

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

Volkswagen.

automobile manufacturing · HQ: Germany · Market: Germany

MEAN ARI

57.7

RANK IN 66-BRAND COHORT

#21

How AI describes Volkswagen across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

-2.4

Home-language ARI (65.8) and English ARI (68.2) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.62

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

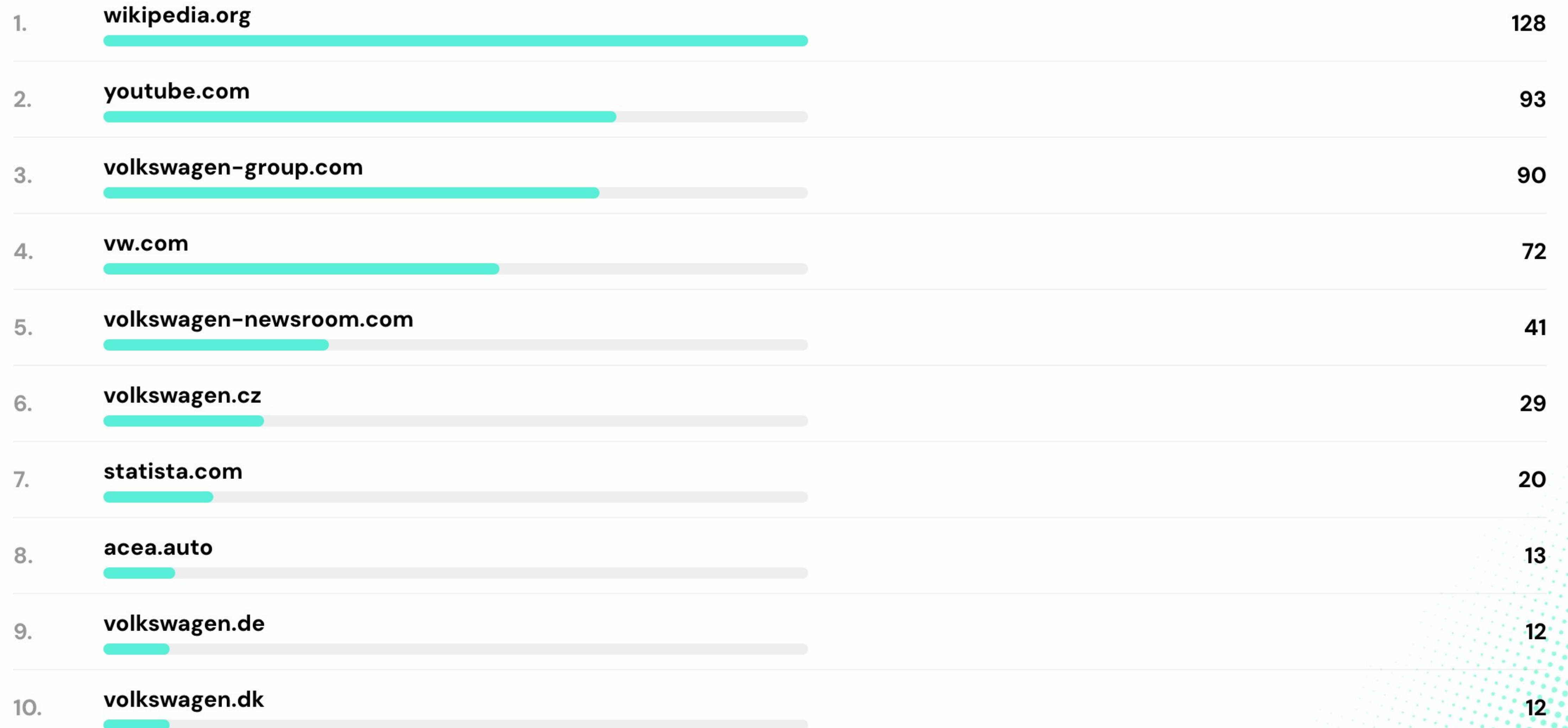
64%

Share of buyer-intent prompts where AI mentions Volkswagen when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.25.

Where AI gets Volkswagen's story.

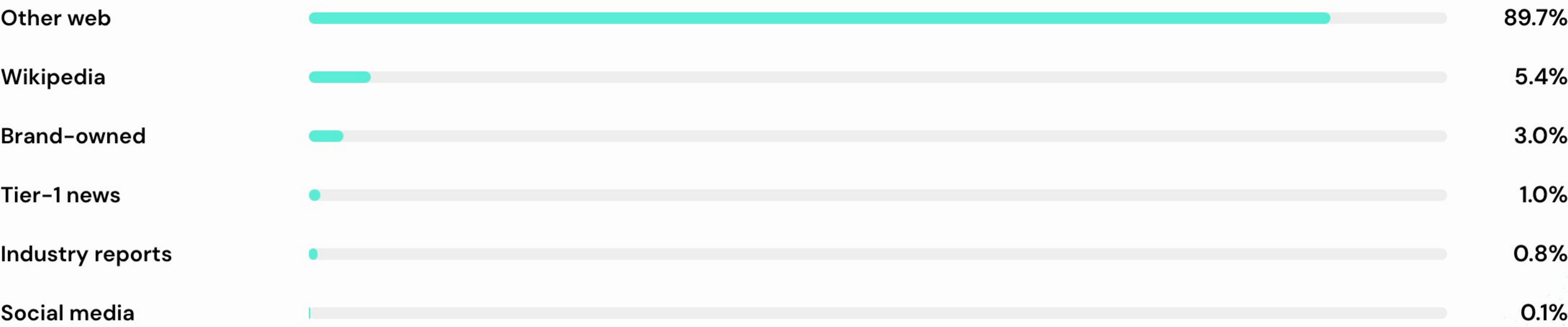
Top 10 domains AI cited when asked about Volkswagen, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

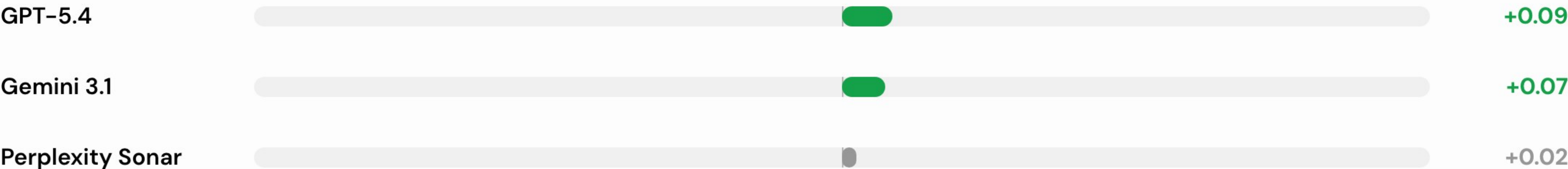
Distribution of source types in citations for Volkswagen. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Volkswagen most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.026. Models broadly agree.

KEY TAKEAWAY

The so-what for Volkswagen.

AI recommends Volkswagen in 64% of buyer-intent prompts about automotive in Germany.

Distinctive strength

Balanced citation profile (HHI 0.62). Mid-concentration sourcing.

Opportunity

Mean sentiment-vs-recommendation gap is 0.25. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

Volkswagen can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

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