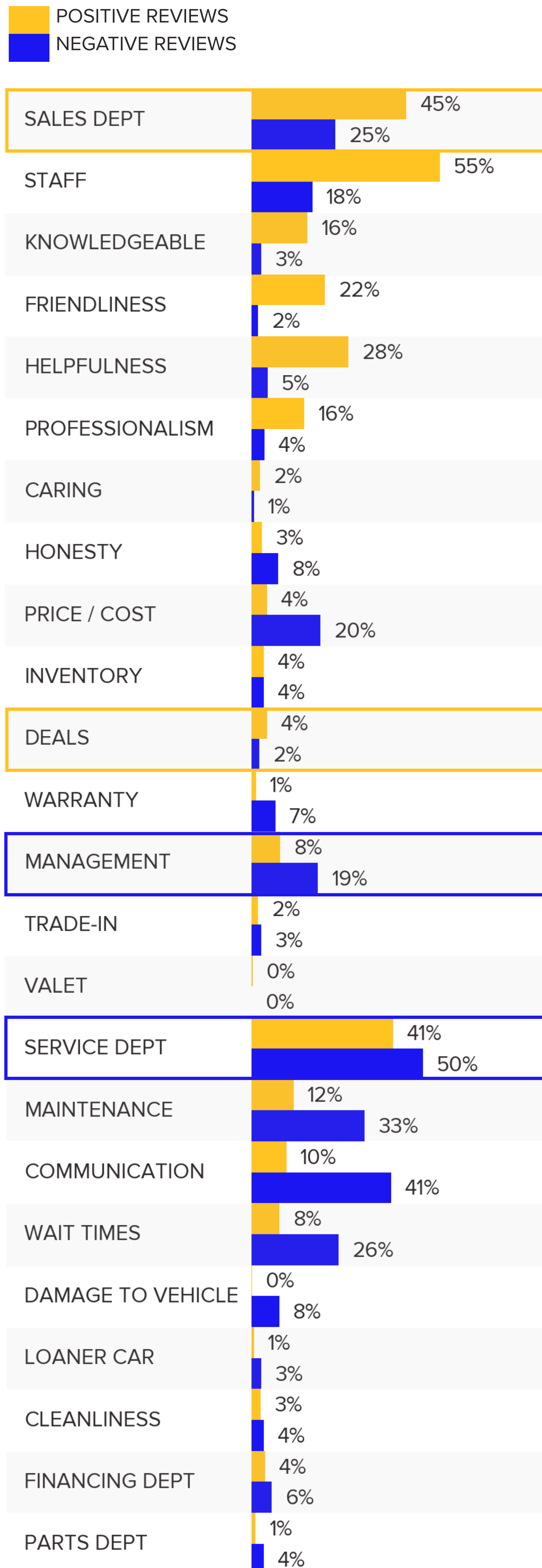


RAM

RANKED 15TH OUT OF 32 OEMS
RANKED 9TH OUT OF 18 NON-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

SALES DEPT is mentioned in 47.08% of positive reviews, 4.11% over benchmark

DEALS are mentioned in 4.65% of positive reviews, 19.4% over benchmark

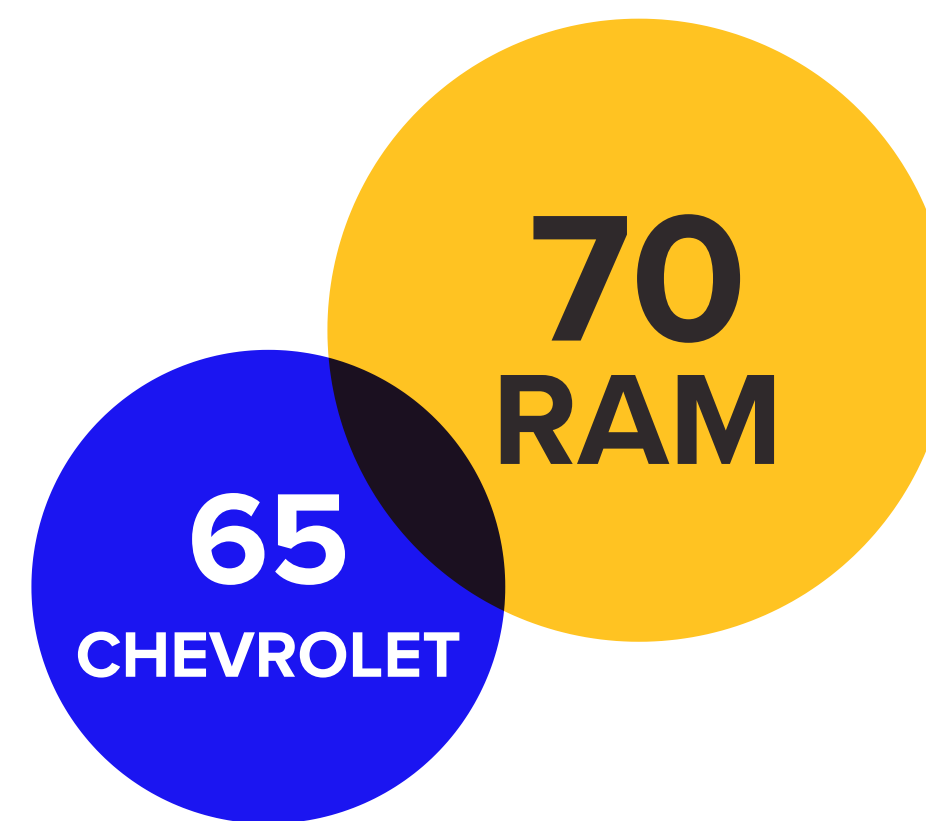
WEAKNESSES

MANAGEMENT mentioned in 19.14% of negative reviews, 12.16% above benchmark

SERVICE DEPT mentioned in 49.54% of negative reviews, 12.07% above benchmark

RIVALRY

RAM v. Chevrolet Health Scores



RAM monthly review volume: **11.1**

Chevrolet monthly review volume: **8.4**

SALES DEPT mentioned in more positive reviews for RAM than Chevrolet (47.98% vs 44.77%)

MODEL REPUTATIONS

RAM 1500

4.47 Average Rating

Rank 19/31 rated model of the top-selling models list

REGIONAL STANDOUTS

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

