



Which brand of car offers the best price-performance ratio from the point of view of consumers, who has the nose for car accessories? The new ranking of market research YouGov provides information.

The market researchers from the market research and consulting institute YouGov looked at a total of 38 categories and had the value of 1,200 brands evaluated by the German population in more than 900,000 representative online interviews.

This is how this year's price-performance ranking emerged, which among other things also lists the car brands and car accessories categories. The scale ranges from -100 to + 100 points.

The winners of the survey, which ran from January 1 through December 31, 2018, are:

### **Category car brands:**

Škoda: 22.9 points

Dacia: 16.7 points

Toyota: 15.5 points

Hyundai: 15.5 points

Opel: 13.9 points

### **Category Car Accessories:**

Carglass: 16.1 points  
Hankook: 14.8 points  
Continental: 14.0 points  
Goodyear: 10.6 points  
Michelin: 10.2 points

For comparison: across all 38 categories, the Lidl brands (54.5 points), the drugstore chain Dm (53.8 points) and the shoe retailer Deichmann (52.1 points) achieved the top 3 rankings. From the point of view of the respondents, they therefore offer the best price-performance ratio at all.

Method: In order to determine the perceived price-performance ratio of a brand, the survey participants were asked the following question: "Which brand stands for a good price-performance ratio?" As well as "And which brand stands for a bad price-performance ratio?". An additional note explained to the participants that this does not mean whether a brand is perceived as cheap, but whether it offers a corresponding service for the price to be paid.