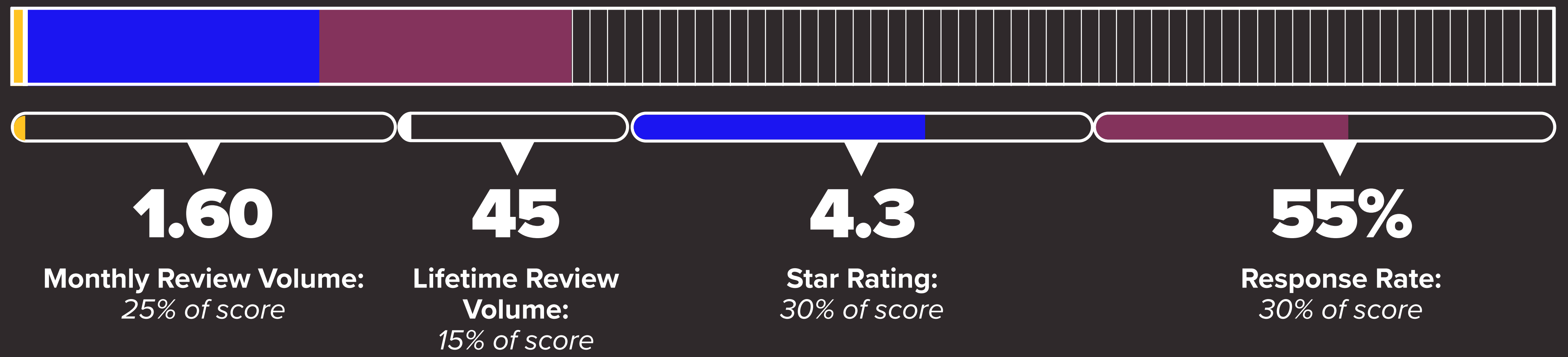


# GENESIS

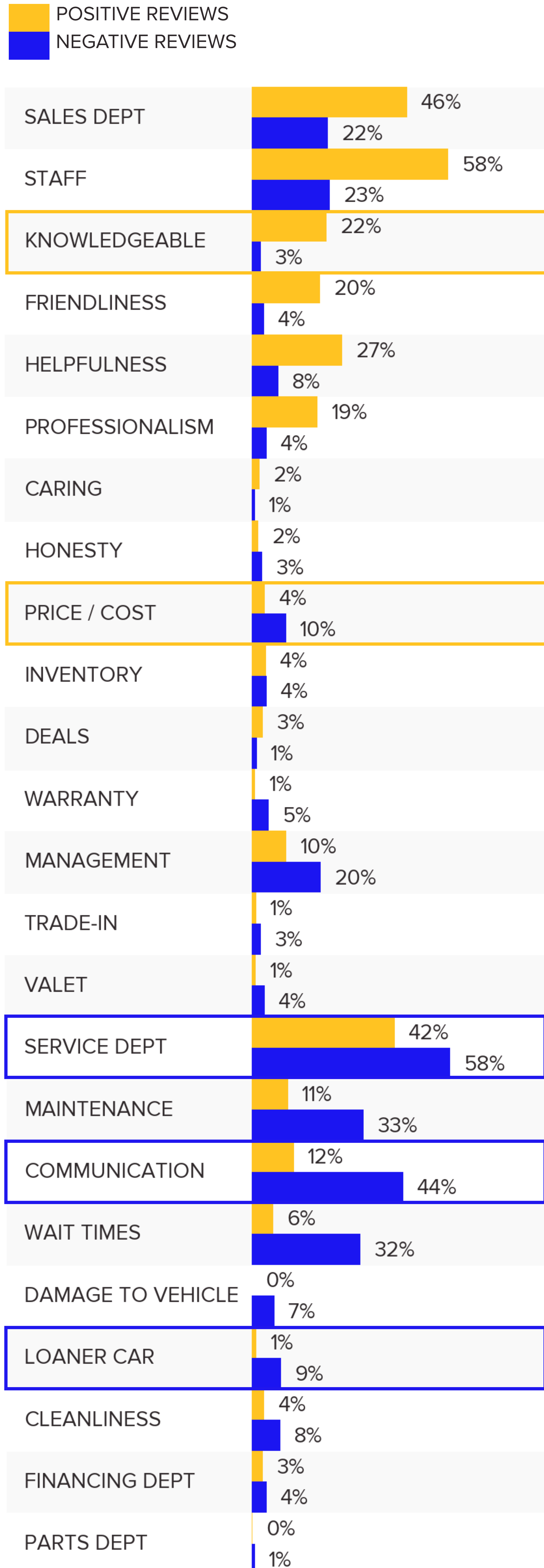
RANKED 32<sup>ND</sup> OUT OF 32 OEMS  
RANKED 14<sup>TH</sup> OUT OF 14 LUXURY BRANDS

## HEALTH SCORE 36/100



### 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



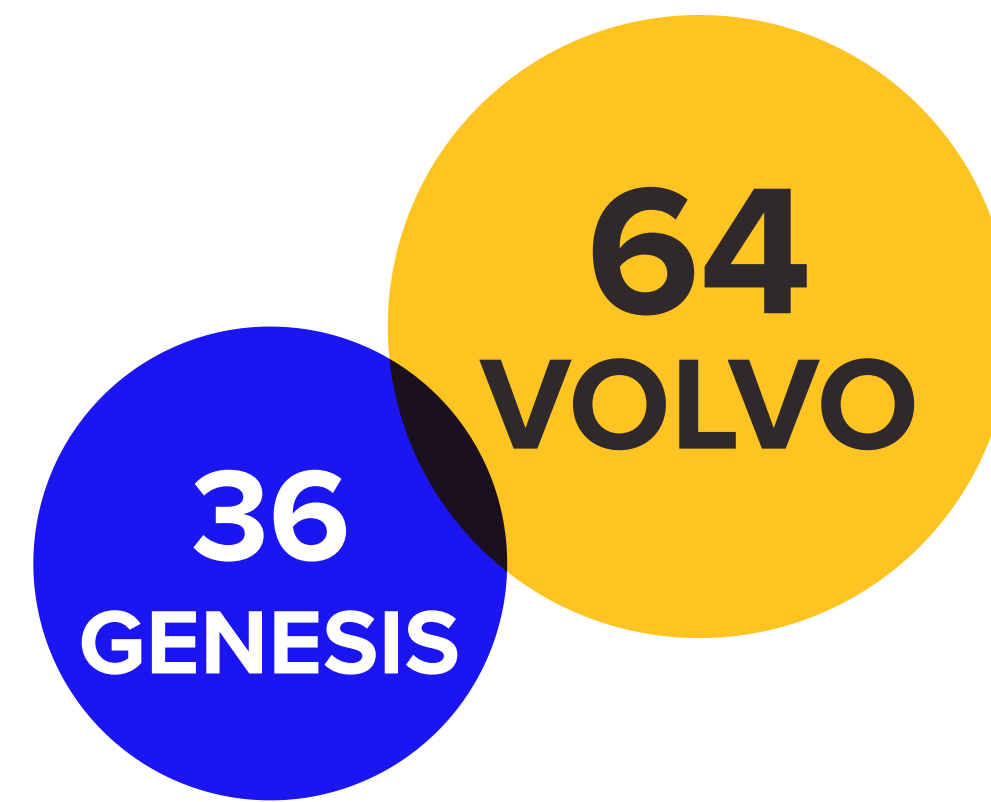
### STRENGTHS

**KNOWLEDGE** mentioned in 21.93% of positive reviews, 17.2% above benchmark

**PRICE** mentioned in 9.66% of negative reviews, 53.27% below benchmark

### RIVALRY

#### Genesis v. Volvo Health Scores



Genesis monthly review volume: **1.6%**  
Volvo monthly review volume: **7%**

**COMMUNICATION** negative mentions  
Genesis: **43.5%**  
Volvo: **36.65%**  
Benchmark: **37.37%**

### WEAKNESSES

**SERVICE DEPT** mentioned in 58.13% of negative reviews, 31.5% above benchmark

**COMMUNICATION** mentioned in 43.5% of negative reviews, 16.16% above benchmark

**LOANER CARS** mentioned in 8.59% of negative reviews, 207.23% above benchmark

### MODEL REPUTATIONS

#### Genesis GV70

**4.1** Average Rating

**Rank** 29/31 rated model of the top-selling models list

### REGIONAL STANDOUTS

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

