

# HEALTH SCORE 1,535 21.18 4.5 RANKED 2<sup>ND</sup> OUT OF 32 OEMS

RANKED 1<sup>ST</sup> OUT OF 18 NON-LUXURY BRANDS

**Monthly Review Volume:** 25% of score

Lifetime Review Volume: 15% of score

Star Rating: 30% of score



94/100

**Response Rate:** 30% of score

## **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** 

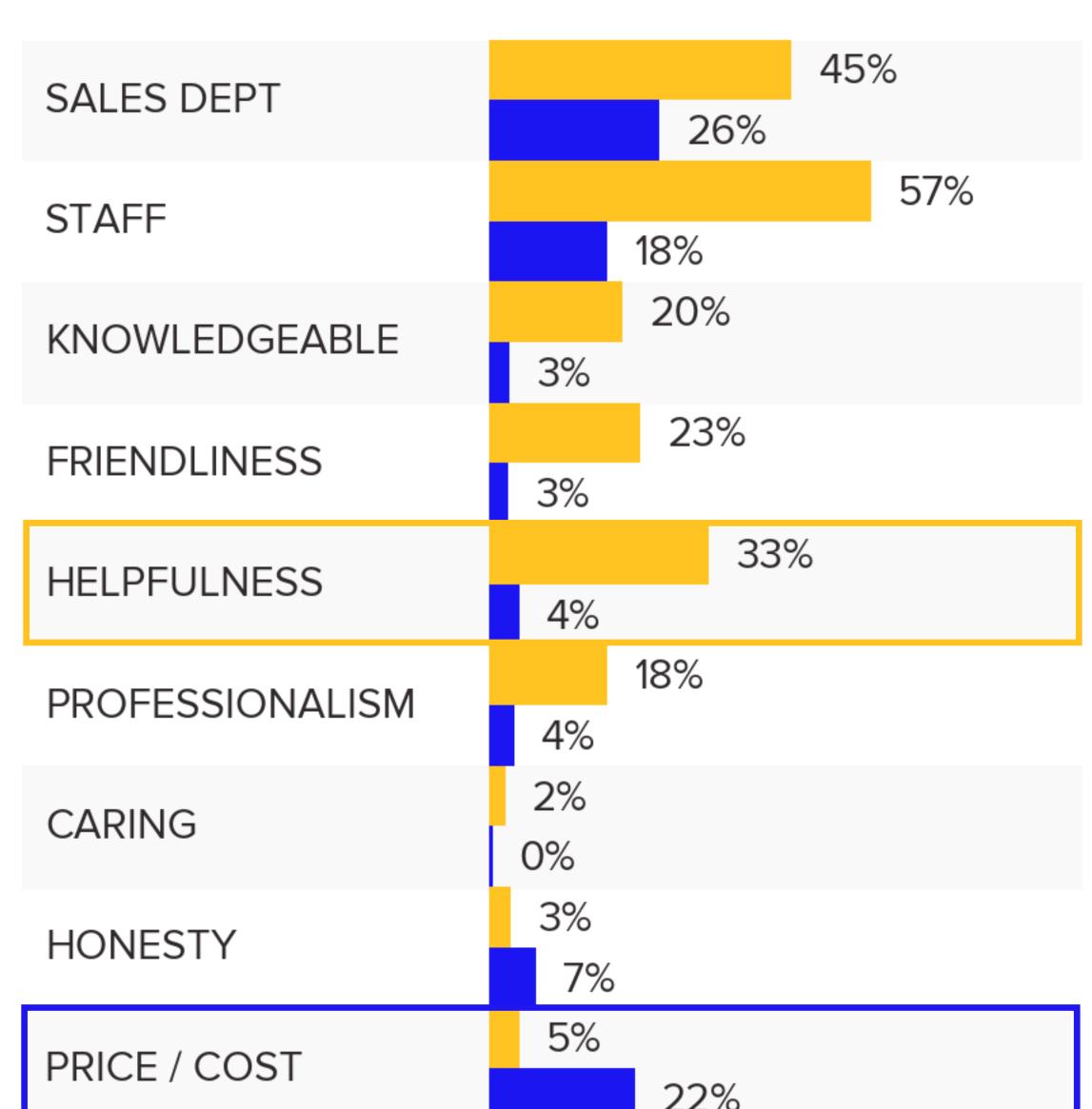
#### **STRENGTHS**

Tied with Lexus for the highest average monthly reviews: 21.2

**HELPFULNESS** mentioned in 33.79%

### WEAKNESSES

**PRICE** mentioned in 23.5% of negative reviews, 13.68% above benchmark



of positive reviews, 9.23% above benchmark

**MAINTENANCE** mentioned in 28.4% of negative reviews, 13.51% below benchmark

# **MODEL REPUTATIONS**

**Toyota RAV4** 

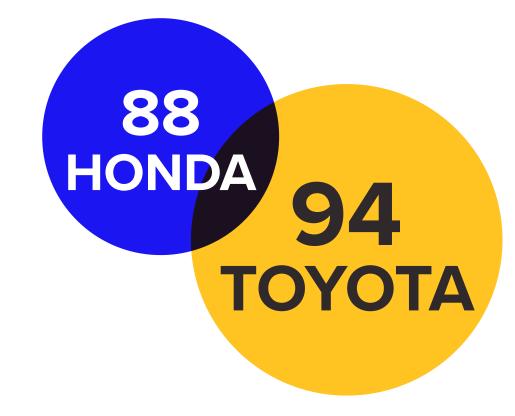
**4.6** Average Rating

**Rank** 12/31 rated model of the top-selling models list

### **REGIONAL STANDOUTS**

# **RIVALRY**

#### **Toyota v. Honda Health Scores**



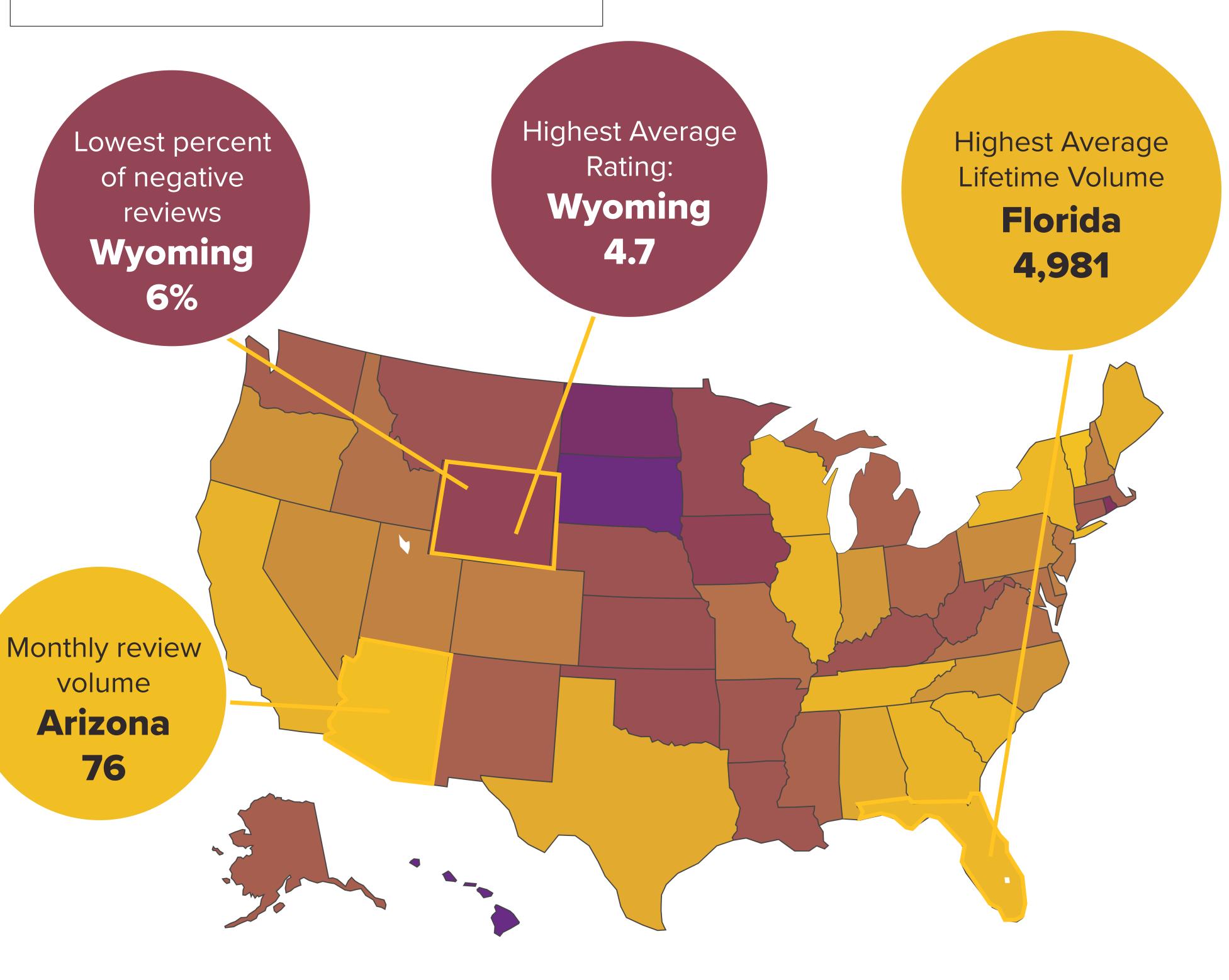
### Toyota Rank: **#2**

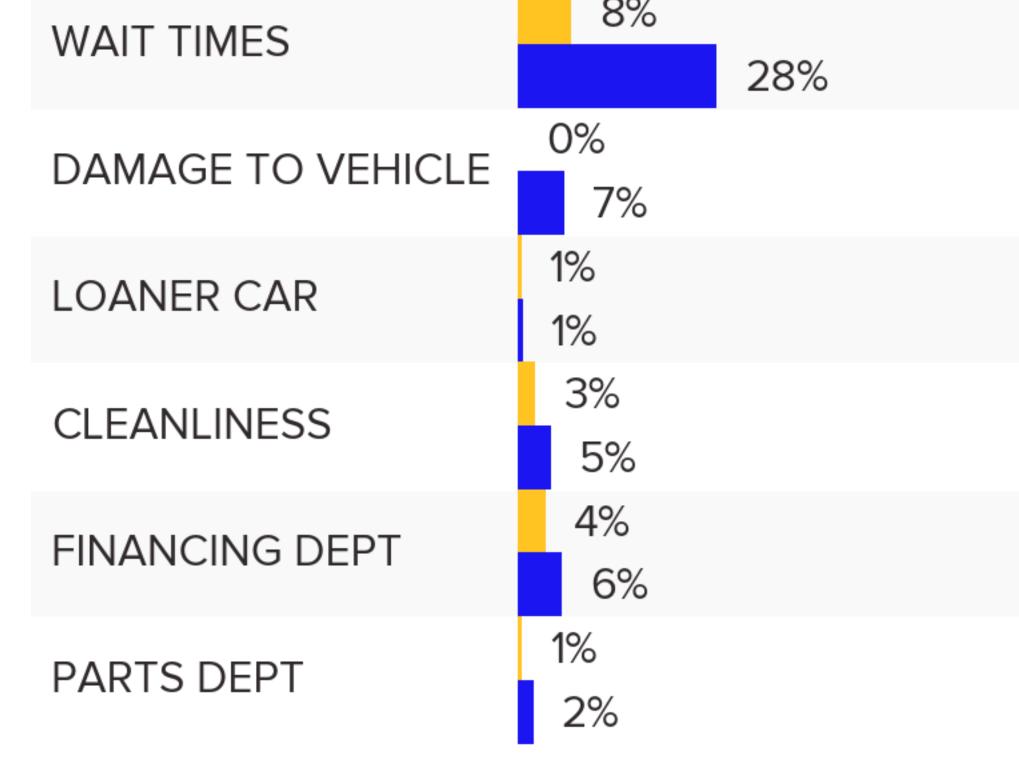
Honda Rank: #4

Toyota negative review percentage: **12%** Honda negative review percentage: **10%** 

	ZZ%
INVENTORY	4%
	4%
DEALS	4% 2%
WARRANTY	1%
	4%
MANAGEMENT	7%
	15% 1%
TRADE-IN	3%
VALET	0%
	0%
SERVICE DEPT	41%
	40%
MAINTENANCE	11%
	29%
COMMUNICATION	10%
	35%
	8%

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





Average Health Score

50 60 70 80 90 100 10 20 40 0 30