

# THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

## CRANE INDEX™ RESEARCH

# Automotive: The AI Visibility Report

Three machine reads of the 179 organisations in the Automotive cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

|                |                        |              |            |
|----------------|------------------------|--------------|------------|
| 108            | 40                     | 7            | 71         |
| SITES READABLE | MEDIAN CRANE<br>INDEX™ | SITES AT 70+ | UNMEASURED |

## Only 7 of 108 sites clear 70. The rest is unclaimed.

Of the 179 sites approached, 71 could not be measured at all: 39 refused our reader outright, 29 gave it no response, and 3 serve pages that are empty until scripts run. Of the 108 sites our reader could read, 7 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 62), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 13, with 101 of 108 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

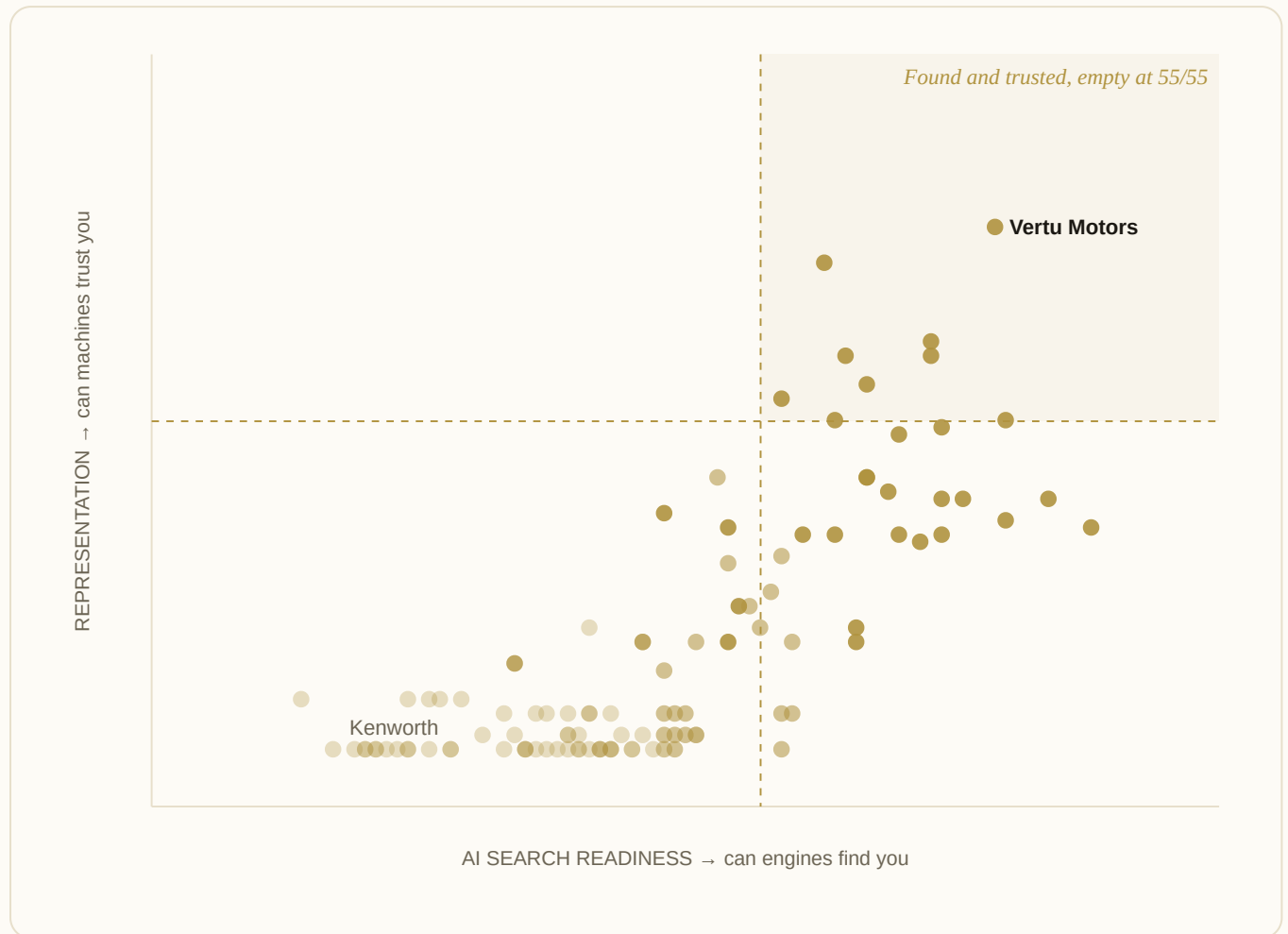
## The three reads

**AI Search Readiness.** Median 47, range 14 to 88. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

**Agent Readiness.** Median 62, range 30 to 100. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

**Brand Representation.** Median 13, range 8 to 81. Whether a machine can confirm from the site itself which real-world organisation it is.

## The picture in one chart



**The story in one line:** this cohort is led by Vertu Motors on 77, while Kenworth sits on 20. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

## What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

| SUB-SCORE      | WEIGHT | MEDIAN | SCORING ZERO | WHAT EARNS THE POINTS                                                                                                                                                                                                                                                                                         |
|----------------|--------|--------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identity       | 30%    | 0      | 66 of 108    | An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).                          |
| Disambiguation | 30%    | 0      | 85 of 108    | sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile. |
| Authority      | 25%    | 10     | 51 of 108    | A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.                                                                                                                      |
| Rights         | 15%    | 50     | 0 of 108     | Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.                                                                                                   |

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

## What a zero means for a business

**Zero on identity (66 of 108 sites here).** There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

**Zero on disambiguation (85 of 108 sites here).** Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

## The same four reads, two sites

|                                                               | IDENTITY | DISAMBIGUATION | AUTHORITY | RIGHTS | REPRESENTATION |
|---------------------------------------------------------------|----------|----------------|-----------|--------|----------------|
| Vertu Motors<br>vertumotors.com · ranked 1                    | 79       | 100            | 80        | 50     | <b>81</b>      |
| MAN Truck & Bus<br>man.eu/global/en/homepage.html · ranked 40 | 0        | 0              | 20        | 50     | <b>13</b>      |

**Why the pair.** Vertu Motors leads this cohort. MAN Truck & Bus is the ordinary case, the site whose representation score sits closest to the cohort median of 13. It is ranked 40 of 108 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

## Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

| #  | COMPANY                                                 | CRANE INDEX™ | AI SEARCH | AGENT | REPRESENTATION |
|----|---------------------------------------------------------|--------------|-----------|-------|----------------|
| 1  | <b>Vertu Motors</b><br>vertumotors.com                  | 77           | 79        | 72    | 81             |
| 2  | <b>Perodua</b><br>perodua.com.my                        | 76           | 88        | 100   | 39             |
| 3  | <b>Sytner Group</b><br>sytnr.co.uk                      | 74           | 63        | 83    | 76             |
| 4  | <b>Dacia</b><br>renaultgroup.com/nos-marques            | 73           | 73        | 83    | 63             |
| 5  | <b>Valeo</b><br>valeo.com                               | 72           | 84        | 89    | 43             |
| 6  | <b>Garrett Motion</b><br>garrettmotion.com              | 70           | 80        | 76    | 54             |
| 7  | <b>Renault</b><br>renaultgroup.com                      | 70           | 65        | 83    | 63             |
| 8  | <b>Cox Automotive</b><br>coxautoinc.com                 | 69           | 74        | 89    | 43             |
| 9  | <b>Lucid Motors</b><br>lucidmotors.com                  | 67           | 73        | 63    | 65             |
| 10 | <b>Scania</b><br>scania.com                             | 67           | 76        | 83    | 43             |
| 11 | <b>Arnold Clark</b><br>arnoldclark.com                  | 65           | 74        | 68    | 53             |
| 12 | <b>Audi</b><br>audi.com/en                              | 65           | 70        | 87    | 38             |
| 13 | <b>Magna International</b><br>magna.com                 | 63           | 70        | 68    | 52             |
| 14 | <b>Morgan Motor Company</b><br>morgan-motor.com         | 63           | 80        | 70    | 40             |
| 15 | <b>Motorpoint</b><br>motorpoint.co.uk                   | 63           | 67        | 63    | 59             |
| 16 | <b>Mahindra</b><br>mahindra.com                         | 62           | 69        | 72    | 44             |
| 17 | <b>Maxxis</b><br>maxxis.com/us                          | 61           | 54        | 90    | 39             |
| 18 | <b>TI Fluid Systems</b><br>aftermarket.tiautomotive.com | 61           | 64        | 82    | 38             |
| 19 | <b>Kia</b><br>kia.com/us/en                             | 60           | 64        | 63    | 54             |

| #  | COMPANY                                                        | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|----------------------------------------------------------------|-----------------|--------------|-------|----------------|
| 20 | <b>Ariel Motor Company</b><br>arielmotor.co.uk                 | 59              | 61           | 78    | 38             |
| 21 | <b>Gordon Murray Automotive</b><br>gordonmurray.com            | 59              | 59           | 62    | 57             |
| 22 | <b>Linamar</b><br>linamar.com                                  | 59              | 66           | 87    | 25             |
| 23 | <b>Lincoln</b><br>lincoln.com                                  | 59              | 72           | 69    | 37             |
| 24 | <b>Volkswagen</b><br>volkswagen.de/de.html                     | 59              | 67           | 63    | 46             |
| 25 | <b>Bentley</b><br>bentleymotors.com/en.html                    | 58              | 74           | 62    | 38             |
| 26 | <b>Harley-Davidson</b><br>harley-davidson.com/us/en/index.html | 58              | 67           | 62    | 46             |
| 27 | <b>Adient</b><br>adient.com                                    | 57              | 66           | 83    | 23             |
| 28 | <b>Goodyear</b><br>goodyear.com                                | 56              | 48           | 79    | 41             |
| 29 | <b>Nexteer Automotive</b><br>nexteer.com                       | 55              | 54           | 87    | 23             |
| 30 | <b>Volvo Group</b><br>volvogroup.com/en                        | 55              | 55           | 82    | 28             |
| 31 | <b>Marelli</b><br>marelli.com                                  | 53              | 59           | 65    | 35             |
| 32 | <b>Sonic Automotive</b><br>sonicautomotive.com                 | 52              | 53           | 56    | 46             |
| 33 | <b>Caterham Cars</b><br>caterhamcars.com/en                    | 51              | 54           | 65    | 34             |
| 34 | <b>Mahle</b><br>mahle.com                                      | 51              | 48           | 87    | 19             |
| 35 | <b>Norton Motorcycles</b><br>nortonmotorcycles.com/en-us       | 51              | 58           | 66    | 30             |
| 36 | <b>Subaru</b><br>subaru.com                                    | 49              | 56           | 63    | 28             |
| 37 | <b>Alexander Dennis</b><br>alexander-dennis.com                | 48              | 59           | 76    | 8              |
| 38 | <b>LG Energy Solution</b><br>lgensol.com/kr/index              | 48              | 60           | 62    | 23             |
| 39 | <b>Giti Tire</b><br>giti.com                                   | 47              | 49           | 83    | 10             |
| 40 | <b>MAN Truck &amp; Bus</b><br>man.eu/global/en/homepage.html   | 47              | 60           | 68    | 13             |
| 41 | <b>Polestar</b><br>polestar.com/us                             | 45              | 59           | 62    | 13             |

| #  | COMPANY                                                                         | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|---------------------------------------------------------------------------------|-----------------|--------------|-------|----------------|
| 42 | <b>Continental</b><br>continental.com/en                                        | 44              | 50           | 68    | 13             |
| 43 | <b>Michelin</b><br>michelin.com                                                 | 44              | 46           | 62    | 23             |
| 44 | <b>Triumph Motorcycles</b><br>triumphmotorcycles.co.uk                          | 44              | 57           | 50    | 25             |
| 45 | <b>XPeng</b><br>xpeng.com                                                       | 44              | 51           | 59    | 23             |
| 46 | <b>Dana Incorporated</b><br>dana.com                                            | 43              | 50           | 68    | 10             |
| 47 | <b>Daimler Truck</b><br>daimlertruck.com/en                                     | 42              | 49           | 69    | 8              |
| 48 | <b>Bosch</b><br>bosch.com                                                       | 41              | 48           | 62    | 13             |
| 49 | <b>Bridgestone</b><br>bridgestone.com/regional/north_america/united_states.html | 41              | 46           | 53    | 23             |
| 50 | <b>Rimac Automobili</b><br>rimac-automobili.com                                 | 41              | 42           | 73    | 8              |
| 51 | <b>Rivian</b><br>rivian.com                                                     | 41              | 49           | 62    | 13             |
| 52 | <b>ZF Friedrichshafen</b><br>zf.com/mobile/en/homepage/homepage.html            | 41              | 51           | 62    | 10             |
| 53 | <b>American Axle &amp; Manufacturing</b><br>aam.com                             | 40              | 34           | 66    | 20             |
| 54 | <b>Cupra</b><br>cupra.com/en                                                    | 40              | 48           | 62    | 10             |
| 55 | <b>Genesis</b><br>genesis.com/us/en/home                                        | 40              | 41           | 65    | 13             |
| 56 | <b>Hyundai</b><br>hyundaiusa.com/us/en                                          | 40              | 34           | 66    | 20             |
| 57 | <b>Aptiv</b><br>aptiv.com                                                       | 39              | 47           | 62    | 8              |
| 58 | <b>DAF Trucks</b><br>daf.com/en/sites-landing                                   | 39              | 48           | 62    | 8              |
| 59 | <b>Dowlais Group</b><br>dowlais.com                                             | 39              | 44           | 62    | 10             |
| 60 | <b>Listers Group</b><br>listers.co.uk                                           | 39              | 51           | 56    | 10             |
| 61 | <b>Nokian Tyres</b><br>nokiantyres.com                                          | 39              | 40           | 68    | 8              |
| 62 | <b>Big Motoring World</b><br>bigmotoringworld.co.uk                             | 38              | 37           | 63    | 13             |
| 63 | <b>Jaguar</b><br>jaguar.com/en-xi/jdx/market-selector.html                      | 38              | 43           | 62    | 8              |

| #  | COMPANY                                                       | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|---------------------------------------------------------------|-----------------|--------------|-------|----------------|
| 64 | <b>Kumho Tire</b><br>kumhotireusa.com                         | 38              | 43           | 63    | 8              |
| 65 | <b>Land Rover</b><br>landrover.com/market-selector/index.html | 38              | 43           | 62    | 8              |
| 66 | <b>Peterbilt</b><br>peterbilt.com                             | 38              | 48           | 58    | 8              |
| 67 | <b>Skoda</b><br>skoda-auto.com                                | 38              | 42           | 63    | 8              |
| 68 | <b>Aisin</b><br>aisin.com/en                                  | 37              | 36           | 62    | 13             |
| 69 | <b>Changan Automobile</b><br>globalchangan.com                | 37              | 40           | 62    | 10             |
| 70 | <b>Lamborghini</b><br>lamborghini.com/en-en                   | 37              | 40           | 62    | 8              |
| 71 | <b>Lear</b><br>lear.com                                       | 37              | 39           | 62    | 10             |
| 72 | <b>SEAT</b><br>seat.com                                       | 37              | 41           | 62    | 8              |
| 73 | <b>Maruti Suzuki</b><br>marutisuzuki.com                      | 36              | 39           | 62    | 8              |
| 74 | <b>Piaggio Group</b><br>piaggiogroup.com/en                   | 36              | 45           | 56    | 8              |
| 75 | <b>Royal Enfield</b><br>royalenfield.com/us/en/home           | 36              | 39           | 56    | 13             |
| 76 | <b>Tenneco</b><br>tenneco.com                                 | 36              | 38           | 62    | 8              |
| 77 | <b>Copart</b><br>copart.com                                   | 35              | 35           | 63    | 8              |
| 78 | <b>Forvia</b><br>forvia.com/en                                | 35              | 46           | 50    | 10             |
| 79 | <b>Lotus Cars</b><br>lotuscars.com/en-US                      | 35              | 27           | 62    | 15             |
| 80 | <b>Emil Frey Group</b><br>emilfrey.ch/de                      | 34              | 45           | 50    | 8              |
| 81 | <b>Geely</b><br>geely.com                                     | 34              | 24           | 62    | 15             |
| 82 | <b>KTM</b><br>ktm.com/en-us.html                              | 34              | 33           | 62    | 8              |
| 83 | <b>Nissan</b><br>nissan-global.com/EN                         | 34              | 31           | 62    | 10             |
| 84 | <b>Porsche</b><br>porsche.com/usa                             | 34              | 34           | 58    | 10             |
| 85 | <b>Zero Motorcycles</b><br>zeromotorcycles.com                | 34              | 35           | 58    | 8              |

| #   | COMPANY                                           | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|-----|---------------------------------------------------|-----------------|--------------|-------|----------------|
| 86  | <b>CarMax</b><br>carmax.com                       | 33              | 41           | 34    | 25             |
| 87  | <b>Citroen</b><br>citroen.com/en                  | 33              | 28           | 62    | 8              |
| 88  | <b>Iveco</b><br>iveco.com/global/redirect         | 33              | 28           | 62    | 8              |
| 89  | <b>Ford</b><br>ford.com                           | 32              | 39           | 46    | 10             |
| 90  | <b>Koenigsegg</b><br>koenigsegg.com               | 32              | 36           | 52    | 8              |
| 91  | <b>Yamaha Motor</b><br>yamaha-motor.com           | 31              | 26           | 58    | 8              |
| 92  | <b>Ashok Leyland</b><br>ashokleyland.com          | 29              | 35           | 44    | 8              |
| 93  | <b>INEOS Automotive</b><br>ineosgrenadier.com     | 29              | 24           | 54    | 8              |
| 94  | <b>Toyo Tires</b><br>toyotires.com                | 29              | 43           | 30    | 13             |
| 95  | <b>Aston Martin</b><br>astonmartin.com/en/welcome | 28              | 21           | 54    | 8              |
| 96  | <b>BYD</b><br>byd.com/us                          | 28              | 23           | 52    | 8              |
| 97  | <b>Great Wall Motors</b><br>gwm-global.com        | 28              | 19           | 58    | 8              |
| 98  | <b>Gentex</b><br>gentex.com                       | 27              | 21           | 53    | 8              |
| 99  | <b>Yokohama</b><br>y-yokohama.com                 | 26              | 29           | 34    | 15             |
| 100 | <b>BorgWarner</b><br>borgwarner.com/home          | 25              | 37           | 30    | 8              |
| 101 | <b>smart</b><br>global.smart.com                  | 25              | 26           | 34    | 15             |
| 102 | <b>Toyota</b><br>toyota.com                       | 25              | 33           | 30    | 13             |
| 103 | <b>Li Auto</b><br>lixiang.com                     | 22              | 24           | 34    | 8              |
| 104 | <b>Alpine</b><br>alpinecars.com                   | 21              | 20           | 34    | 8              |
| 105 | <b>JCT600</b><br>jct600.co.uk                     | 21              | 14           | 34    | 15             |
| 106 | <b>Lynk &amp; Co</b><br>lynkco.com                | 21              | 20           | 34    | 8              |
| 107 | <b>McLaren Automotive</b><br>mclaren.com          | 21              | 22           | 34    | 8              |

| #   | COMPANY                         | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|-----|---------------------------------|-----------------|--------------|-------|----------------|
| 108 | <b>Kenworth</b><br>kenworth.com | 20              | 17           | 34    | 8              |

## The 71 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

**What was measured, posture by posture.** Of the 71 sites here, 39 refused our reader, 29 gave no response and 3 served a page that is empty until scripts run.

*Refused the reader (39).* The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

*No response (29).* Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

*Script-only page (3).* The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

Honda · refused the reader  
Acura · refused the reader  
Bugatti · refused the reader  
Mercedes-Benz · refused the reader  
Stellantis · refused the reader  
Peugeot · refused the reader  
DS Automobiles · refused the reader  
Opel · refused the reader  
Vauxhall · refused the reader  
Fiat · refused the reader  
Maserati · refused the reader  
Jeep · refused the reader  
Dodge · refused the reader  
Ram Trucks · refused the reader  
Chrysler · refused the reader  
General Motors · refused the reader  
Chevrolet · refused the reader  
GMC · refused the reader  
Cadillac · refused the reader  
Buick · refused the reader  
Volvo Cars · refused the reader  
Ferrari · refused the reader  
Pagani · refused the reader  
Tesla · refused the reader

MG Motor UK · refused the reader  
Tata Motors · refused the reader  
VinFast · refused the reader  
Ducati · refused the reader  
Indian Motorcycle · refused the reader  
Cummins · refused the reader  
Wrightbus · refused the reader  
Autoliv · refused the reader  
Visteon · refused the reader  
Constellation Automotive Group · refused the reader  
Auto Trader · refused the reader  
Group 1 Automotive · refused the reader  
AutoNation · refused the reader  
Asbury Automotive Group · refused the reader  
Carvana · refused the reader  
Infiniti · no response  
Mazda · no response  
Mitsubishi Motors · no response  
Suzuki · no response  
BMW · no response  
MINI · no response  
Rolls-Royce Motor Cars · no response  
Alfa Romeo · no response

Lancia · no response  
Zeekr · no response  
NIO · no response  
Leapmotor · no response  
SAIC Motor · no response  
Chery · no response  
GAC Group · no response  
Proton · no response  
Isuzu · no response  
Hino Motors · no response  
Pirelli · no response  
Hankook Tire · no response  
Apollo Tyres · no response  
Denso · no response  
Schaeffler · no response  
Yazaki · no response  
Brembo · no response  
OPmobility · no response  
CATL · no response  
Inchcape · no response  
Lithia Motors · no response  
Lexus · script-only page  
Kawasaki Motors · script-only page  
Lookers · script-only page

## Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at [thecraneconsultancy.com/ai-readiness/](https://thecraneconsultancy.com/ai-readiness/).

## How this cohort was drawn

The list of 179 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 179 organisations. It is not a ranking of national importance, and it is not a census of the industry.

## Honest limits

108 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 108 sites our reader could read; how the 71 it could not would have scored is unknown, and this report does not assume they would have scored worse.

## The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.