

# Global Car Brand Rankings

It's been a tough few years  
for the automotive industry.

But there are some brands  
that continue to thrive.

Market research company  
YouGov has recently released  
its annual Auto rankings  
report for 2023, outlining  
the most popular car brands  
among consumers.

Let's take a closer look.



## UK: Top Ranked

Despite not making it into the top ten, YouGov lists the Korean brand Kia as the UK's most improved brand when it comes to popularity in 2023.

No matter what car you drive, visit The Windscreen Company for windscreen repairs and replacements in the UK.

The top ten most popular automotive brands in the UK in 2023 are as follows:

Rank	Brand Name
1	Volkswagen
2	Ford
3	Mercedes-Benz
4	Audi
5	Toyota
6	Volvo
7	BMW
8	Jaguar
9	Honda
10	Porsche



## USA: Top Ranked

Once again, Kia leads the way as the USA's most improved car brand.

For windscreen services in the States, visit Autoglass.

Across the pond, the most popular brands are:

Rank	Brand Name
1	Toyota
2	Honda
3	Subaru
4	Chevrolet
5	Ford
6	Nissan
7	Lexus
8	Mercedes-Benz
9	BMW
10	Volvo

## UAE: Top Ranked

Visit Autoglass Dubai for  
windscreen services in  
the UAE.

In the UAE, the most popular car brands are:

Rank	Brand Name
1	Volkswagen
2	Ford
3	Mercedes-Benz
4	Audi
5	Toyota
6	Volvo
7	BMW
8	Jaguar
9	Honda
10	Porsche

