

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

Volkswagen Slovakia.

automobile manufacturing · HQ: Germany · Market: Slovakia

MEAN ARI

58.0

RANK IN 66-BRAND COHORT

#20

How AI describes Volkswagen Slovakia 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

-3.8

AI is materially more positive in English (69.5) than in German (65.7). Domestic press is more critical than international press.

CITATION CONCENTRATION

0.68

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

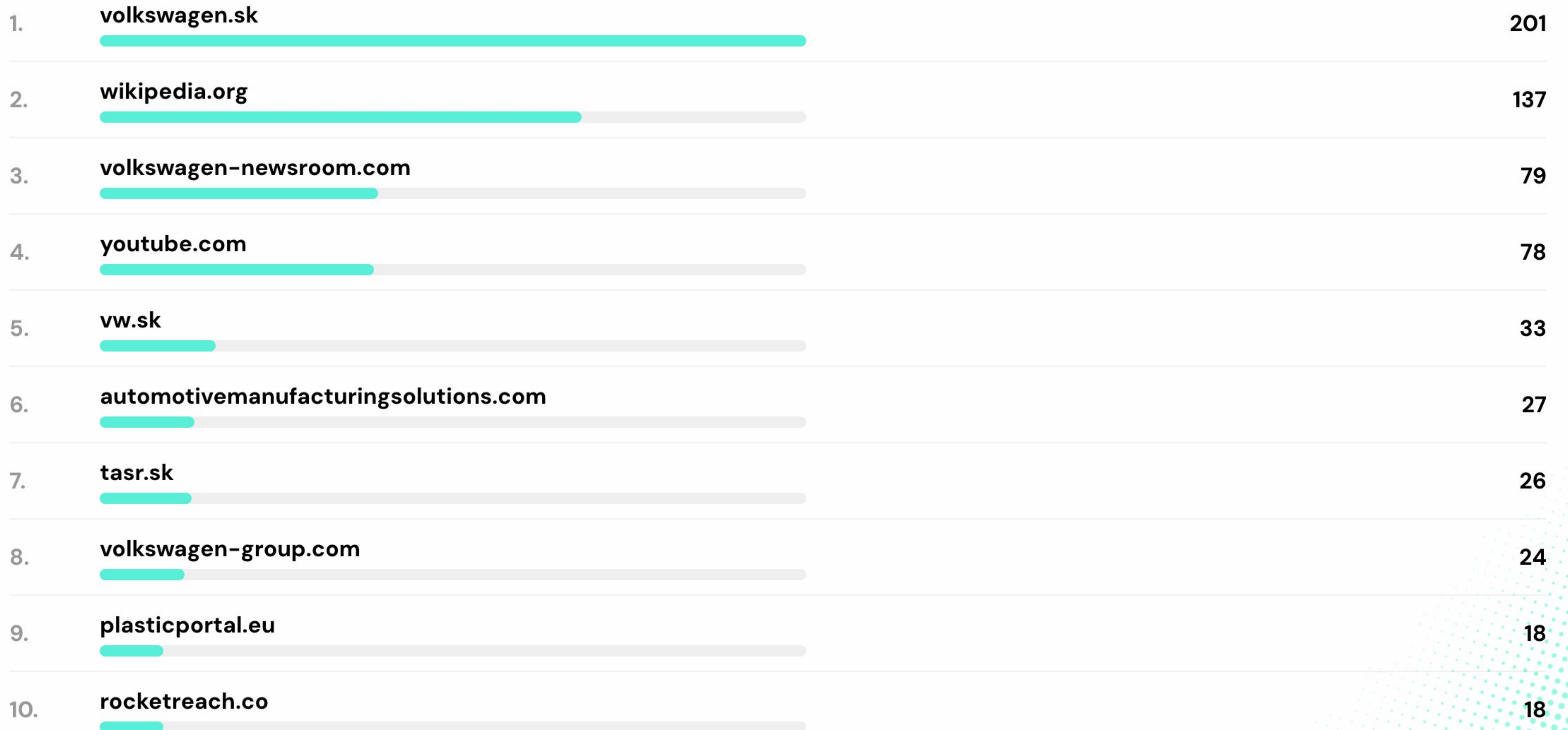
65%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.21.

Where AI gets Volkswagen Slovakia's story.

Top 10 domains AI cited when asked about Volkswagen Slovakia, 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 Slovakia. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Volkswagen Slovakia 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: 0.028. Models broadly agree.

KEY TAKEAWAY

The so-what for Volkswagen Slovakia.

AI describes Volkswagen Slovakia more positively in English (69.5) than in German (65.7). A 3.8-point home-language penalty.

Distinctive strength

Balanced citation profile (HHI 0.68). Mid-concentration sourcing.

Opportunity

Invest in German-language coverage. A 3.8-point gap to English signals home-market press is more critical than international press.

RIGHT OF REPLY & CONTACT

Volkswagen Slovakia 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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