

Involvement-Index 2017

Which automobile brands are most talked about?

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How are the results of the involvement index accomplished?



The basis of the calculation of the involvement index is the number of contributions in forums at Motor-Talk.de, the largest German-speaking automobile forum. In addition, the data of the Federal Office for Motor Vehicles is accessed.

For every automobile brand, the number of contributions in forums with the respective number of vehicles registered in Germany was set into relation. High values in the involvement index indicate that, in relation to the vehicle inventory of a brand, an above-average number of contributions were written in forums. Low values indicate that, in relation to the vehicle inventory, a below-average number of contributions were written in forums.

An average Involvement corresponds to a value of 1. Values less than 1 indicate a more or less below-average Involvement. Characteristic values above 1 correspond to a more or less above-average Involvement.

In order not to distort the results, only those brands which indicate a wider inventory volume in Germany are listed in the Involvement index. Automobile brands with a very small vehicle inventory (e.g. Ferrari, Morgan or Tesla) are not included in the calculation.

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What are the results?

The top field



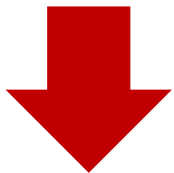
The first six places give an impression of stability and indicate no change from the previous year's ranking. **Volvo** reaches the first place here for the fifth time in succession in the Involvement index and can clearly extend its lead. Also the allocations of the second and third places of **Audi** and **BMW** remain unchanged - in spite of a small drop of the respective Involvement. The top group is composed of **Land Rover** at place four, **Mercedes-Benz** at place five and **Saab** at place six.

The winners 2017



The current market leader **Volvo** also leads the field of the biggest winners in comparison with the previous year and therefore extends its lead over **Audi**. Further winners this year are **Lexus** (+5 places), **Jaguar** (+2 places) and **Subaru** (+4 places). As a result of a jump of five places upwards, **Kia** can additionally ensure a place for itself in the lower middle rankings.

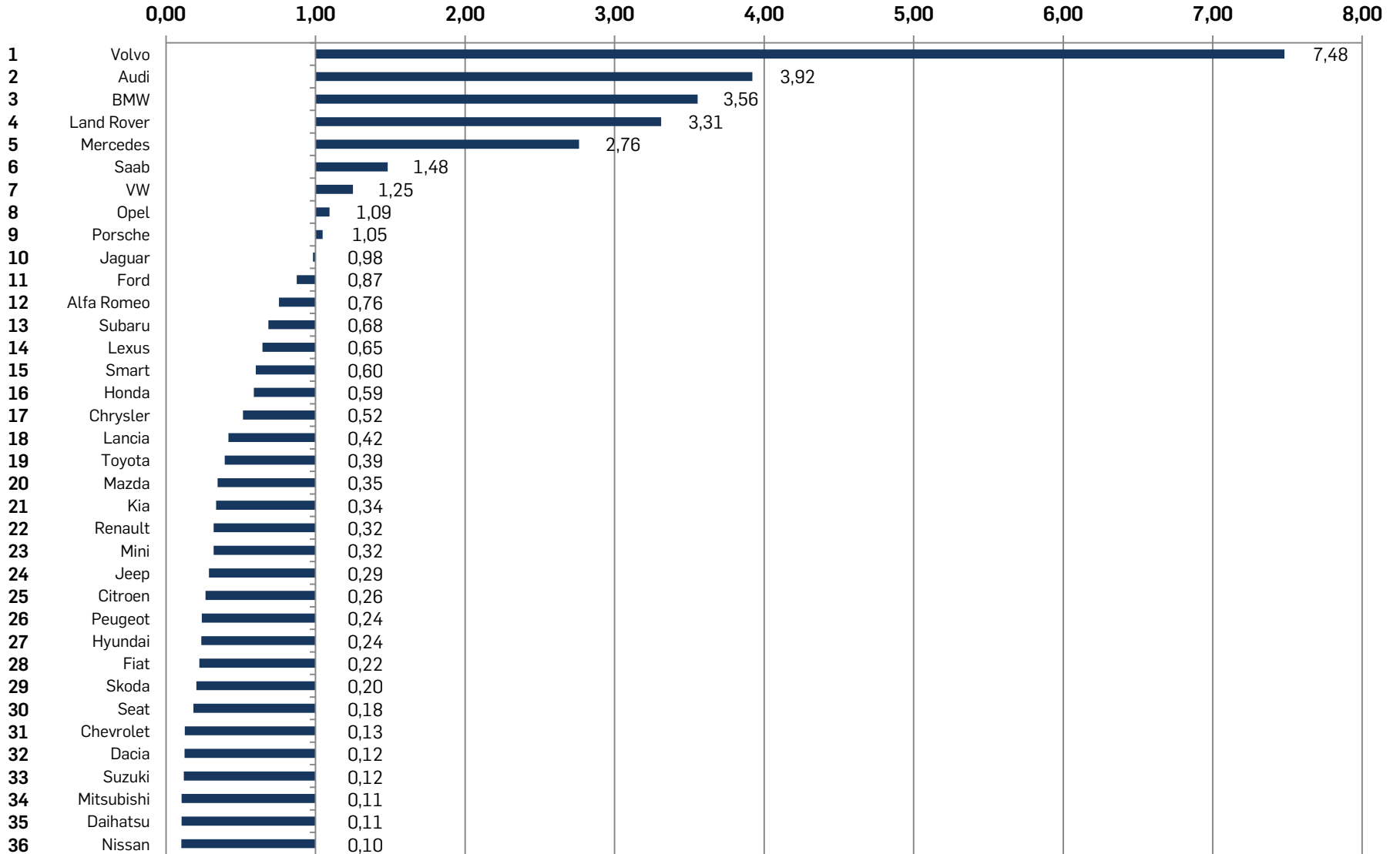
The losers 2017



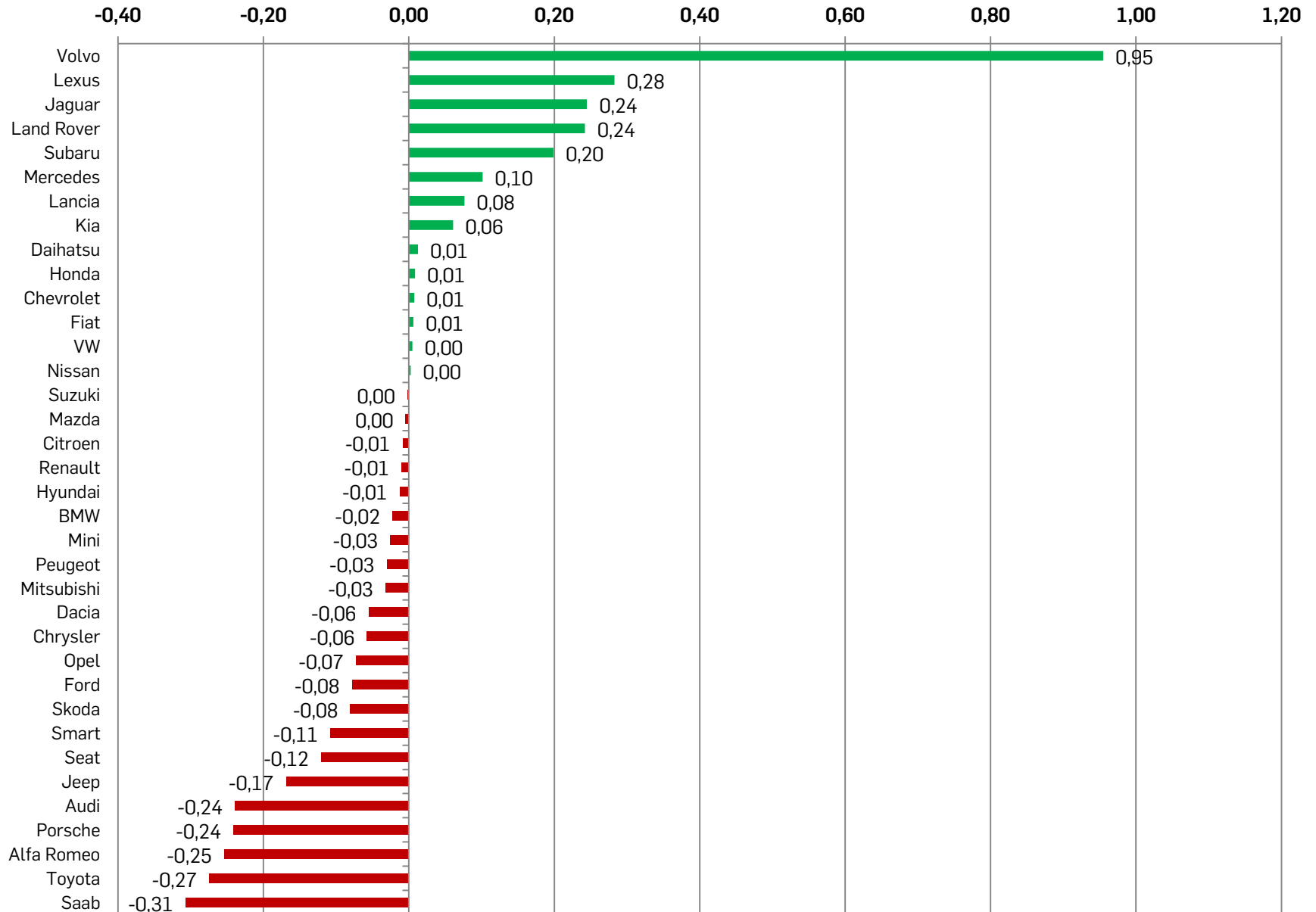
Porsche is one of the greatest losers of this year's Involvement index and falls to ninth place behind **VW** and **Opel**. With this, the negative trend of the previous years also continues this year. However, another brand lists the highest involvement loss: **Saab**. Nevertheless the sixth place can be defended against **VW** even if the separation distance has significantly decreased. One of the losers is also **Toyota**, which has deteriorated by five places, and **Alfa Romeo** which cannot confirm the positive trend of the previous year and must give up two places. The **Seat** brand deteriorates, if only slightly, in the Involvement, however, in spite of that drops back by a total of six places in ranking. This applies exactly the same for the **Jeep** brand, which also loses six places.

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Ranking place Brand



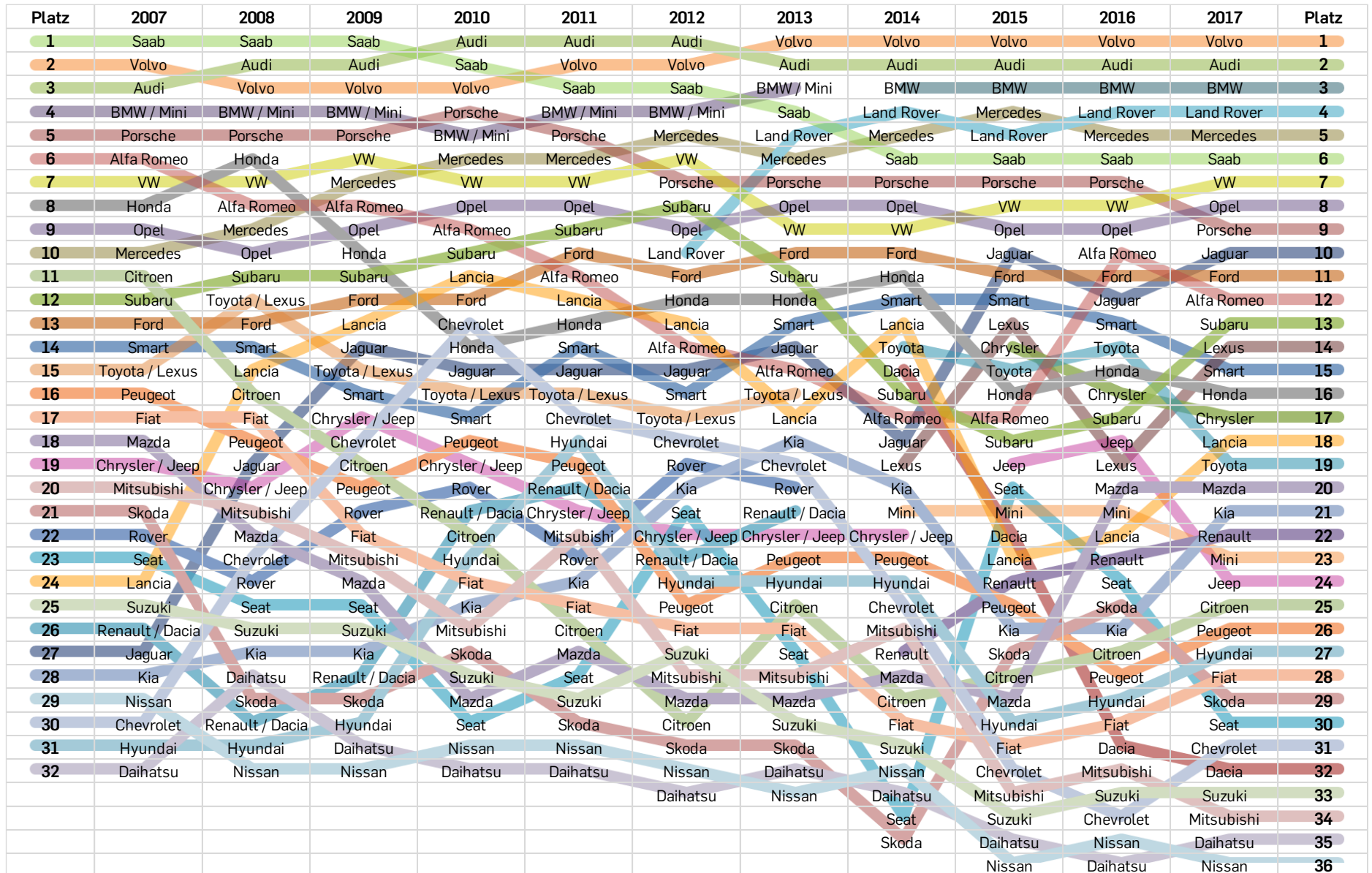
Change 2017 vs. 2016



Winners- and losers 2017

Marke	Rangplatz 2017	Rangplatz 2016	Veränderung
Volvo	1	1	▶
Audi	2	2	▶
BMW	3	3	▶
Land Rover	4	4	▶
Mercedes	5	5	▶
Saab	6	6	▶
VW	7	8	▲ 1
Opel	8	9	▲ 1
Porsche	9	7	▼ 2
Jaguar	10	12	▲ 2
Ford	11	11	▶
Alfa Romeo	12	10	▼ 2
Subaru	13	17	▲ 4
Lexus	14	19	▲ 5
Smart	15	13	▼ 2
Honda	16	15	▼ 1
Chrysler	17	16	▼ 1
Lancia	18	22	▲ 4
Toyota	19	14	▼ 5
Mazda	20	20	▶
Kia	21	26	▲ 5
Renault	22	23	▲ 1
Mini	23	21	▼ 2
Jeep	24	18	▼ 6
Citroen	25	27	▲ 2
Peugeot	26	28	▲ 2
Hyundai	27	29	▲ 2
Fiat	28	30	▲ 2
Skoda	29	25	▼ 4
Seat	30	24	▼ 6
Chevrolet	31	34	▲ 3
Dacia	32	31	▼ 1
Suzuki	33	33	▶
Mitsubishi	34	32	▼ 2
Daihatsu	35	36	▲ 1
Nissan	36	35	▼ 1

Development 2007 - 2017



The brands BMW & Mini, Toyota & Lexus, as well as Renault & Dacia were listed in 2013 together in each case in the statistics of the KBA.

The brands Chrysler & Jeep until 2014 were maintained in a common forum on MotorTalk.de.

Bochumer Automobile Research

Which automobile suits you?



Free participation in a motorist study

What car would you like to drive: A functional family saloon? A racing car? A status symbol on four wheels? A cult collector's object?

The expectations and desires that drivers can place on their car can be very different and stratified. Very often, many emotions also come into play.

We wish to find out what motivates **you** in cars. For this purpose, we have developed the *Questionnaire for the Automobile-related Handling Regulation* - abbreviation: FAHR.

Participate in FAHR and, clear of all charges, be provided with an assessment of your "driver psyche"! As well as a detailed analysis over what is important for you in case of cars, you are additionally provided with a feedback about which car brands and models suit your ideas best or least.

Participation clear of all charges and further information at:

<http://testentwicklung.de/testverfahren/Fahr/fahr-revii.html.de>

