











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	47.6%	▼ -4.2%	2.4
	VOLKSWAGEN ↑ ₁	39.1%	▲ -1.1%	3.4
	RENAULT ↑ ₇	38.3%	▲ 6.7%	3.2
	BMW ↓ ₂	37.1%	▼ -2.0%	3.2
	MERCEDES ↑ ₂	35.9%	▲ 2.3%	3.1
	HYUNDAI ↑ ₃	35.4%	▲ 2.2%	3.9
	KIA ↓ ₃	34.4%	▼ -3.3%	4.0
	PEUGEOT	31.2%	▼ -2.1%	3.8
	HONDA ↓ ₃	22.2%	▼ -12.0%	3.2
	FORD ↓ ₅	21.8%	▼ -14.8%	4.1

FR-BE

TOYOTA	48.8%	▲ 31%	2.2
RENAULT ↑ ₁	43.3%	▲ 4.0%	2.8
PEUGEOT ↓ ₁	40.3%	▼ -1.2%	3.2
VOLKSWAGEN	39.5%	▲ 1.2%	3.2
HYUNDAI ↑ ₂	32.0%	▲ 0.8%	3.6
BMW ↑ ₃	31.3%	▲ 1.9%	3.2
MERCEDES ↑ ₃	29.0%	▲ 2.3%	3.0
KIA ↓ ₂	27.0%	▼ -7.0%	3.7
HONDA ↓ ₄	21.3%	▼ -12.2%	3.1
CITROËN ↑ ₁	20.1%	▲ 1.4%	3.6

NL-BE

TOYOTA	48.6%	▼ -4.6%	2.5
MERCEDES ↑ ₄	42.9%	▲ 2.4%	3.2
BMW ↓ ₁	42.9%	▼ -5.9%	3.2
KIA ↑ ₃	41.7%	▲ 0.4%	4.1
HYUNDAI ↓ ₄	38.8%	▲ 3.7%	4.1
VOLKSWAGEN ↓ ₁	38.7%	▼ -3.4%	3.6
RENAULT ↑ ₅	33.4%	▲ 9.6%	3.7
FORD ↓ ₅	23.7%	▼ -19.2%	4.2
HONDA ↓ ₁	23.2%	▼ -11.7%	3.3
VOLVO	23.1%	▼ -2.0%	3.9

*We switched from OpenAI 5.2 Chat (API) to ChatGPT (scraping). **The study was conducted using 840 queries in French and Dutch for Belgium, focusing on three types of engines (hybrid, electric, combustion), four types of vehicles (SUV, MPV, city car, saloon), and seven criteria: Quality/Price - Options/Equipment - Fuel consumption/Range - Performance - Design - Space - Safety, with five questions for each criterion, including one relating to young drivers, one for families and three generic questions. All changes relate to the period from January to February.

What are the sources used by ChatGPT to answer?

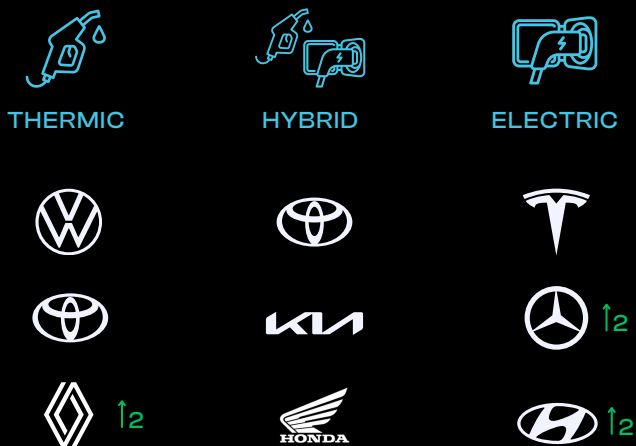
FR-BE

MEDIA	PAGES	% OF CITATIONS
autoscout24.be ↑ ₇	44 ▲ ₂	12.3% ▲ _{7.4%}
caroom.fr ↑ ₃	47 ▼ ₋₂	11.4% ▲ _{2.2%}
autohero.com ↑ ₃	52 =	11.1% ▲ _{5.0%}
autosblog.fr ↑ ₄	50 ▲ ₁₈	10.5% ▲ _{5.9%}
bymycar.fr ↑ ₁₀	42 ▲ ₁₇	10.1% ▲ _{6.8%}
autoplus.fr ↑ ₁₅	58 ▲ ₃₁	5.7% ▲ _{3.5%}
automobile-propre.com ↑ ₂₁	53 ▲ ₂₅	5.0% ▲ _{3.2%}
latribuneauto.com ↑ ₂₅	50 ▲ ₁₂	4.7% ▲ _{3.3%}
largus.fr ↑ ₂₅	36 ▲ ₁₇	3.9% ▲ _{2.6%}
auto-ici.fr	7 NEW	3.2% NEW

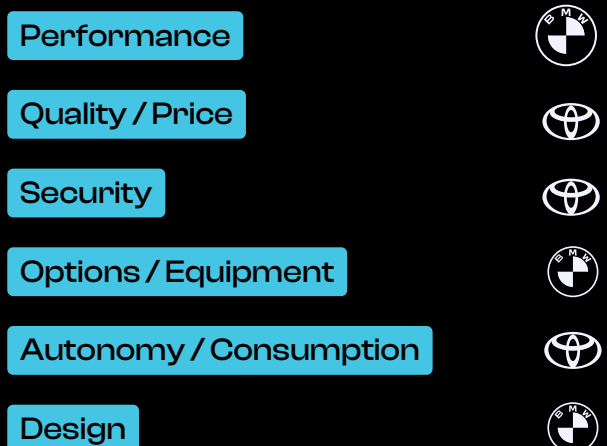
NL-BE

MEDIA	PAGES	% OF CITATIONS
autoscout24.nl ↑ ₈	69 ▼ ₋₃₇	18.1% ▲ _{15.1%}
vroom.be ↑ ₆	72 ▲ ₃₉	17.6% ▲ _{14.2%}
gaspedaal.nl ↑ ₂₂	41 ▲ ₁₇	10.4% ▲ _{8.6%}
wikipedia.org ↓ ₂	92 ▼ ₋₁₂₉	7.6% ▼ _{-9.0%}
evupdate.nl ↑ ₆₁	10 ▲ ₄	5.9% ▲ _{5.4%}
autohero.com ↑ ₂₁	26 ▲ ₁₃	5.5% ▲ _{3.8%}
anwb.nl ↑ ₁₈	27 =	5.3% ▲ _{3.5%}
autoscout24.be ↑ ₂₆	33 ▲ ₁₉	4.6% ▲ _{3.3%}
renault.be ↑ ₃₂	33 ▲ ₁₇	4.1% ▲ _{3.2%}
egear.be ↑ ₇₅	14 ▲ ₆	3.6% ▲ _{3.2%}

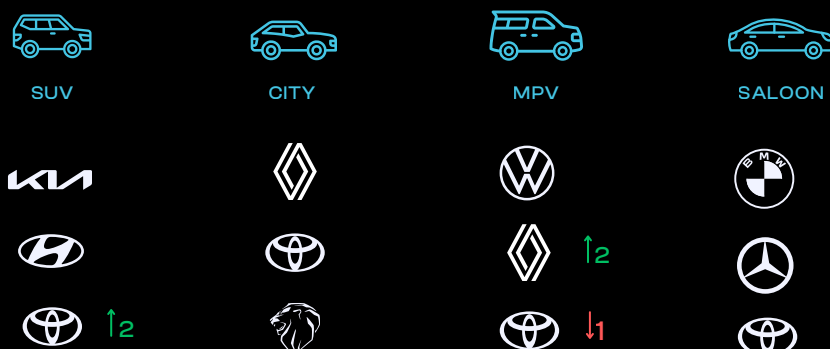
By powertrain



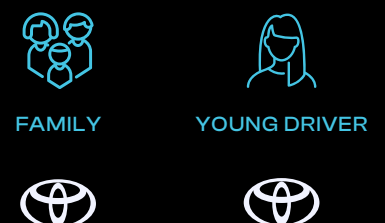
By purchase motivation



By vehicle type



By driver profile



Results for

BRANDS

AI Mode

MENTION AV. RANK

Brand	Mention	Change	Av. Rank
Toyota	49.6%	▲ 1.8%	2.9
Hyundai	42.7%	▼ -0.8%	3.7
Volkswagen	40.7%	▲ 0.8%	3.3
Renault	38.7%	▲ 0.3%	3.3
Kia	34.6%	▼ -2.0%	3.8

BRANDS

AI Overview

MENTION AV. RANK

Brand	Mention	Change	Av. Rank
Toyota	48.3%	▲ 1.4%	2.7
Renault	47.2%	▲ 0.9%	3.2
Hyundai	37.2%	▼ -1.4%	3.6
Kia	33.1%	▼ -3.8%	3.5
Volkswagen	31.4%	▼ -1.0%	3.6

MEDIAS

% CITATIONS PAGES

Source	% Citations	Change	Pages	Change
youtube.com	121.6%	▲ 71.5%	3230	▲ 2009
autohero.com	54.2%	▲ 6.8%	212	▲ 18
vivacar.fr ↑1	42.6%	▲ 7.8%	153	▲ 2
bymycar.fr ↓1	31.1%	▼ -4.7%	318	▲ 28
caroom.fr ↑1	29.9%	▲ 4.1%	252	▲ 15

MEDIAS

% CITATIONS PAGES

Source	% Citations	Change	Pages	Change
youtube.com ↑2	72.9%	▲ 38.4%	1366	▲ 765
autohero.com ↓1	65.1%	▲ 0.2%	169	▼ -10
caroom.fr ↓1	39.9%	▼ -0.4%	174	▼ -2
vivacar.fr ↑3	36.1%	▲ 11.0%	112	▲ 17
autoscout24.be ↓1	32.5%	▲ 2.0%	130	▲ 1

Toyota once again establishes itself as the **leader in AI visibility** on the Belgian automotive market (**47.6%** share of mentions), despite a **slight decline** of **4.2%**. **Renault** confirms its **upward momentum** with **38.3%** share of mentions (**+6.7%**), reflecting an increasingly competitive landscape in terms of generative AI visibility.

The sources cited by AI go well **beyond official brand websites**: comparison platforms (AutoScout24, Caroom, Gaspedaal), **specialist media** and **automotive blogs** are **increasingly influencing** which brands surface in AI-generated answers, a trend to monitor closely for any AI visibility strategy.

On Google AI Mode and AI Overview, a new dynamic is emerging clearly: **YouTube overwhelmingly dominates** cited sources (**121.6%** in AI Mode, **72.9%** in AI Overview), revealing that Google tends to favour **its own ecosystem** in its generated answers. Brands with a strong presence on these proprietary platforms therefore benefit from a growing structural advantage, while **Ford (-14.8%)** and **Honda (-12%)** appear to be **falling behind**.



LEARN MORE

Full study
on mentionlab.io