













On a monthly basis, we process 840 automotive-related LLM queries (420 FR, 420 NL) across ChatGPT*, AI Overview and AI Mode to measure and compare brand visibility in Belgium. **Reach out to discover the full audit.**

17 640 unique results

840 queries** NL/FR

Which automotive brands are the most visible in ChatGPT?

		SHARE OF MENTIONS		AVERAGE RANK
	TOYOTA	50.1%	▲ 23%	2.3
	BMW ↑ ₂	38.7%	▲ 37%	3.7
	VOLKSWAGEN ↑ ₂	38.4%	▲ 38%	3.1
	KIA ↑ ₄	36.5%	▲ 81%	4.0
	FORD ↑ ₁₂	36.3%	▲ 263%	4.6
	HONDA ↑ ₇	32.7%	▲ 156%	3.3
	MERCEDES ↓ ₄	32.4%	▲ 9%	3.9
	PEUGEOT ↓ ₁	32.2%	▲ 28%	4.3
	HYUNDAI ↓ ₃	32.1%	▲ 19%	4.1
	RENAULT ↓ ₃	30.4%	▼ -8%	3.5

FR-BE

TOYOTA ↑ ₁	48.8%	▲ 31%	2.2
PEUGEOT ↑ ₁	40.2%	▼ -35%	3.7
RENAULT ↓ ₂	37.8%	▼ -2%	3.0
VOLKSWAGEN	36.7%	▼ -34%	3.2
KIA ↑ ₄	32.7%	▲ 129%	3.8
HONDA ↑ ₇	32.1%	▲ 170%	3.2
HYUNDAI	29.9%	▲ 38%	3.9
FORD ↑ ₈	29.9%	▲ 260%	4.8
BMW ↓ ₃	28.9%	▲ 19%	3.7
MERCEDES ↓ ₅	25.4%	▲ 2%	3.7

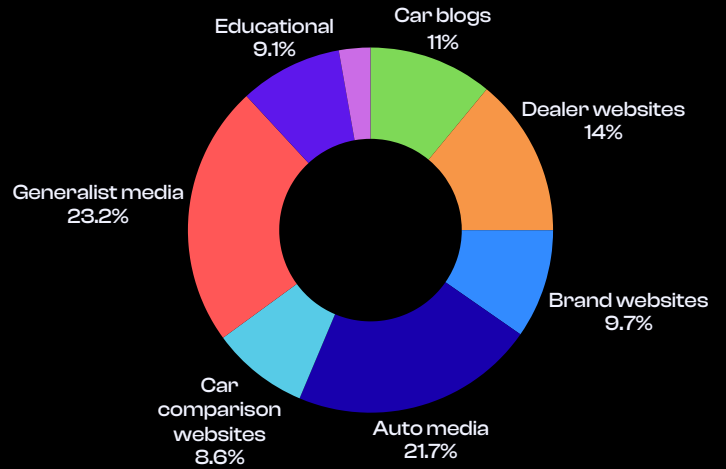
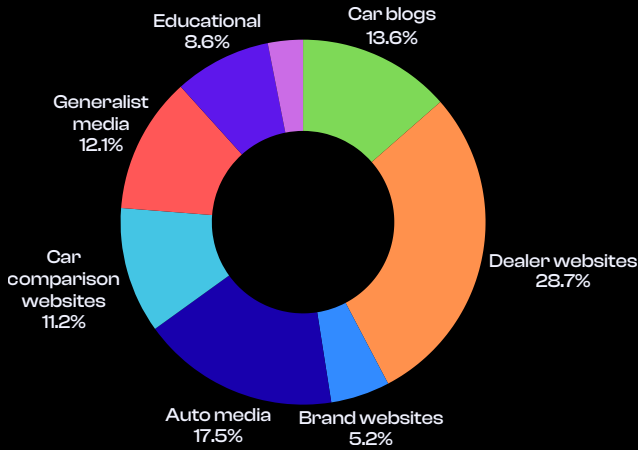
NL-BE

TOYOTA	51.3%	▲ 16%	2.4
BMW ↑ ₂	48.4%	▲ 51%	3.7
FORD ↑ ₁₃	42.7%	▲ 262%	4.6
KIA ↑ ₃	40.3%	▲ 54%	4.1
VOLKSWAGEN	40.0%	▲ 42%	3.1
MERCEDES ↓ ₄	39.5%	▲ 14%	4.0
HYUNDAI ↓ ₄	34.3%	▲ 6%	4.3
HONDA ↑ ₇	33.4%	▲ 144%	3.3
AUDI ↑ ₁	29.3%	▲ 2%	3.9
VOLVO ↓ ₁	24.8%	▲ 25%	4.0

What are the sources used by ChatGPT to answer?

FR-BE

NL-BE



MEDIA	PAGES	% OF CITATIONS
caranddriver.com	91 ▲ 64	21.9% ▲ 1360%
wikipedia.org ↓1	241 ▲ 73	19.6% ▲ 5%
parents.com	3	13.4% NEW
theweek.com	8	9.4% NEW
caroom.fr ↑1	49 ▲ 10	9.2% ▼ -31%

MEDIA	PAGES	% OF CITATIONS
caranddriver.com	102 ▲ 45	18.2% ▲ 406%
wikipedia.org ↑1	221 ▲ 53	16.6% ▲ 27%
parents.com	4	12.7% NEW
theweek.com	7	8% NEW
euroncap.com ↓3	38 ▼ -33	4.1% ▼ -74%

By powertrain

 THERMIC

 HYBRID

 ELECTRIC



By purchase motivation

Performance 

Quality / Price 

Security 

Options / Equipment 

Autonomy / Consumption 

Design 

By vehicle type

By driver profile



SUV



CITY



MPV



SALOON



FAMILY



YOUNG DRIVER



↑2



↑13



↑2



↑3

Results for

BRANDS

AI Mode

MENTION

AV. RANK

Toyota	43.0%	▲ 6%	2.6
Hyundai	38.4%	▲ 12%	3.8
Volkswagen	35.0%	▲ 16%	3.2
Renault	34.1%	▲ 14%	3.2
Kia	32.8%	▲ 11%	3.9

MEDIAS

% CITATIONS

PAGES

youtube.com ↑2	50.1%	▲ 43%	1221	▲ 415
autohero.com ↓1	47.4%	▲ 7%	194	▲ 32
bymycar.fr ↓1	35.8%	▼ -9%	290	▼ -6
vivacar.fr	34.8%	▲ 4%	151	▲ 13
caroom.fr ↑1	25.8%	▲ 7%	237	▲ 32

BRANDS

AI Overview

MENTION

AV. RANK

Toyota ↑1	39.5%	▼ -6%	2.7
Renault ↓1	37.8%	▼ -10%	3.2
Hyundai	32.1%	▲ 6%	3.8
Kia	31.8%	▲ 10%	3.6
Volkswagen	27.1%	▲ 2%	3.5

MEDIAS

% CITATIONS

PAGES

autohero.com	64.9%	▼ -5%	172	▲ 43
caroom.fr	40.3%	▼ -22%	176	▲ 61
youtube.com ↑2	34.5%	▲ 3%	601	▲ 351
autoscout24.nl	30.5%	▲ 19%	129	▼ -78
hessautomobile.com ↓2	27.7%	▼ -25%	39	▲ 8



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Full study
on mentionlab.io