

The Automotive Industry's Most Valuable Brand Portfolios

Parent Company	Brand	Brand Value 2015 (USDm)	Brand Value 2014 (USDm)
Volkswagen AG	Volkswagen	31025	27062
	Audi	9591	7082
	Porsche	3839	11370
	MAN	3257	NA
	Scania	2302	2453
	Bentley	1852	2075
	Skoda	1265	1965
	Lamborghini	920	677
	Seat	691	884
	Ducati	152	NA
	Portfolio Total		54893
Toyota Motor Corporation	Toyota	35017	34903
	Lexus	4217	4169
	Scion	615	916
	Portfolio Total	39849	39988
BMW AG	BMW	33079	28962
	MINI	4672	4238
	Rolls- Royce	776	819
	Portfolio Total	38527	34018
Daimler AG	Mercedes-Benz	27328	24171
	Daimler	2773	NA
	Smart	1285	1565
	Portfolio Total	31385	25737
Honda Motor Co Ltd	Honda	22424	22152
	Acura	1924	2158
	Portfolio Total	24347	24310
Fiat SPA	Fiat	6060	5179
	Ferrari	4747	4036
	Dodge	3013	2312
	Jeep	2731	2508
	Chrysler	2080	1952
	RAM Trucks	2034	1878
	Maserati	942	693
	Alfa Romeo	533	474
	Lancia	350	326
	Magneti Marelli	197	253
	Teksid	150	NA
	Comau	140	153
	Portfolio Total	22977	19765

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General Motors	Chevrolet	7150	6426
	GMC	3492	4310
	Opel	2364	2587
	General Motors	2277	4842
	Buick	1636	1821
	Cadillac	1355	1499
	Pontiac	1243	1269
	Vauxhall	909	926
	Holden	489	558
	Saturn	361	395
	Saab	358	428
	Portfolio Total	21728	25062
Ford Motor Co	Ford	20315	20236
	Lincoln	1263	2398
	Portfolio Total	21578	22634
Nissan Motor Co	Nissan	18085	21194
	Infiniti	1472	1619
	Portfolio Total	19557	22813
Tata Motors	Land Rover	6521	4339
	Tata Motors	2374	2294
	Jaguar	1435	1246
	Portfolio Total	10331	7879
Peugeot SA	Peugeot	6210	7123
	Citreon	3703	4260
	Portfolio Total	9913	11384

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About Brand Finance

[Brand Finance](#) is the world's leading brand valuation and strategy consultancy, with offices in over 20 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximise brand and business value and bridges the gap between marketing and finance.