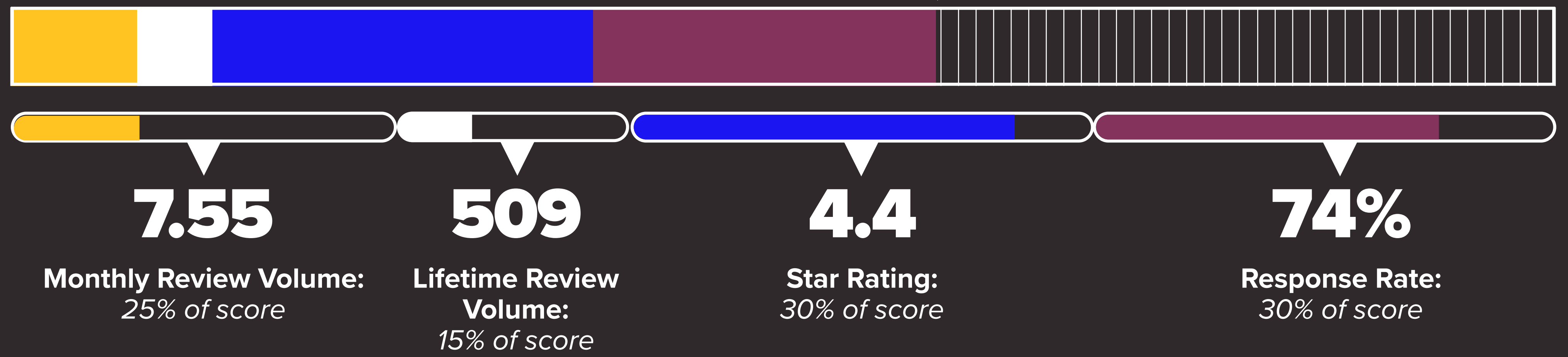


FORD

RANKED 28TH OUT OF 32 OEMS
RANKED 18TH OUT OF 18 NON-LUXURY BRANDS

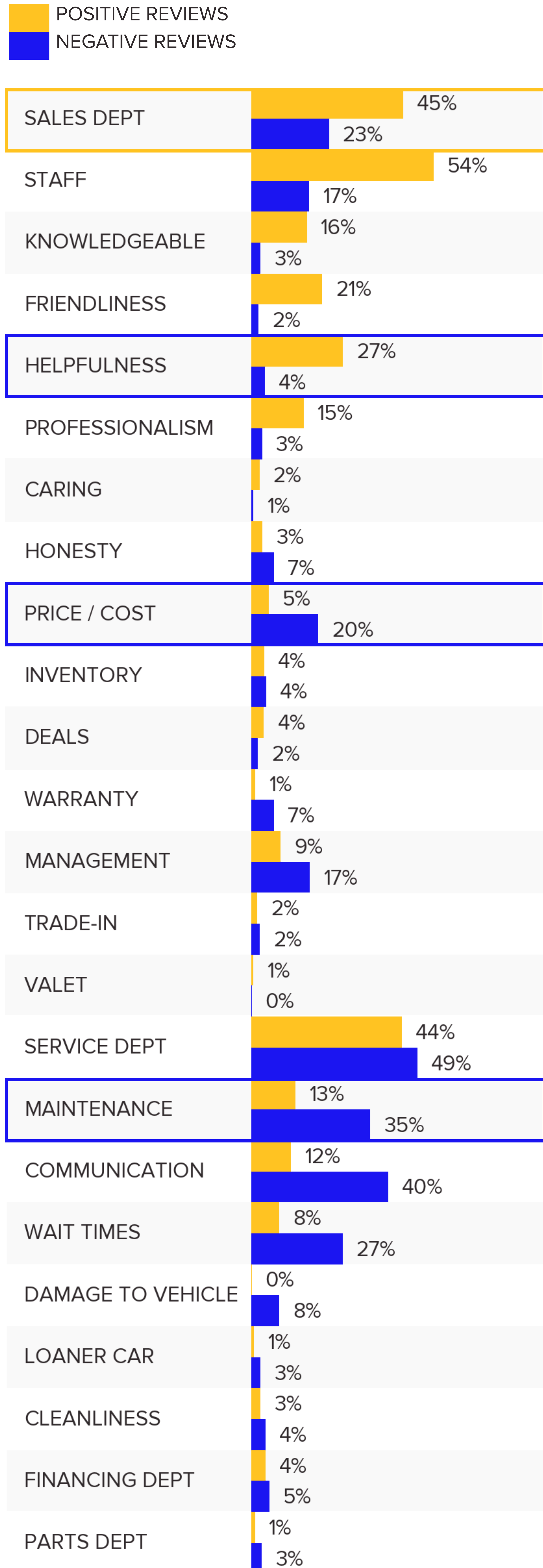
HEALTH SCORE

60/100



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

SALES DEPT mentioned in 47.22% of positive reviews, 4.42% over benchmark

WEAKNESSES

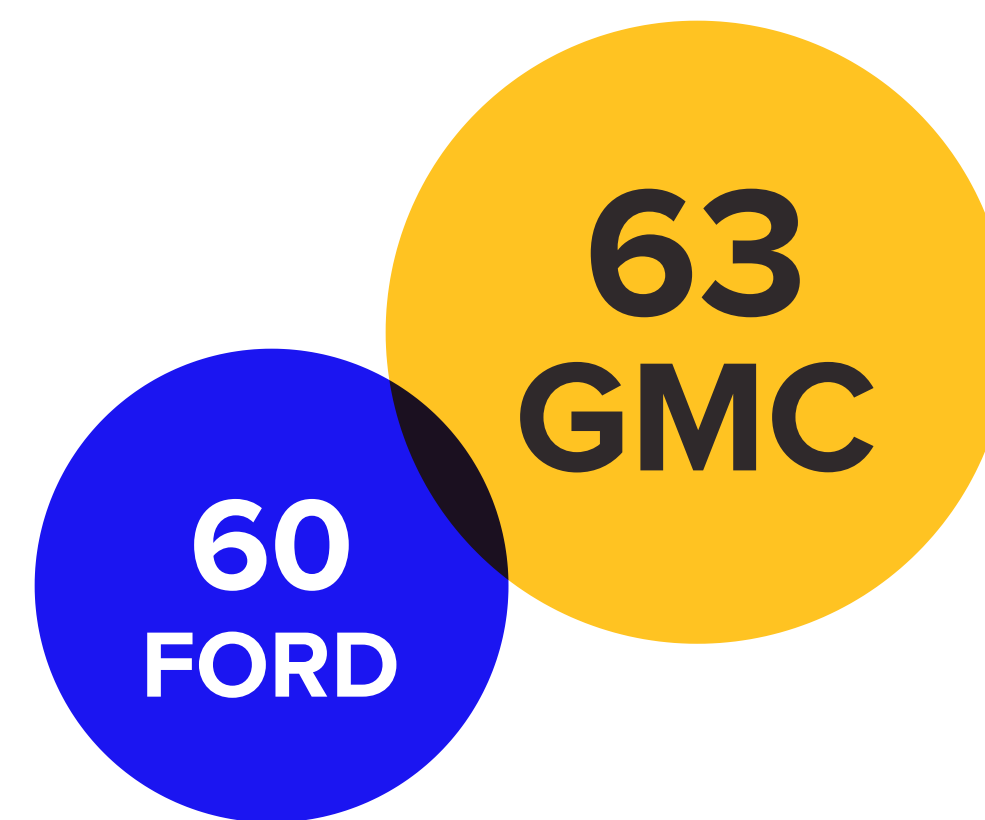
HELPFULNESS is mentioned in 27.21% of positive reviews, 12.03% below benchmark

SERVICE DEPT is mentioned in 48.06% of negative review, up 8.73% from average

MAINTENANCE is mentioned in 34.65% of negative reviews, 5.5% more than benchmark

RIVALRY

Ford v. GMC Health Scores



INVENTORY comes up in more reviews overall for Ford than GMC: 4.28% Ford vs 3.46% GMC

GMC average rating: **4.5**
Ford average rating: **4.4**

GMC response rate: **83%**
Ford response rate: **74%**

MODEL REPUTATIONS

Ford F Series

4.18 Average Rating

Rank 27/31 rated model of the top-selling models list

REGIONAL STANDOUTS

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

