FORD IS UK'S MOST TRUSTED CAR BRAND

Wednesday 2 December, 2015

Ford is the most trusted automotive brand in the UK, according to a new survey.

Research firm Future Thinking conducted the survey to gauge consumer trust in the industry following the recent VW emissions controversy.

Future Thinking questioned 2,735 respondents in the UK, asking which of the 29 top car brands they trusted most. Ford was chosen by 29 per cent of those surveyed, more than any other brand.

Only two other brands scored over 20 per cent.

Among those aged 55 and over, trust of Ford rose to 30 per cent – seven points ahead of the next favourite among the group of brands.

"Ford's car sales success is reflected in the company being most trusted brand," said Lisa Bedwell, Future Thinking's senior director. "Consumers have clearly re-evaluated their perceptions of car brands following the emissions crisis and are likely to increasingly turn to those brands that they believe offer real reassurance in this area."

Within days of September's emission controversy breaking, Ford clarified that that its award-winning vehicles and engines met all applicable emissions standards.

Jim Farley, Ford of Europe chairman and chief executive officer, said: "There is nothing more valuable to Ford than our reputation for operating ethically and legally. It's the bedrock of our company and one of the reasons why we have been in business successfully since 1903."

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