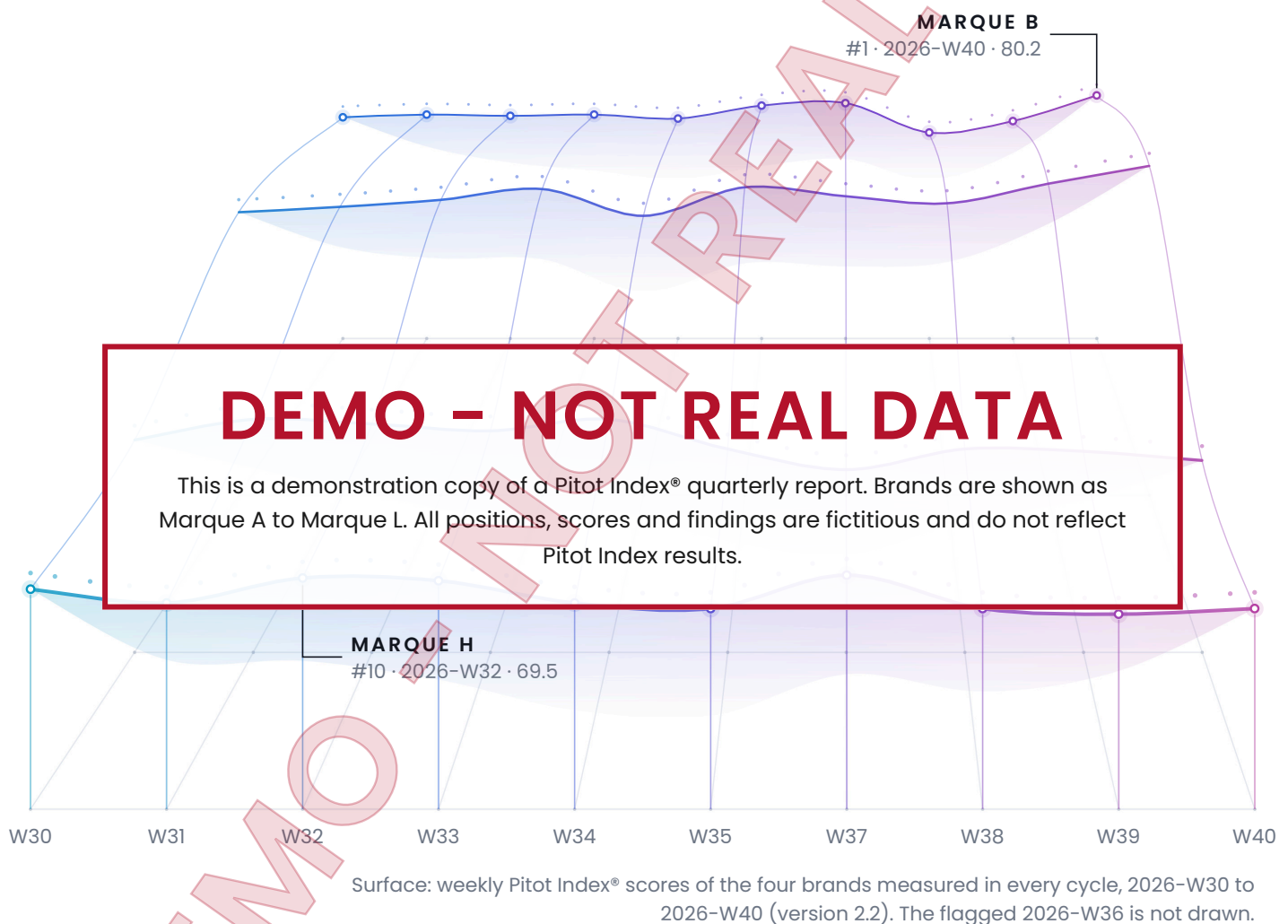


AI BRAND RATING · INDUSTRY REPORT

Performance Automotive

Quarterly AI Brand Intelligence Report



Q3 LEADER

Marque A

Q3 average score 80.6 · #1 in 9 of 11 weekly cycles

INDUSTRY AVERAGE

76.0

ten measured brands, W30-W40 other than W36 ▲

THE RECORD

11 cycles

weekly, 2026-W30 to W40

11 PUBLISHED WEEKLY CYCLES, 2026-W30 TO 2026-W40 (2026-W29 NOT PUBLISHED; THIS INDEX STARTS AT W30)
· VERSION 2.2

SUMMARY

Q3 in brief

- 01 Marque A was the leader of the Q3 2026 Performance Automotive rating, with a Q3 average score of 80.6, in the measured ten in 10 of 11 published weekly cycles and #1 in 9 of them; Marque B (78.8) and Marque C (78.0) were second and third.
- 02 The weekly top three changed often: six marques finished in it at least once, and Marque A did so in 9 of 11 cycles; Marque A was #1 in every cycle in which it was measured except W40; it was outside the ten in the flagged W36 ▲.
- 03 Four marques were in the measured ten in every cycle; the other six places rotated among eight marques: Marque A, Marque D, Marque E, Marque G, Marque I, Marque J, Marque K and Marque L.
- 04 Context is the field's weakest dimension: industry average 70.8, against 78.5 for Expertise Visibility.
- 05 One cycle (2026-W36 ▲) was flagged; see the Q3 Top 10 on page 6 for how it is treated.

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BEFORE YOU START

How to read this report

The Pitot Index® is a weekly measurement, reported quarterly. This report reads the 11 weekly cycles published for Performance Automotive in Q3 2026: 2026-W30 to 2026-W40. 2026-W29 was not published.

Week labels. Cycles carry the labels and dates that pitotindex.com gives them (for example, 2026-W38 is dated 14 September 2026 and 2026-W40 is dated 28 September 2026). After the first mention in each section, short forms such as W40 stand for 2026-W40.

The field comes from the AI models' own answers. The models are never told which brands to discuss. The brands they surface unprompted are selected into the measured ten by a set rule: brands named by enough of the models come first, and when fewer than ten clear that bar, the remaining places go to the brands closest to it (Section 6, item 7).

Scores run from 0 to 100 and combine five dimensions: Authority, Reputation, Expertise Visibility, Signal Consistency and Context.

Unprompted salience is a supporting measure, not a sixth dimension. It shows how readily and how early the models name a brand when asked, unprompted, which brands are the leaders in the category. It does not enter the score. It is averaged over every week the brand was in the ten from 2026-W30 to W40, including the flagged W36 ▲, and the industry average pools the same weeks.

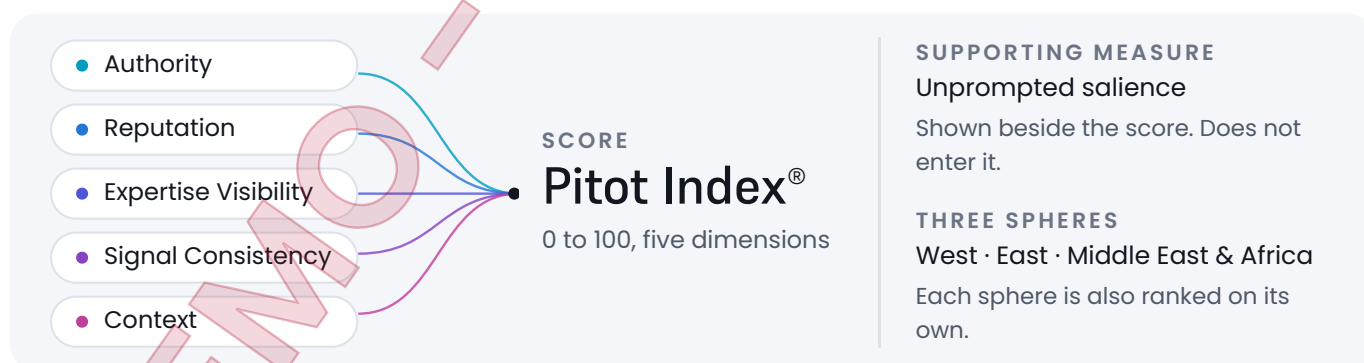
The Q3 ranking is based on the Q3 average score, not on a single week. The Q3 average score is the sum of a brand's weekly scores over the ten published cycles from 2026-W30 to W40 other than the flagged W36, divided by ten. A week in which the brand was not in the measured ten counts as 0: the brand was not scored that week, so the 0 stands for that absence, not for a score of zero. Because a week outside the ten counts as 0, the Q3 average score reflects both how often a brand was in the measured ten and how it scored when it was: a brand that was in the ten every week can rank above one that scored higher in the weeks it was measured.

Regions. The AI models are grouped into three spheres: West, East and Middle East & Africa (MEA). Each sphere is also ranked on its own. The MEA sphere is presented as the Middle East & Africa reading.

Noise. Because the test is standardised, we measure our own noise (how often each model changes its answer from week to week) and publish it on our methodology page. We have not yet defined a score-level threshold for movement, so this report states changes in points and does not label them significant or insignificant. Close gaps between neighbouring brands in a single week should be read with caution; that is why the quarter ranking uses ten weeks of scores rather than one week.

Controversy grading. Where the report says a controversy is 'significant' or 'minor', that is the grade the AI models gave it in their answers; it is not a statistical test and not Pitot Group's assessment.

Baseline. Q3 2026 is the baseline quarter; from Q4 2026 each report compares against the previous quarter.



MARKERS

- ▲ flagged cycle (2026-W36).
- † a model may have been served an updated build without notice (2026-W30 to W33; Section 6, item 4).

1 · STATE OF THE INDUSTRY

Introduction

INDUSTRY AVERAGE

76.0

Ten measured brands, W30 to W40 other than W36 ▲

FIRST TO TENTH

12.0

Average gap in points between the first and tenth brand, W30 to W40 other than W36 ▲

BRANDS IN THE TEN

12

Four present in every cycle; eight more shared the other six places

Performance Automotive is one of the industries measured by the Index. In Q3 2026 **twelve different marques** entered the measured ten across 11 weekly cycles (2026-W30 to 2026-W40). Four of them were present in every cycle; the other six places rotated among **Marque A** (10 cycles), **Marque D** (10), **Marque E** (10), **Marque G** (10), **Marque I** (7), **Marque J** (7), **Marque K** (6) and **Marque L** (6).

The field the models build combines three kinds of brand: the supercar and sports-car houses (Marque D, Marque G, Marque K, Marque A, Marque E, Marque C), the hypercar makers (Marque I, Marque F, Marque H), and the

performance divisions of larger carmakers (Marque J, Marque L, Marque B). The models place the three performance divisions far apart: Marque B is #2 in the Q3 ranking, Marque J #10 and Marque L #12.

The industry average (the mean score of the ten measured brands in each week, pooled over the same ten cycles as the Q3 average score, 2026-W30 to W40 other than the flagged W36, all on version 2.2) was **76.0**. The gap between the first and tenth brand averaged **12.0 points** over the same cycles.



WEST
73.1



EAST
72.0

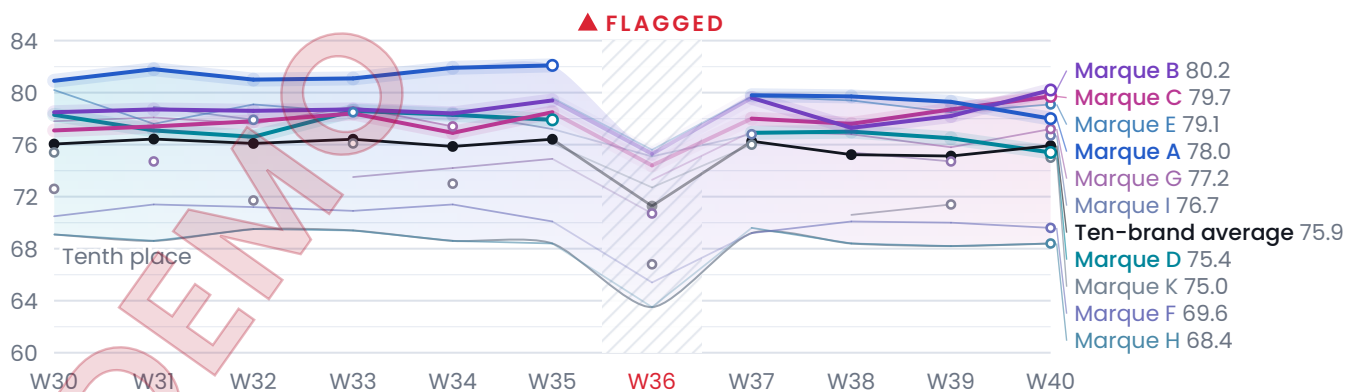


MEA READING
88.4

Industry score by region: average of the ten ranked brands, 2026-W40 · version 2.2. Regions as on pitotindex.com.

The field, week by week

Weekly scores, brands in the measured ten, 2026-W30 to W40 · version 2.2



Source: Pitot Index®, Performance Automotive Q3 2026 report. Bold lines: the Q3 top four by Q3 average score. Shaded band: first to tenth place. Hollow markers in a brand's colour: its last week in the ten before it dropped out, at the end of the quarter, or a week in the ten on its own. Black line with filled markers: the ten-brand average. W36 ▲ is published and flagged; its segments are drawn faint and it is not read as movement.

1 · STATE OF THE INDUSTRY

Key highlights

01	80.6 Marque A, Q3 average score	Marque A is the Q3 leader. It ranked #1 in 9 of the 10 cycles in which it was in the ten (it was outside the ten in the flagged W36 ▲); its Q3 average score of 80.6 is 1.8 points ahead of Marque B, and it is first in the field on Reputation. Its margin over the #2 brand averaged 1.6 points per cycle over the nine cycles in which it was #1, other than the flagged W36. Average position: 2.18.
02	0.8 points, Marque B ahead of Marque C	A close race for second. Marque B (78.8) finished 0.8 points ahead of Marque C (78.0). Marque B was most often #3 (7 of 11 cycles) and Marque C #6 (4 of 11).
03	41.6 Marque C, unprompted salience	Scored more than named. Marque C is #3 in the ranking but eleventh on unprompted salience (41.6): it scores more highly than its unprompted salience suggests.
04	7 of 11 cycles in the ten, Marque I	Marque I scores high but misses weeks. Over the six weeks it was measured it averaged 77.7, which would place it fifth on that basis; it was in the ten in 7 of 11 cycles, and the weeks outside count as 0 in its Q3 average score of 46.6 (#9).
05	85.9 Marque C, Expertise Visibility	Marque C sets the high mark on Expertise Visibility. Its Expertise Visibility average of 85.9 is the highest in the field, against an industry average of 78.5; it is #3 on Q3 average score.
06	70.8 Context, industry average	Context is the industry's weakest dimension (industry average 70.8, against 76.7 for Authority and 77.8 for Reputation). The theme the models cite most often across the field is cost of ownership; reliability and build quality follow.
07	1.6 points, largest opening-to-closing change (Marque A)	A stable field. Four of the eight brands with full opening and closing windows moved by less than one point; the largest change was Marque A's (81.1 → 79.5, down 1.6 points).
08	#12 Marque C in the MEA reading	The regions diverge below the top. Marque C is #4 in the West and #1 among Eastern models, but #12 in the MEA reading: the widest regional gap in the field. Marque E is #1 in the West, Marque C among Eastern models and Marque H in the MEA reading.
09	-5.7 points, Eastern score in W38	The Eastern reading steps down from W38. An Eastern model was replaced in W38 after its provider retired the previous one (Section 6, item 4). For the four brands in the ten in every cycle, the Eastern score averaged 5.7 points less than in W37; the overall score moved less, because the West carries the greatest weight.
10	71.3 ten-brand average in W36 ▲	The flagged cycle reorders the top. In W36 ▲ Marque E was #1 and Marque A was outside the ten; the ten-brand average fell to 71.3, from 76.4 in W35. W36 is left out of every Q3 average and is not read as movement.

2 · THE Q3 TOP 10

Ranked by Q3 average score

Q3 RANK	BRAND	Q3 AVERAGE SCORE*	AVG POSITION	POSITION BY CYCLE	CYCLES IN THE TEN	BEST / WORST	WEEKS AT #1	OPENING → CLOSING**
1	● Marque A	80.6	2.18		10 of 11	1 / outside the ten	9	81.1 → 79.5
2	● Marque B	78.8	2.91		11 of 11	1 / 4	1	78.7 → 78.9
3	● Marque C	78.0	4.36		11 of 11	2 / 6	0	77.6 → 78.4
4	● Marque D	77.3	5.91		10 of 11	4 / outside the ten	0	77.7 → 76.7
5	● Marque E	71.2	3.45		10 of 11	1 / outside the ten	1 (W36 ▲)	78.8 → 79.3
6	● Marque F	70.4	9.09		11 of 11	9 / 10	0	71.1 → 69.8
7	● Marque G	69.7	5.45		10 of 11	2 / outside the ten	0	78.0 → 76.9
8	● Marque H	68.8	9.91		11 of 11	9 / 10	0	69.3 → 68.4
9	● Marque I	46.6	6.73		7 of 11	2 / outside the ten	0	78.4 → 76.8 (opening n=2, closing n=2)
10	● Marque J	44.7	8.73		7 of 11	7 / outside the ten	0	74.1 → 75.1 (opening n=2, closing n=2)

Source: Pitot Index®, Performance Automotive Q3 2026 report. Bars: standardised 0–100 scale; tick = industry average 76.0. Trace: weekly position, 2026–W30 to W40, #1 at the top; hollow grey = outside the ten; red ring = the flagged cycle (2026–W36).

* The Q3 average score is the sum of a brand's weekly scores over the ten published cycles from 2026–W30 to W40 other than the flagged W36, divided by ten. A week in which the brand was not in the measured ten counts as 0: the brand was not scored that week, so the 0 stands for that absence, not for a score of zero. W36 is left out because one Eastern model returned truncated answers to most questions that week, which lowered brands' scores in that cycle (Section 6, items 5 and 6). The Q3 Top 10 is ranked by the Q3 average score; where two brands have the same score, the one with the better average position ranks higher. Q3 average scores are shown to one decimal place, or to two where brands are level at one. Average position uses all 11 published cycles, including W36, with a week outside the ten counted as position 11. Weekly scores and positions are shown as measured; the Q3 average score is worked out from them and does not change them.

** Median of W30–W33 → median of the last four valid cycles (W37, W38, W39, W40); n shows how many of those cycles a brand was measured in, where fewer than four. The opening and closing windows were measured under different conditions (Section 6, item 4), so part of any difference may reflect those conditions rather than the brand. The Middle East and Africa sphere was not read in 2026–W30 to W32; in those cycles the Western and Eastern readings were reweighted to make up the whole. Because the Middle East and Africa reading is higher on average, part of any opening-to-closing change may reflect its addition rather than a change in how the models see the brand. In this report, the step from adding the Middle East and Africa reading averages about 3.4 points for brands in the ten in every cycle.

W36 (▲) is marked on the brand pages and in Section 5.

Marque F's sixth place depends on the fill rule (Section 6, item 7). In W31 and W35 only nine brands cleared the models' consensus threshold, and Marque F took the remaining place.

Also measured in Q3: Marque K was in the ten in 6 of 11 cycles (Q3 average score 37.9, #11; average position 8.91); Marque L was in the ten in 6 of 11 cycles (Q3 average score 35.9, #12; average position 9.36).

2 · THE Q3 TOP 10

Weekly positions of the Q3 top four



Source: Pitot Index®, Performance Automotive Q3 2026 report. Positions are relative within each week. Hollow marker: the flagged cycle (2026-W36).

The Q3 top four are the first four brands of the Q3 Top 10, ranked by Q3 average score; the chart shows where each placed in every weekly cycle. In the weekly top four: Marque A in 10 of 11 cycles, Marque B in 11, Marque C in 6 and Marque D in 3.

Brands also measured in other Pitot Index® industries

BRAND ALSO MEASURED IN (PUBLISHED Q3 CYCLES IN THAT INDEX'S TEN)

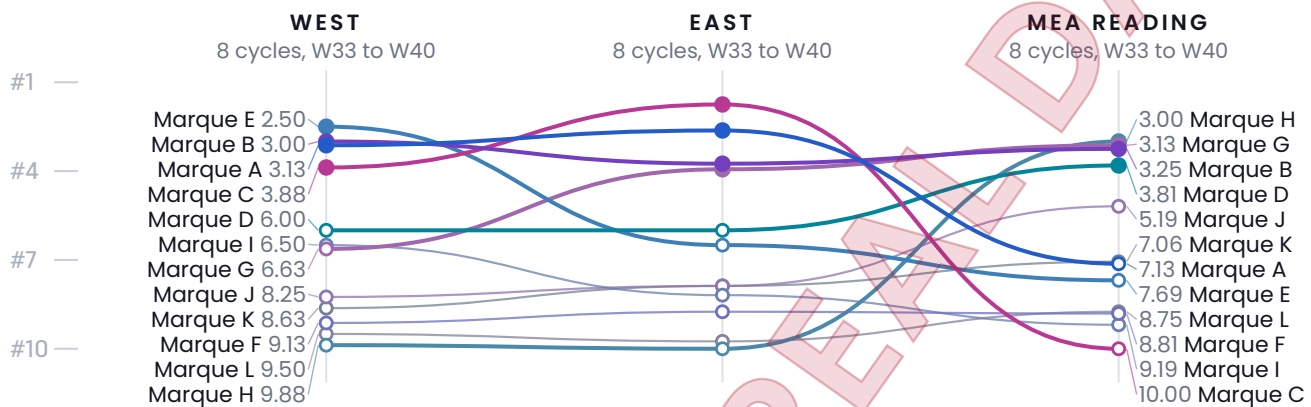
● Marque D	Luxury Automotive (10 of 12)	● Marque K	Luxury Automotive (11 of 12)
● Marque G	Luxury Automotive (9 of 12; #1 in 1 of them: W35)	● Marque I	Luxury Automotive (6 of 12)
		● Marque E	Luxury Automotive (7 of 12)

The cycle counts in this table are fictitious, like every figure in this copy. Parent marques are measured in other industries of the Index; Marque J, Marque L and Marque B are measured here as separate performance brands. Each index is a separate measurement of a separate field; a brand's scores in one index are not comparable with its scores in another.

3 · REGIONAL DIVERGENCE

The average Top 10 per sphere

Each sphere is ranked separately every week, and the positions are averaged over the quarter. All three sphere tables use the eight cycles from 2026-W33 to W40, so that the spheres are compared over the same cycles. Average positions use all eight cycles; average scores use the weeks the brand was in the sphere's ten other than the flagged W36 ▲, as the brand pages' averages do. Compare **positions** between spheres, not score levels: the spheres use the scale differently (the MEA reading, for example, uses the upper part of the scale for every brand, in a narrower band), so a 90.0 in one sphere and a 78.0 in another are not a gap between them.



Average position within each sphere, #1 at the top; every brand in any sphere's Top 10. Filled marker: in that sphere's top four; bold line: in the top four of at least one sphere. Source: Pitot Index®, Performance Automotive Q3 2026 report.

**WEST**

8 cycles, 2026-W33 to 2026-W40

BRAND	CYCLES			AVG SCORE
	AVG IN THE POSITION	IN THE TEN		
1 Marque E	2.50	7		77.8
2 Marque B	3.00	8		75.9
3 Marque A	3.13	7		77.2
4 Marque C	3.88	8		75.0
5 Marque D	6.00	7		73.9
6 Marque I	6.50	5		74.8
7 Marque G	6.63	7		72.5
8 Marque J	8.25	6		69.9
9 Marque K	8.63	5		71.6
10 Marque F	9.13	8		64.8

**EAST**

8 cycles, 2026-W33 to 2026-W40

BRAND	CYCLES			AVG SCORE
	AVG IN THE POSITION	IN THE TEN		
1 Marque C	1.75	8		80.7
2 Marque A	2.63	7		81.5
3 Marque B	3.75	8		77.1
4 Marque G	3.94	7		78.7
5 Marque D	6.00	7		75.0
6 Marque E	6.50	7		74.2
7 Marque K	7.88	5		75.2
8 Marque J	7.88	6		73.7
9 Marque I	8.19	5		74.7
10 Marque F	8.75	8		69.3

**MIDDLE EAST & AFRICA (MEA)**

8 cycles, 2026-W33 to 2026-W40

BRAND	CYCLES			AVG SCORE
	AVG IN THE POSITION	IN THE TEN		
1 Marque H	3.00	8		89.3
2 Marque G	3.13	7		89.6
3 Marque B	3.25	8		89.2
4 Marque D	3.81	7		89.4
5 Marque J	5.19	6		89.3
6 Marque K	7.06	5		89.0
7 Marque A	7.13	7		88.2
8 Marque E	7.69	7		88.0
9 Marque L	8.75	4		88.2
10 Marque F	8.81	8		87.2

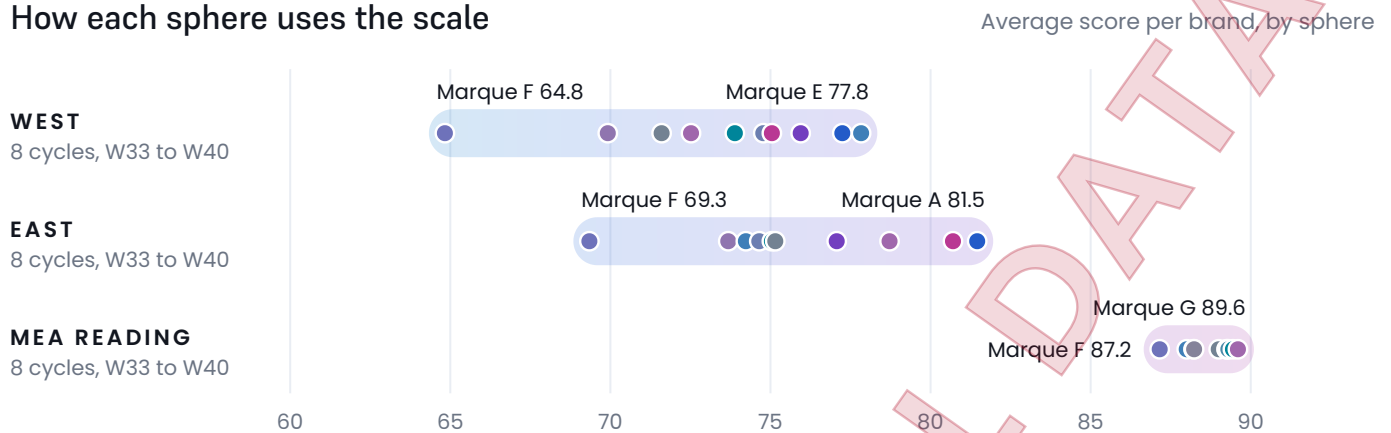
Source: Pitot Index®, Performance Automotive Q3 2026 report. Where the spheres diverge: page 9.

How to read these tables: Avg position and Cycles in the ten cover the eight cycles from 2026-W33 to W40, including W36 ▲, with a week outside the ten counted as position 11; Avg score leaves W36 ▲ out. Level on average position, so placed by average score: Marque K and Marque J among Eastern models (7.88). Where two brands have the same score in a sphere in a week, they share the position (in W36, for example, Marque G and Marque I were level among Eastern models and shared #3 and #4, counting 3.5 each), which happened in 6 sphere-weeks from 2026-W33 to W40.

3 · REGIONAL DIVERGENCE

Where the spheres diverge

How each sphere uses the scale



Average score over each sphere's cycles (Section 3 tables). Compare positions between spheres, not score levels. Source: Pitot Index®, Performance Automotive Q3 2026 report.

Rank by sphere

	WEST	EAST	MEA
● Marke A	3	2	7
● Marke B	2	3	3
● Marke C	4	1	12
● Marke D	5	5	4
● Marke E	1	6	8
● Marke F	10	10	10
● Marke G	7	4	2
● Marke H	12	12	1
● Marke I	6	9	11
● Marke J	8	8	5
● Marke K	9	7	6
● Marke L	11	11	9

Rank by average position within each sphere, for every brand in any sphere's Top 10.
Outlined: a rank that differs from the brand's West rank.

No single sphere leader. Marke E is #1 in the West, Marke C among Eastern models and Marke H in the MEA reading.

Marke C ranks #1 among Eastern models but #12 in the MEA reading: the widest regional gap in the field.

Marke H ranks #1 in the MEA reading but #12 in the West.

Marke E ranks #1 in the West but #8 in the MEA reading.

The MEA reading uses a narrow band. Its ten average scores span 2.4 points, against 13.0 in the West and 12.1 among Eastern models, so small score differences there move positions more than elsewhere.

• Marque A

1

Order: the Q3 Top 10 by Q3 average score, then the marques that were in the ten during the quarter without making the Q3 Top 10, in order of Q3 average score. Dimension averages cover the weeks each brand was in the measured ten from 2026-W30 to W40 other than the flagged W36 ▲, and each table states how many weeks that is; ranks are among the twelve brands measured in Q3 and use unrounded values, so two brands can show the same rounded figure with different ranks (for example Marque G and Marque J on Context). Regional positions cover 2026-W33 to W40.



Q3 average score: 80.6; a week outside the ten counts as 0.

AVG POSITION

2.18

WEEKS AT #1

9

CYCLES IN THE TEN

10 of 11

TOP-THREE FINISHES

9

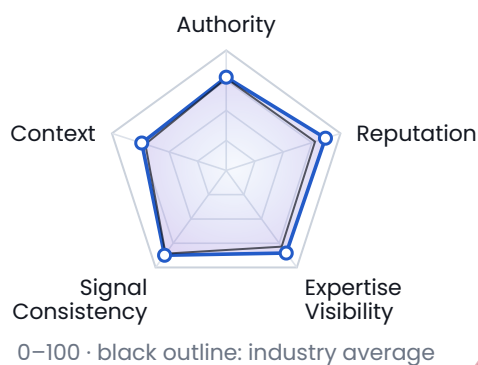
BEST / WORST

1 / outside the ten

OPENING → CLOSING
SCORE

81.1 → 79.5

Dimension profile



DIMENSION

MARQUE A

INDUSTRY
AVERAGERANK
OF 12

Pitot Index® score (weeks in the ten)

Authority

Reputation

Expertise Visibility

Signal Consistency

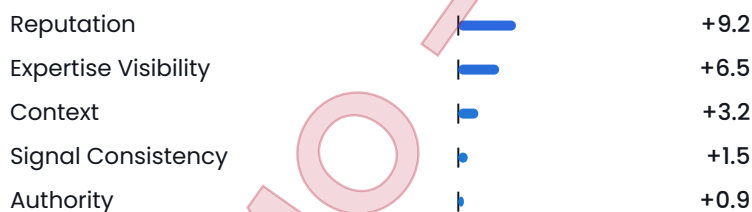
Context

Unprompted salience (supporting
measure; not part of the score)²

Tick: industry average.

What moves the score

Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40

WEST

#3

avg 3.13



75.3

EAST

#2

avg 2.63



75.7

MEA READING

#7

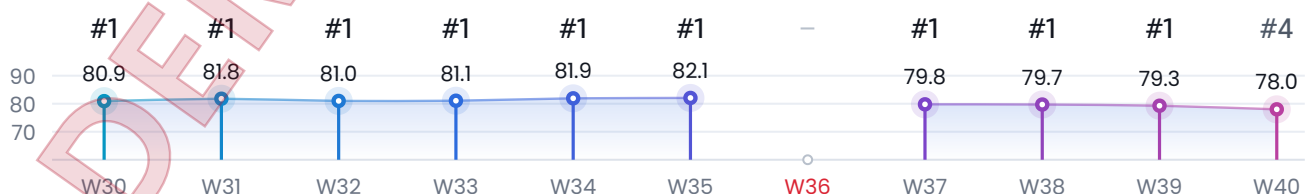
avg 7.13



88.3

Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. A dash (-): outside the ten. ² From Pitot Index® cycle records; not carried in the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included; the industry average pools the same weeks.

4 · BRAND-BY-BRAND · 1 OF 12

Marque A Analysis

Summary. The Q3 leader, and #1 in 9 of 11 published weekly cycles. Marque A is first in the field on Reputation, but fifth on Authority (77.6), and third on unprompted salience. Its margin over the #2 brand averaged 1.6 points in the cycles in which it was #1, other than the flagged W36.

Positive

Trust in quality. About 6 in 10 quality and trust assessments are positive or highly positive (Reputation 87.0, 1st).



Demonstrated capability. About 7 in 10 assessments of demonstrated capability rate it as deep, most often citing track and motorsport evidence (Expertise Visibility 85.0, 2nd).



Presence beyond the cars. About 5 in 10 context assessments link Marque A to design, culture and lifestyle beyond the cars themselves (Context 74.0, 5th).



A standard-setter. About 7 in 10 assessments of whether Marque A sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.



Unprompted salience 88.4 (3rd): the models bring Marque A up early and often when asked, unprompted, which brands lead the category.

Negative

Cost of ownership is the weakness named most often (about 6 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.



Weight and complexity. About 5 in 10 assessments that weigh praise against criticism point to added weight, complexity or reduced driver engagement in recent models.



Reliability caveats. About 2 in 10 quality and trust assessments add a reliability or electronics caveat, usually as varying by model.



Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.



Practicality. About 2 in 10 assessments that weigh praise against criticism cite limited everyday usability.



Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#3 in the West, #2 among Eastern models and #7 in the MEA reading. Eastern models rate it most highly; the MEA reading places it five places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #1 and #4 in the cycles in which it was measured; not in the ten in W36 ▲. Opening → closing: 81.1 → 79.5, down 1.6 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W36 ▲: it did not clear the threshold in the flagged cycle, when one Eastern model returned truncated answers to most questions. Its Q3 average score is 80.6 (in the ten in 10 of the 10 cycles averaged).

• Marque B

2



Q3 average score: 78.8.

AVG POSITION

2.91

CYCLES IN THE TEN

11 of 11

BEST / WORST

1 / 4

WEEKS AT #1

1

TOP-THREE FINISHES

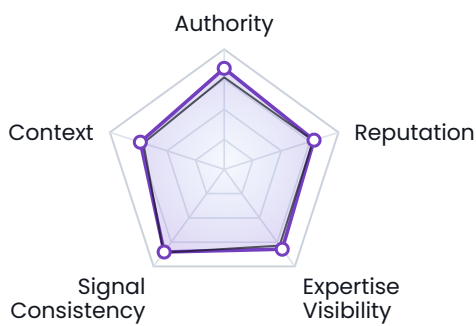
9

OPENING → CLOSING
SCORE

78.7 → 78.9

Dimension profile

averages over the 10 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



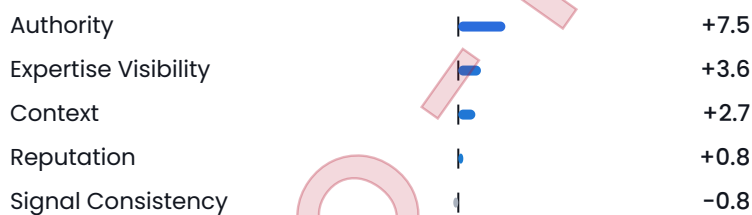
0-100 · black outline: industry average

DIMENSION	MARQUE B	INDUSTRY AVERAGE	RANK OF 12
Pitot Index® score (weeks in the ten)	78.8	76.0	3
Authority	84.2	76.7	1
Reputation	78.6	77.8	5
Expertise Visibility	82.1	78.5	5
Signal Consistency	85.0	85.8	10
Context	73.5	70.8	6
Unprompted salience (supporting measure; not part of the score) ²	57.9	66.3	9

Tick: industry average.

What moves the score

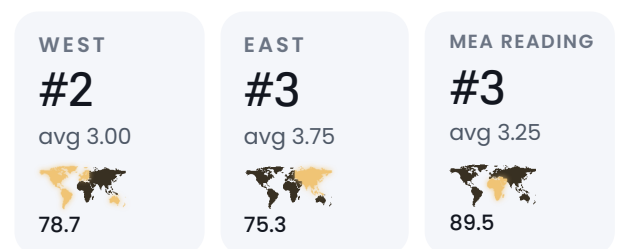
Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

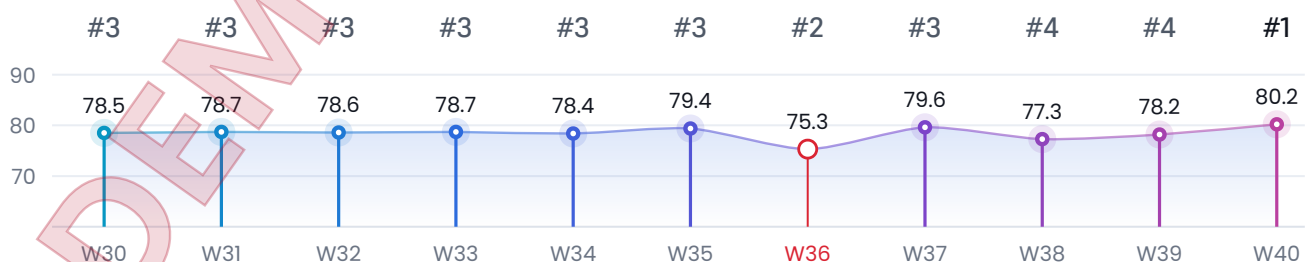
Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40



Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average.

4 · BRAND-BY-BRAND · 2 OF 12

Marque B Analysis

Summary. Second in Q3, and #3 in 7 of 11 cycles. Marque B is first in the field on Authority, but tenth on Signal Consistency (85.0), and ninth on unprompted salience. Its Q3 average score (78.8) is 1.8 points behind Marque A.

Positive

Category authority. About 7 in 10 authority assessments name Marque B among the category leaders. Authority 84.2 against an industry average of 76.7, 1st in the field.



Recognised expertise. About 5 in 10 expertise assessments credit Marque B with clearly recognised mastery, most often in engines and chassis engineering (Expertise Visibility 82.1, 5th).



Presence beyond the cars. About 7 in 10 context assessments link Marque B to design, culture and lifestyle beyond the cars themselves (Context 73.5, 6th).



A standard-setter. About 7 in 10 assessments of whether Marque B sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.



Few significant controversies. About 7 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.



Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#2 in the West, #3 among Eastern models and #3 in the MEA reading. The three spheres place it within a few positions of one another, so its standing does not depend on which models are asked.

Negative

Cost of ownership is the weakness named most often (about 7 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.



A wider spread of assessments. About 3 in 10 of its weekly readings fall outside a narrow band of its quarter average: the models agree less on Marque B than on most of the field (Signal Consistency 85.0, 10th).



Weight and complexity. About 3 in 10 assessments that weigh praise against criticism point to added weight, complexity or reduced driver engagement in recent models.



Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.



Unprompted salience 57.9 (9th): the models bring it up less readily than most of the field.

MOVEMENTS IN Q3

#3 in 7 of 11 cycles and between #1 and #4 in every cycle. Opening → closing: 78.7 → 78.9, up 0.2 points.

Marque C

3



AVG POSITION

4.36

CYCLES IN THE TEN

11 of 11

BEST / WORST

2 / 6

WEEKS AT #1

0

TOP-THREE FINISHES

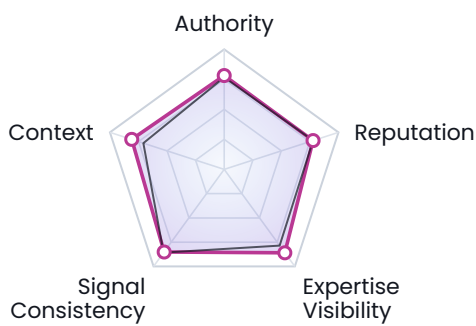
3

OPENING → CLOSING
SCORE

77.6 → 78.4

Dimension profile

averages over the 10 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



DIMENSION	MARQUE C	INDUSTRY AVERAGE	RANK OF 12
Pitot Index® score (weeks in the ten)	78.0	76.0	4
Authority	78.2	76.7	4
Reputation	77.8	77.8	6
Expertise Visibility	85.9	78.5	1
Signal Consistency	85.0	85.8	9
Context	81.0	70.8	1
Unprompted salience (supporting measure; not part of the score) ²	41.6	66.3	11

Tick: industry average.

What moves the score

Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:

Context	+10.2
Expertise Visibility	+7.4
Authority	+1.5
Reputation	0.0
Signal Consistency	-0.8

Regional positions

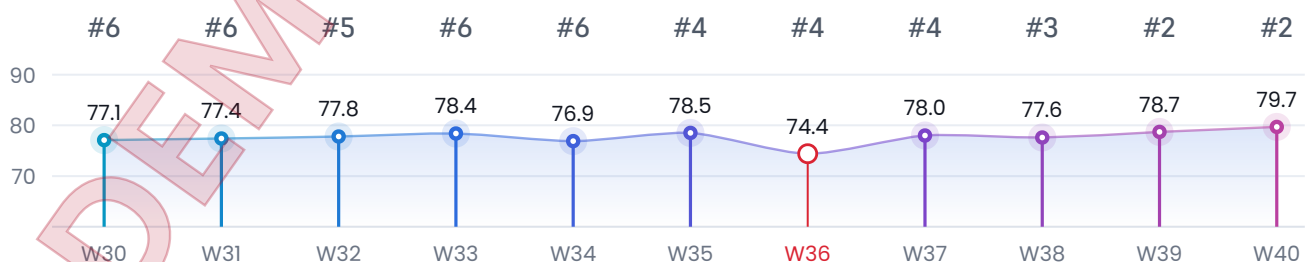
Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40

WEST	EAST	MEA READING
#4	#1	#12
avg 3.88	avg 1.75	avg 10.00
77.5	80.0	85.8

Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average.

4 · BRAND-BY-BRAND · 3 OF 12

Marque C Analysis

Summary. Third in Q3, and #6 in 4 of 11 cycles. Marque C is first in the field on Expertise Visibility and Context, but ninth on Signal Consistency (85.0), and eleventh on unprompted salience. Its Q3 average score (78.0) is 2.6 points behind Marque A.

Positive

Presence beyond the cars. About 8 in 10 context assessments say Marque C comes up frequently, often in design and lifestyle answers as well as performance ones (Context 81.0, 1st).

Recognised expertise. About 7 in 10 expertise assessments credit Marque C with clearly recognised mastery, most often in engines and chassis engineering (Expertise Visibility 85.9, 1st).

Category authority. About 5 in 10 authority assessments place Marque C as a category leader (Authority 78.2, 4th).

A standard-setter. About 4 in 10 assessments of whether Marque C sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

Few significant controversies. About 8 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#4 in the West, #1 among Eastern models and #12 in the MEA reading. Eastern models rate it most highly; the MEA reading places it eleven places lower. Compare positions rather than score levels between spheres.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

A wider spread of assessments. About 3 in 10 of its weekly readings fall outside a narrow band of its quarter average: the models agree less on Marque C than on most of the field (Signal Consistency 85.0, 9th).

Weight and complexity. About 3 in 10 assessments that weigh praise against criticism point to added weight, complexity or reduced driver engagement in recent models.

Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

Unprompted salience 41.6 (11th): the models bring it up less readily than most of the field.

MOVEMENTS IN Q3

#6 in 4 of 11 cycles and between #2 and #6 in every cycle. Opening → closing: 77.6 → 78.4, up 0.8 points.

Marque D

4



Q3 average score: 77.3; a week outside the ten counts as 0.

AVG POSITION
5.91

WEEKS AT #1
0

CYCLES IN THE TEN
10 of 11

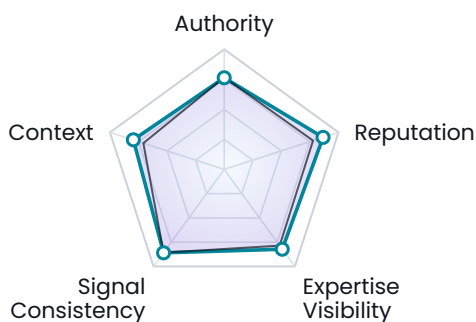
TOP-THREE FINISHES
0

BEST / WORST
4 / outside the ten

OPENING → CLOSING
SCORE
77.7 → 76.7

Dimension profile

averages over the 10 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



0-100 · black outline: industry average

DIMENSION	MARQUE D	INDUSTRY AVERAGE	RANK OF 12
Pitot Index® score (weeks in the ten)	77.3	76.0	7
Authority	76.3	76.7	6
Reputation	86.5	77.8	2
Expertise Visibility	82.2	78.5	4
Signal Consistency	85.9	85.8	4
Context	79.6	70.8	2
Unprompted salience (supporting measure; not part of the score) ²	91.3	66.3	2

Tick: industry average.

What moves the score

Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:

Context	+8.8
Reputation	+8.7
Expertise Visibility	+3.7
Signal Consistency	+0.1
Authority	-0.4

Regional positions

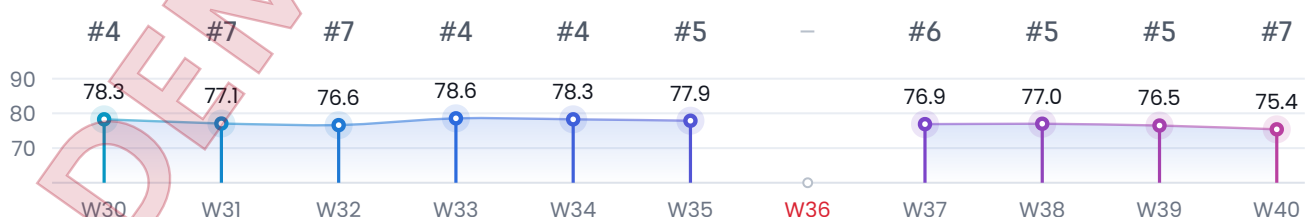
Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40

WEST	EAST	MEA READING
#5 avg 6.00 72.2	#5 avg 6.00 71.5	#4 avg 3.81 88.9

Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. A dash (-): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average. Also measured in: Luxury Automotive, in the ten in 10 of that index's 12 published Q3 cycles.

4 · BRAND-BY-BRAND · 4 OF 12

Marque D Analysis

Summary. Fourth in Q3, in the ten in 10 of 11 cycles, and #4 in 3 of 10 cycles. Marque D is second on Context (79.6), but sixth on Authority (76.3), and second on unprompted salience. Its Q3 average score (77.3) is 3.3 points behind Marque A.

Positive

Presence beyond the cars. About 7 in 10 context assessments link Marque D to design, culture and lifestyle beyond the cars themselves (Context 79.6, 2nd).

●●●●●●○○○
ABOUT 7 IN 10

Trust in quality. About 7 in 10 quality and trust assessments are positive or highly positive (Reputation 86.5, 2nd).

●●●●●●○○○
ABOUT 7 IN 10

Recognised expertise. About 5 in 10 expertise assessments credit Marque D with clearly recognised mastery, most often in engines and chassis engineering (Expertise Visibility 82.2, 4th).

●●●●○○○○○
ABOUT 5 IN 10

A standard-setter. About 5 in 10 assessments of whether Marque D sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

●●●●○○○○○
ABOUT 5 IN 10

Unprompted salience 91.3 (2nd): the models bring Marque D up early and often when asked, unprompted, which brands lead the category.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

●●●●○○○○○
ABOUT 5 IN 10

A strong competitor rather than the leader. About 3 in 10 authority assessments place Marque D as a strong competitor rather than a category leader (Authority 76.3, 6th).

●●○○○○○○○
ABOUT 3 IN 10

Weight and complexity. About 3 in 10 assessments that weigh praise against criticism point to added weight, complexity or reduced driver engagement in recent models.

●●○○○○○○○
ABOUT 3 IN 10

Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

●○○○○○○○
ABOUT 2 IN 10

Practicality. About 3 in 10 assessments that weigh praise against criticism cite limited everyday usability.

●●○○○○○○○
ABOUT 3 IN 10

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#5 in the West and among Eastern models, and #4 in the MEA reading. The three spheres place it within a few positions of one another, so its standing does not depend on which models are asked.

MOVEMENTS IN Q3

Between #4 and #7 in the cycles in which it was measured; not in the ten in W36 ▲. Opening → closing: 77.7 → 76.7, down 1.0 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W36 ▲: it did not clear the threshold in the flagged cycle, when one Eastern model returned truncated answers to most questions. Its Q3 average score is 77.3 (in the ten in 10 of the 10 cycles averaged).

Marque E

5



Q3 average score: 71.2; a week outside the ten counts as 0.

AVG POSITION

3.45

WEEKS AT #1

1 (W36 ▲)

CYCLES IN THE TEN

10 of 11

TOP-THREE FINISHES

8

BEST / WORST

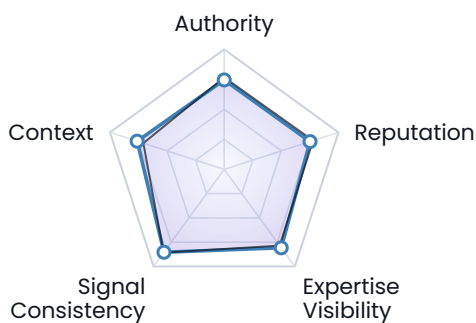
1▲ / outside the ten

OPENING → CLOSING
SCORE

78.8 → 79.3

Dimension profile

averages over the 9 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



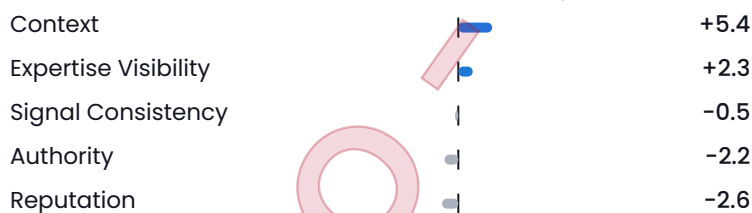
0-100 · black outline: industry average

DIMENSION	MARQUE E	INDUSTRY AVERAGE	RANK OF 12 ³
Pitot Index® score (weeks in the ten)	79.1	76.0	2
Authority	74.5	76.7	8
Reputation	75.2	77.8	8
Expertise Visibility	80.8	78.5	7
Signal Consistency	85.3	85.8	8
Context	76.2	70.8	4
Unprompted salience (supporting measure; not part of the score) ²	63.7	66.3	8

Tick: industry average.

What moves the score

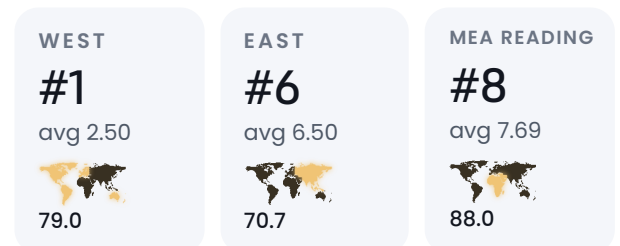
Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40



Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (-): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 9 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 10, against 11. **Also measured in:** Luxury Automotive, in the ten in 7 of that index's 12 published Q3 cycles.

4 · BRAND-BY-BRAND · 5 OF 12

Marque E Analysis

Summary. Fifth in Q3, in the ten in 10 of 11 cycles, and #2 in 5 of 10 cycles. Marque E is fourth on Context (76.2), but eighth on Reputation (75.2), and eighth on unprompted salience. Its Q3 average score (71.2) is 9.4 points behind Marque A.

Positive

Presence beyond the cars. About 9 in 10 context assessments link Marque E to design, culture and lifestyle beyond the cars themselves (Context 76.2, 4th).

Recognised expertise. About 6 in 10 expertise assessments credit Marque E with clearly recognised mastery, most often in engines and chassis engineering (Expertise Visibility 80.8, 7th).

A standard-setter. About 4 in 10 assessments of whether Marque E sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

Few significant controversies. About 7 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

Reliability caveats. About 5 in 10 quality and trust assessments add a reliability, electronics or build-quality caveat (Reputation 75.2, 8th).

A strong competitor rather than the leader. About 4 in 10 authority assessments place Marque E as a strong competitor rather than a category leader (Authority 74.5, 8th).

Environmental impact. About 4 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

Unprompted salience 63.7 (8th): the models bring it up less readily than most of the field.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#1 in the West, #6 among Eastern models and #8 in the MEA reading. Western models rate it most highly; the MEA reading places it seven places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #1 and #5 in the cycles in which it was measured; not in the ten in W34. Opening → closing: 78.8 → 79.3, up 0.5 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W34: Marque E cleared the models' consensus threshold, according to Pitot Index® cycle records, but was not selected into the ten (Section 6, item 7). Its Q3 average score is 71.2 (in the ten in 9 of the 10 cycles averaged).

• Marque F

6



Q3 average score: 70.4.

AVG POSITION

9.09

WEEKS AT #1

0

CYCLES IN THE TEN

11 of 11

TOP-THREE FINISHES

0

BEST / WORST

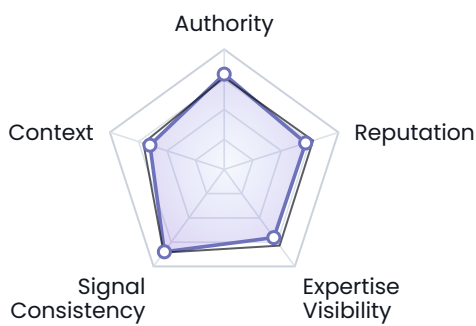
9 / 10

OPENING → CLOSING
SCORE

71.1 → 69.8

Dimension profile

averages over the 10 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



0-100 · black outline: industry average

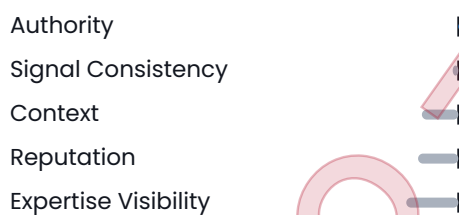
DIMENSION

	MARQUE F	INDUSTRY AVERAGE	RANK OF 12
Pitot Index® score (weeks in the ten)	70.4	76.0	11
Authority	79.3	76.7	3
Reputation	71.4	77.8	9
Expertise Visibility	70.2	78.5	11
Signal Consistency	84.9	85.8	11
Context	65.0	70.8	10
Unprompted salience (supporting measure; not part of the score) ²	46.1	66.3	10

Tick: industry average.

What moves the score

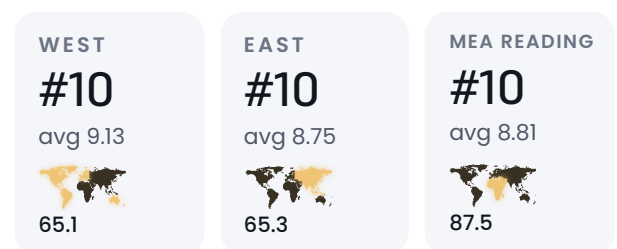
Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

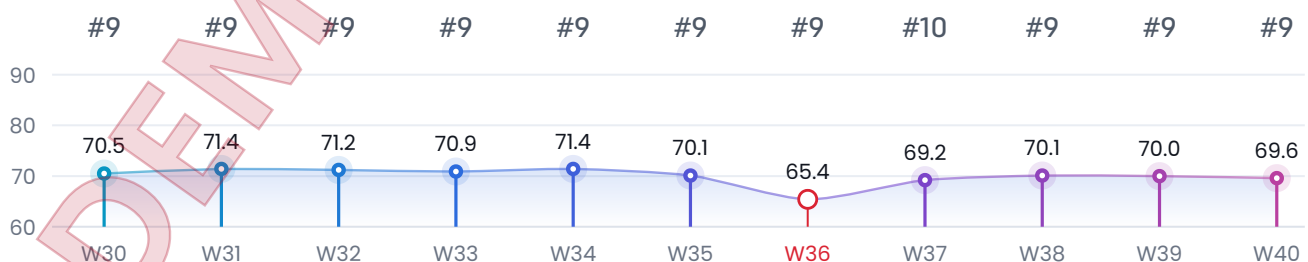
Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40



Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average.

4 · BRAND-BY-BRAND · 6 OF 12

Marque F Analysis

Summary. Sixth in Q3, and #9 in 10 of 11 cycles. Marque F is third on Authority (79.3), but eleventh on Expertise Visibility (70.2), and tenth on unprompted salience. Its Q3 average score (70.4) is 10.2 points behind Marque A.

Positive

Category authority. About 6 in 10 authority assessments name Marque F among the category leaders. Authority 79.3 against an industry average of 76.7, 3rd in the field.



A standard-setter. About 4 in 10 assessments of whether Marque F sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.



Few significant controversies. About 9 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.



Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.



Capability and marketing presence. About 5 in 10 assessments of capability versus marketing say its standing rests as much on marketing presence as on demonstrated capability (Expertise Visibility 70.2, 11th).



Reliability caveats. About 5 in 10 quality and trust assessments add a reliability, electronics or build-quality caveat (Reputation 71.4, 9th).



Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.



Unprompted salience 46.1 (10th): the models bring it up less readily than most of the field.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#10 in the West, among Eastern models and in the MEA reading. The three spheres place it within a few positions of one another, so its standing does not depend on which models are asked.

MOVEMENTS IN Q3

#9 in 10 of 11 cycles and between #9 and #10 in every cycle. Opening → closing: 71.1 → 69.8, down 1.3 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

In W31 and W35 only nine brands cleared the models' consensus threshold (were named by enough of the models), and Marque F took the remaining place under the fill rule (Section 6, item 7). Its place in the Q3 Top 10 depends on those two weeks. Its Q3 average score is 70.4.

Marque G

7



Q3 average score: 69.7; a week outside the ten counts as 0.

AVG POSITION

5.45

CYCLES IN THE TEN

10 of 11

BEST / WORST

2 / outside the ten

WEEKS AT #1

0

TOP-THREE FINISHES

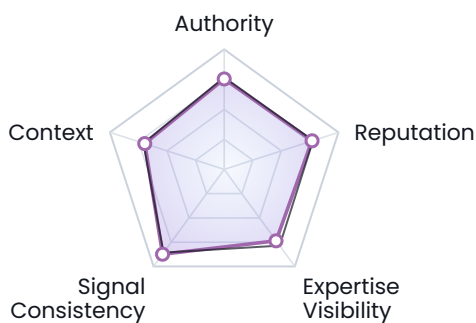
1

OPENING → CLOSING
SCORE

78.0 → 76.9

Dimension profile

averages over the 9 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



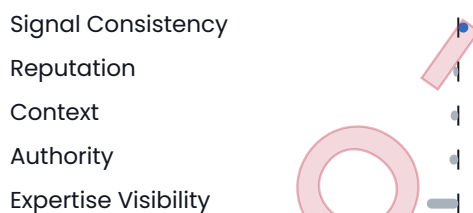
0-100 · black outline: industry average

DIMENSION	MARQUE G	INDUSTRY AVERAGE	RANK OF 12 ³
Pitot Index® score (weeks in the ten)	77.4	76.0	6
Authority	75.3	76.7	7
Reputation	77.0	77.8	7
Expertise Visibility	73.5	78.5	10
Signal Consistency	87.4	85.8	1
Context	69.6	70.8	8
Unprompted salience (supporting measure; not part of the score) ²	93.6	66.3	1

Tick: industry average.

What moves the score

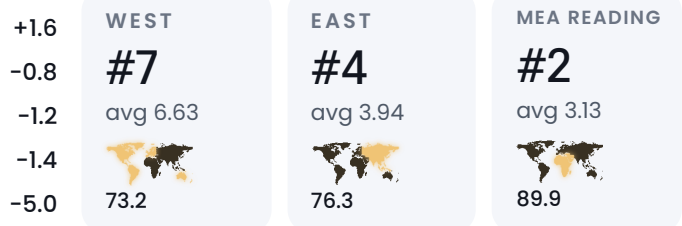
Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40



Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (—): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 9 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 10, against 11. **Also measured in:** Luxury Automotive, in the ten in 9 of that index's 12 published Q3 cycles, and #1 in one of them (W35).

4 · BRAND-BY-BRAND · 7 OF 12

Marque G Analysis

Summary. Seventh in Q3, in the ten in 10 of 11 cycles, and #5 in 5 of 10 cycles. Marque G is first in the field on Signal Consistency, but tenth on Expertise Visibility (73.5), and first on unprompted salience. Its Q3 average score (69.7) is 10.9 points behind Marque A.

Positive

Consistent signal. About 5 in 10 of its weekly readings put it within a narrow band of its quarter average: the models agree closely on Marque G (Signal Consistency 87.4, 1st).

●●●●●○○○○○
ABOUT 5 IN 10

A standard-setter. About 5 in 10 assessments of whether Marque G sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

●●●●●○○○○○
ABOUT 5 IN 10

Unprompted salience 93.6 (1st): the models bring Marque G up early and often when asked, unprompted, which brands lead the category.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

●●●●●○○○○○
ABOUT 5 IN 10

Capability and marketing presence. About 5 in 10 assessments of capability versus marketing say its standing rests as much on marketing presence as on demonstrated capability (Expertise Visibility 73.5, 10th).

●●●●●○○○○○
ABOUT 5 IN 10

A strong competitor rather than the leader. About 5 in 10 authority assessments place Marque G as a strong competitor rather than a category leader (Authority 75.3, 7th).

●●●●●○○○○○
ABOUT 5 IN 10

Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

●●○○○○○○○○○
ABOUT 2 IN 10

Practicality. About 2 in 10 assessments that weigh praise against criticism cite limited everyday usability.

●●○○○○○○○○○
ABOUT 2 IN 10

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#7 in the West, #4 among Eastern models and #2 in the MEA reading. The MEA reading rates it most highly; Western models place it five places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #2 and #6 in the cycles in which it was measured; not in the ten in W35. Opening → closing: 78.0 → 76.9, down 1.1 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W35: it did not clear the threshold; only nine brands did, and the remaining place was filled under the fill rule. Its Q3 average score is 69.7 (in the ten in 9 of the 10 cycles averaged).

• Marque H

8



Q3 average score: 68.8.

AVG POSITION

9.91

CYCLES IN THE TEN

11 of 11

BEST / WORST

9 / 10

WEEKS AT #1

0

TOP-THREE FINISHES

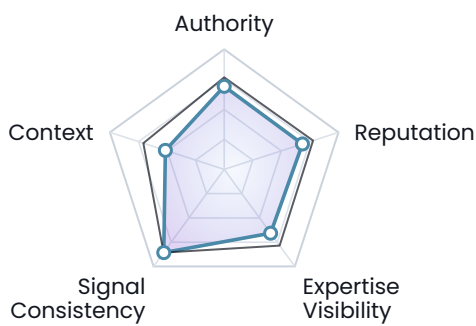
0

OPENING → CLOSING
SCORE

69.3 → 68.4

Dimension profile

averages over the 10 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲



0-100 · black outline: industry average

DIMENSION

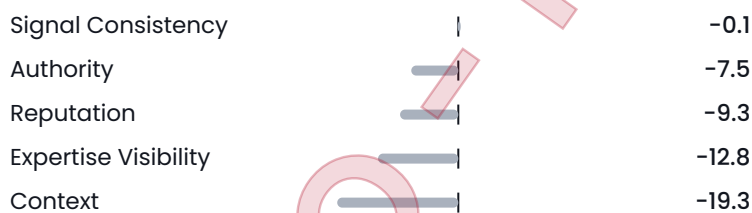
MARQUE H
INDUSTRY
AVERAGE
RANK
OF 12

Pitot Index® score (weeks in the ten)	68.8	76.0	12
Authority	69.2	76.7	12
Reputation	68.5	77.8	12
Expertise Visibility	65.7	78.5	12
Signal Consistency	85.7	85.8	5
Context	51.5	70.8	12
Unprompted salience (supporting measure; not part of the score) ²	34.9	66.3	12

Tick: industry average.

What moves the score

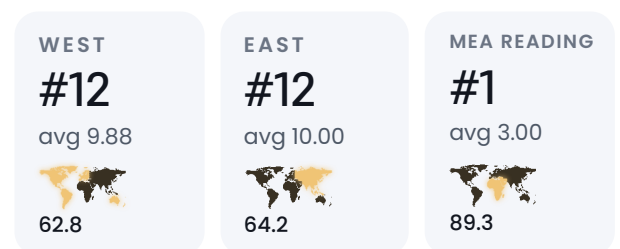
Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40



Weekly record

Position · score



▲ flagged cycle. W29 was not published; this index starts at W30. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average.

4 · BRAND-BY-BRAND · 8 OF 12

Marque H Analysis

Summary. Eighth in Q3, and #10 in 10 of 11 cycles. Marque H is fifth on Signal Consistency (85.7), but twelfth on Context (51.5), and twelfth on unprompted salience. Its Q3 average score (68.8) is 11.8 points behind Marque A.

Positive

Consistent signal. About 5 in 10 of its weekly readings put it within a narrow band of its quarter average: the models agree closely on Marque H (Signal Consistency 85.7, 5th).

●●●●●○○○○○
ABOUT 5 IN 10

A standard-setter. About 5 in 10 assessments of whether Marque H sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

●●●●●○○○○○
ABOUT 5 IN 10

Few significant controversies. About 8 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.

●●●●●●●○○○
ABOUT 8 IN 10

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

●●●●●○○○○○
ABOUT 5 IN 10

Narrow presence. About 5 in 10 context assessments describe its presence as narrow, limited to enthusiast and performance answers (Context 51.5, 12th).

●●●●●○○○○○
ABOUT 5 IN 10

Capability and marketing presence. About 5 in 10 assessments of capability versus marketing say its standing rests as much on marketing presence as on demonstrated capability (Expertise Visibility 65.7, 12th).

●●●●●○○○○○
ABOUT 5 IN 10

Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

●●○○○○○○○○○
ABOUT 2 IN 10

Unprompted salience 34.9 (12th): the models bring it up less readily than most of the field.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#12 in the West and among Eastern models, and #1 in the MEA reading. The MEA reading rates it most highly; Western models place it eleven places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

#10 in 10 of 11 cycles and between #9 and #10 in every cycle. Opening → closing: 69.3 → 68.4, down 0.9 points.

Marque I

9



Q3 average score: 46.6; a week outside the ten counts as 0.

AVG POSITION

6.73

WEEKS AT #1

0

CYCLES IN THE TEN

7 of 11

TOP-THREE FINISHES

3

BEST / WORST

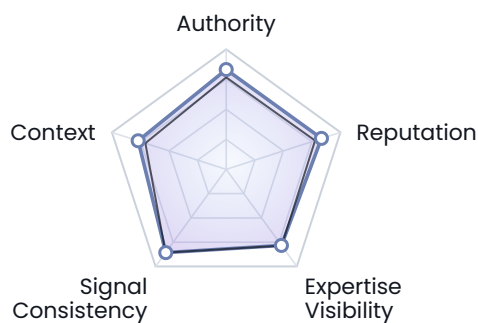
2 / outside the ten

OPENING → CLOSING SCORE

78.4 → 76.8

(opening n=2, closing n=2).

Dimension profile



0–100 · black outline: industry average

averages over the 6 weeks it was in the measured ten, 2026–W30 to W40 other than the flagged W36 ▲

DIMENSION	MARQUE I	INDUSTRY AVERAGE	RANK OF 12 ³
Pitot Index® score (weeks in the ten)	77.7	76.0	5
Authority	83.2	76.7	2
Reputation	83.5	77.8	4
Expertise Visibility	78.3	78.5	8
Signal Consistency	85.7	85.8	6
Context	77.1	70.8	3
Unprompted salience (supporting measure; not part of the score) ²	71.8	66.3	6

Tick: industry average.

What moves the score

Against the industry average (2026–W30 to W40 other than W36 ▲), from strongest to weakest margin:

Authority	+6.5
Context	+6.3
Reputation	+5.7
Signal Consistency	–0.1
Expertise Visibility	–0.2

Regional positions

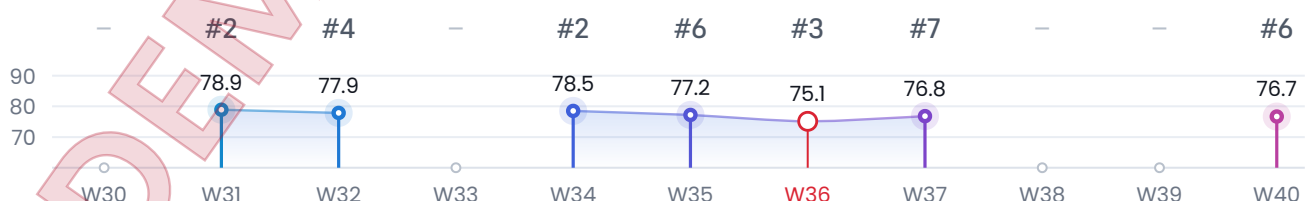
Maps: W40 score · version 2.2

average position within each sphere, 2026–W33 to W40

WEST	EAST	MEA READING
#6	#9	#11
avg 6.50	avg 8.19	avg 9.19
75.2	70.4	87.5

Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (–): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026–W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 6 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 7, against 11. Also measured in: Luxury Automotive, in the ten in 6 of that index's 12 published Q3 cycles.

4 · BRAND-BY-BRAND · 9 OF 12

Marque I Analysis

Summary. Ninth in Q3, in the ten in 7 of 11 cycles, and #2 in 2 of 7 cycles. Marque I is second on Authority (83.2), but eighth on Expertise Visibility (78.3), and sixth on unprompted salience. Its Q3 average score (46.6) is 34.0 points behind Marque A.

Positive

Category authority. About 6 in 10 authority assessments place Marque I as a category leader (Authority 83.2, 2nd).



Presence beyond the cars. About 6 in 10 context assessments link Marque I to design, culture and lifestyle beyond the cars themselves (Context 77.1, 3rd).



Trust in quality. About 6 in 10 quality and trust assessments sit at the most favourable level, most often citing build quality and dependability (Reputation 83.5, 4th).



A standard-setter. About 5 in 10 assessments of whether Marque I sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.



Few significant controversies. About 8 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.



Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.



Capability and marketing presence. About 5 in 10 assessments of capability versus marketing say its standing rests as much on marketing presence as on demonstrated capability (Expertise Visibility 78.3, 8th).



A wider spread of assessments. About 5 in 10 of its weekly readings fall outside a narrow band of its quarter average: the models agree less on Marque I than on most of the field (Signal Consistency 85.7, 6th).



Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.



Practicality. About 2 in 10 assessments that weigh praise against criticism cite limited everyday usability.



Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#6 in the West, #9 among Eastern models and #11 in the MEA reading. Western models rate it most highly; the MEA reading places it five places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #2 and #7 in the cycles in which it was measured; not in the ten in W30, W33, W38 and W39. Opening → closing: 78.4 → 76.8, down 1.6 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W30, W33, W38 and W39: Marque I cleared the models' consensus threshold, according to Pitot Index® cycle records, but was not selected into the ten (Section 6, item 7). Its Q3 average score is 46.6 (in the ten in 6 of the 10 cycles averaged).

Marque J

10



Q3 average score: 44.7; a week outside the ten counts as 0.

AVG POSITION

8.73

WEEKS AT #1

0

CYCLES IN THE TEN

7 of 11

TOP-THREE FINISHES

0

BEST / WORST

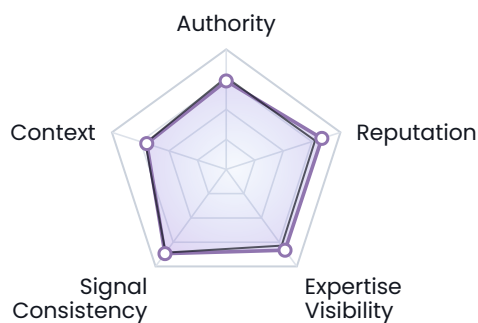
7 / outside the ten

OPENING → CLOSING SCORE

74.1 → 75.1

(opening n=2, closing n=2).

Dimension profile



0–100 · black outline: industry average

averages over the 6 weeks it was in the measured ten, 2026–W30 to W40 other than the flagged W36 ▲

DIMENSION	MARQUE J	INDUSTRY AVERAGE	RANK OF 12 ³
Pitot Index® score (weeks in the ten)	74.6	76.0	9
Authority	73.7	76.7	10
Reputation	83.7	77.8	3
Expertise Visibility	83.3	78.5	3
Signal Consistency	86.8	85.8	3
Context	69.6	70.8	9
Unprompted salience (supporting measure; not part of the score) ²	74.2	66.3	5

Tick: industry average.

What moves the score

Against the industry average (2026–W30 to W40 other than W36 ▲), from strongest to weakest margin:

Reputation	+5.9
Expertise Visibility	+4.8
Signal Consistency	+1.0
Context	–1.2
Authority	–3.0

Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026–W33 to W40

WEST

#8

avg 8.25



not ranked in W40

EAST

#8

avg 7.88



not ranked in W40

MEA READING

#5

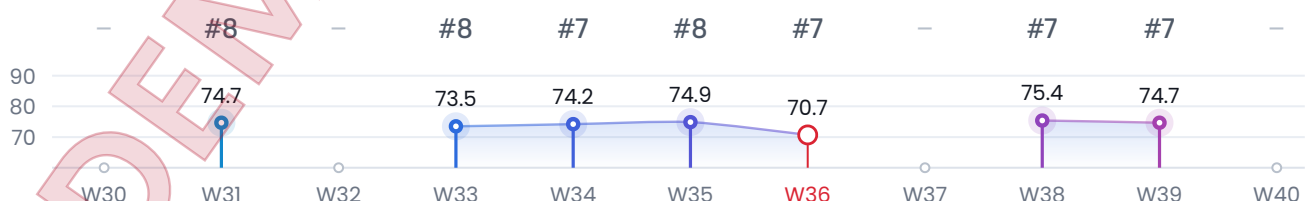
avg 5.19



not ranked in W40

Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (–): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026–W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 6 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 7, against 11.

4 · BRAND-BY-BRAND · 10 OF 12

Marque J Analysis

Summary. Tenth in Q3, in the ten in 7 of 11 cycles, and #7 in 4 of 7 cycles. Marque J is third on Reputation (83.7), but tenth on Authority (73.7), and fifth on unprompted salience. Its Q3 average score (44.7) is 35.9 points behind Marque A.

Positive

Trust in quality. About 7 in 10 quality and trust assessments are positive or highly positive (Reputation 83.7, 3rd).



Demonstrated capability. About 8 in 10 assessments of demonstrated capability rate it as deep, most often citing track and motorsport evidence (Expertise Visibility 83.3, 3rd).



Consistent signal. About 5 in 10 of its weekly readings put it within a narrow band of its quarter average: the models agree closely on Marque J (Signal Consistency 86.8, 3rd).



A standard-setter. About 4 in 10 assessments of whether Marque J sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.



Unprompted salience 74.2 (5th): the models bring Marque J up early and often when asked, unprompted, which brands lead the category.

Negative

Cost of ownership is the weakness named most often (about 7 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.



A strong competitor rather than the leader. About 3 in 10 authority assessments place Marque J as a strong competitor rather than a category leader (Authority 73.7, 10th).



Narrow presence. About 4 in 10 context assessments describe its presence as narrow, limited to enthusiast and performance answers (Context 69.6, 9th).



Environmental impact. About 3 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.



Practicality. About 4 in 10 assessments that weigh praise against criticism cite limited everyday usability.



Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#8 in the West and among Eastern models, and #5 in the MEA reading. The MEA reading rates it most highly; Western models place it three places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #7 and #8 in the cycles in which it was measured; not in the ten in W30, W32, W37 and W40. Opening → closing: 74.1 → 75.1, up 1.0 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W30, W32, W37 and W40: Marque J cleared the models' consensus threshold, according to Pitot Index® cycle records, but was not selected into the ten (Section 6, item 7). Its Q3 average score is 44.7 (in the ten in 6 of the 10 cycles averaged).

4 · BRAND-BY-BRAND · ALSO MEASURED IN Q3 (OUTSIDE THE Q3 TOP 10)

Q3 RANK

• Marque K

11



Q3 average score: 37.9; a week outside the ten counts as 0.

AVG POSITION

8.91

WEEKS AT #1

0

CYCLES IN THE TEN

6 of 11

TOP-THREE FINISHES

0

BEST / WORST

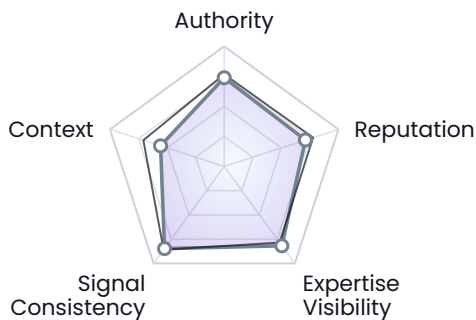
6▲ / outside the ten

OPENING → CLOSING
SCORE

75.8 → 75.5

(opening n=2, closing n=2).

Dimension profile



0-100 · black outline: industry average

DIMENSION

MARQUE K

INDUSTRY
AVERAGERANK
OF 12³

Pitot Index® score (weeks in the ten)

75.7

76.0

8

Authority

73.8

76.7

9

Reputation

71.2

77.8

10

Expertise Visibility

81.7

78.5

6

Signal Consistency

84.6

85.8

12

Context

55.8

70.8

11

Unprompted salience (supporting measure; not part of the score)²

82.7

66.3

4

Tick: industry average.

averages over the 5 weeks it was in the measured ten, 2026-W30 to W40 other than the flagged W36 ▲

What moves the score

Against the industry average (2026-W30 to W40 other than W36 ▲), from strongest to weakest margin:



+3.2

-1.2

-2.9

-6.6

-15.0

Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026-W33 to W40

WEST

#9

avg 8.63



71.5

EAST

#7

avg 7.88



70.9

MEA READING

#6

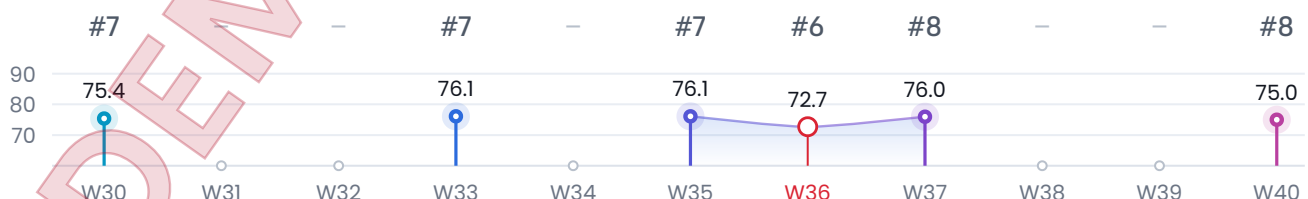
avg 7.06



89.7

Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (—): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026-W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 5 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 6, against 11. **Also measured in:** Luxury Automotive, in the ten in 11 of that index's 12 published Q3 cycles.

4 · BRAND-BY-BRAND · ALSO MEASURED IN Q3 (OUTSIDE THE Q3 TOP 10)

Marque K Analysis

Summary. Eleventh in Q3 and outside the Q3 Top 10 (Q3 average score 37.9, in the ten in 6 of 11 cycles). It was in the ten in W30, W33, W35, W36, W37 and W40, placing between #6 and #8. Marque K is sixth on Expertise Visibility (81.7), but twelfth on Signal Consistency (84.6), and fourth on unprompted salience.

Positive

Recognised expertise. About 5 in 10 expertise assessments credit Marque K with clearly recognised mastery, most often in engines and chassis engineering (Expertise Visibility 81.7, 6th).

A standard-setter. About 7 in 10 assessments of whether Marque K sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

Unprompted salience 82.7 (4th): the models bring Marque K up early and often when asked, unprompted, which brands lead the category.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

Narrow presence. About 7 in 10 context assessments describe its presence as narrow, limited to enthusiast and performance answers (Context 55.8, 11th).

Reliability caveats. About 5 in 10 quality and trust assessments add a reliability, electronics or build-quality caveat (Reputation 71.2, 10th).

Environmental impact. About 2 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

Practicality. About 2 in 10 assessments that weigh praise against criticism cite limited everyday usability.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#9 in the West, #7 among Eastern models and #6 in the MEA reading. The MEA reading rates it most highly; Western models place it three places lower. Compare positions rather than score levels between spheres.

MOVEMENTS IN Q3

Between #6 and #8 in the cycles in which it was measured; not in the ten in W31, W32, W34, W38 and W39. Opening → closing: 75.8 → 75.5, down 0.3 points.

DATA-INTEGRITY NOTES FOR THIS BRAND

W32, W34, W38 and W39: Marque K cleared the models' consensus threshold, according to Pitot Index® cycle records, but was not selected into the ten (Section 6, item 7). W31: it did not clear the threshold; only nine brands did, and the remaining place was filled under the fill rule. Its Q3 average score is 37.9 (in the ten in 5 of the 10 cycles averaged).

4 · BRAND-BY-BRAND · ALSO MEASURED IN Q3 (OUTSIDE THE Q3 TOP 10)

Q3 RANK

• Marque L

12



Q3 average score: 35.9; a week outside the ten counts as 0.

AVG POSITION

9.36

WEEKS AT #1

0

CYCLES IN THE TEN

6 of 11

TOP-THREE FINISHES

0

BEST / WORST

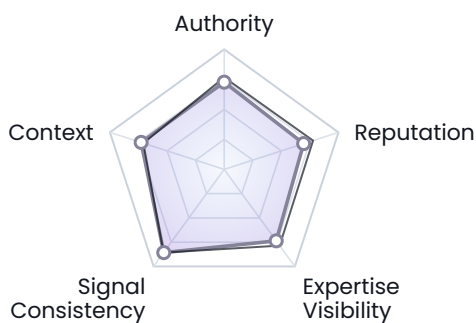
8 / outside the ten

OPENING → CLOSING SCORE

72.2 → 71.0

(opening n=2, closing n=2).

Dimension profile



0–100 · black outline: industry average

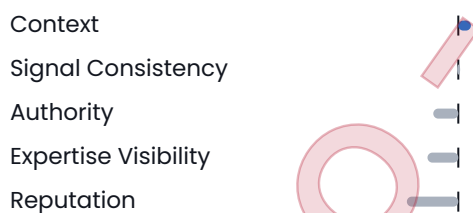
averages over the 5 weeks it was in the measured ten, 2026–W30 to W40 other than the flagged W36 ▲

DIMENSION	MARQUE L	INDUSTRY AVERAGE	RANK OF 12 ³
Pitot Index® score (weeks in the ten)	71.9	76.0	10
Authority	72.7	76.7	11
Reputation	69.6	77.8	11
Expertise Visibility	73.6	78.5	9
Signal Consistency	85.6	85.8	7
Context	72.8	70.8	7
Unprompted salience (supporting measure; not part of the score) ²	69.4	66.3	7

Tick: industry average.

What moves the score

Against the industry average (2026–W30 to W40 other than W36 ▲), from strongest to weakest margin:



Regional positions

Maps: W40 score · version 2.2

average position within each sphere, 2026–W33 to W40

+2.0

WEST

#11

avg 9.50

not ranked in W40

EAST

#11

avg 9.75

not ranked in W40

MEA READING

#9

avg 8.75

not ranked in W40

Weekly record

Position · score



▲ flagged cycle, W29 was not published; this index starts at W30. A dash (–): outside the ten. ² From Pitot Index® cycle records, not the published feed. Unlike the rows above, it averages every week in the ten from 2026–W30 to W40, W36 ▲ included, and so does its industry average. ³ Score and dimension ranks rest on its 5 weeks in the ten, against 10 for brands in the ten in every cycle counted; its salience rank rests on 6, against 11.

4 · BRAND-BY-BRAND · ALSO MEASURED IN Q3 (OUTSIDE THE Q3 TOP 10)

Marque L Analysis

Summary. Twelfth in Q3 and outside the Q3 Top 10 (Q3 average score 35.9, in the ten in 6 of 11 cycles). It was in the ten in W30, W32, W34, W36, W38 and W39, placing #8 each time. Marque L is seventh on Context (72.8), but eleventh on Reputation (69.6), and seventh on unprompted salience.

Positive

Presence beyond the cars. About 6 in 10 context assessments say Marque L comes up frequently, often in design and lifestyle answers as well as performance ones (Context 72.8, 7th).

A standard-setter. About 5 in 10 assessments of whether Marque L sets or follows standards say it sets them, most often in powertrain, chassis or aerodynamic technology; the rest describe a mixed record.

Few significant controversies. About 7 in 10 controversy assessments record only minor criticisms, chiefly price, running costs and styling.

Negative

Cost of ownership is the weakness named most often (about 5 in 10 assessments that weigh praise against criticism): purchase price, options and upkeep.

Reliability caveats. About 6 in 10 quality and trust assessments add a reliability, electronics or build-quality caveat (Reputation 69.6, 11th).

Capability and marketing presence. About 5 in 10 assessments of capability versus marketing say its standing rests as much on marketing presence as on demonstrated capability (Expertise Visibility 73.6, 9th).

Environmental impact. About 3 in 10 controversy assessments raise the environmental impact of high-output combustion engines; most grade it minor. These are the models' descriptions. Pitot Group has not assessed the underlying matters.

Practicality. About 3 in 10 assessments that weigh praise against criticism cite limited everyday usability.

Where the report describes what the models said (for example controversies or weaknesses), it reports the models' answers. Pitot Group has not verified them.

REGIONAL READING

#11 in the West and among Eastern models, and #9 in the MEA reading. The three spheres place it within a few positions of one another, so its standing does not depend on which models are asked.

MOVEMENTS IN Q3

#8 in every cycle in which it was measured (W30, W32, W34, W36, W38 and W39). Opening → closing: 72.2 → 71.0, down 1.2 points.

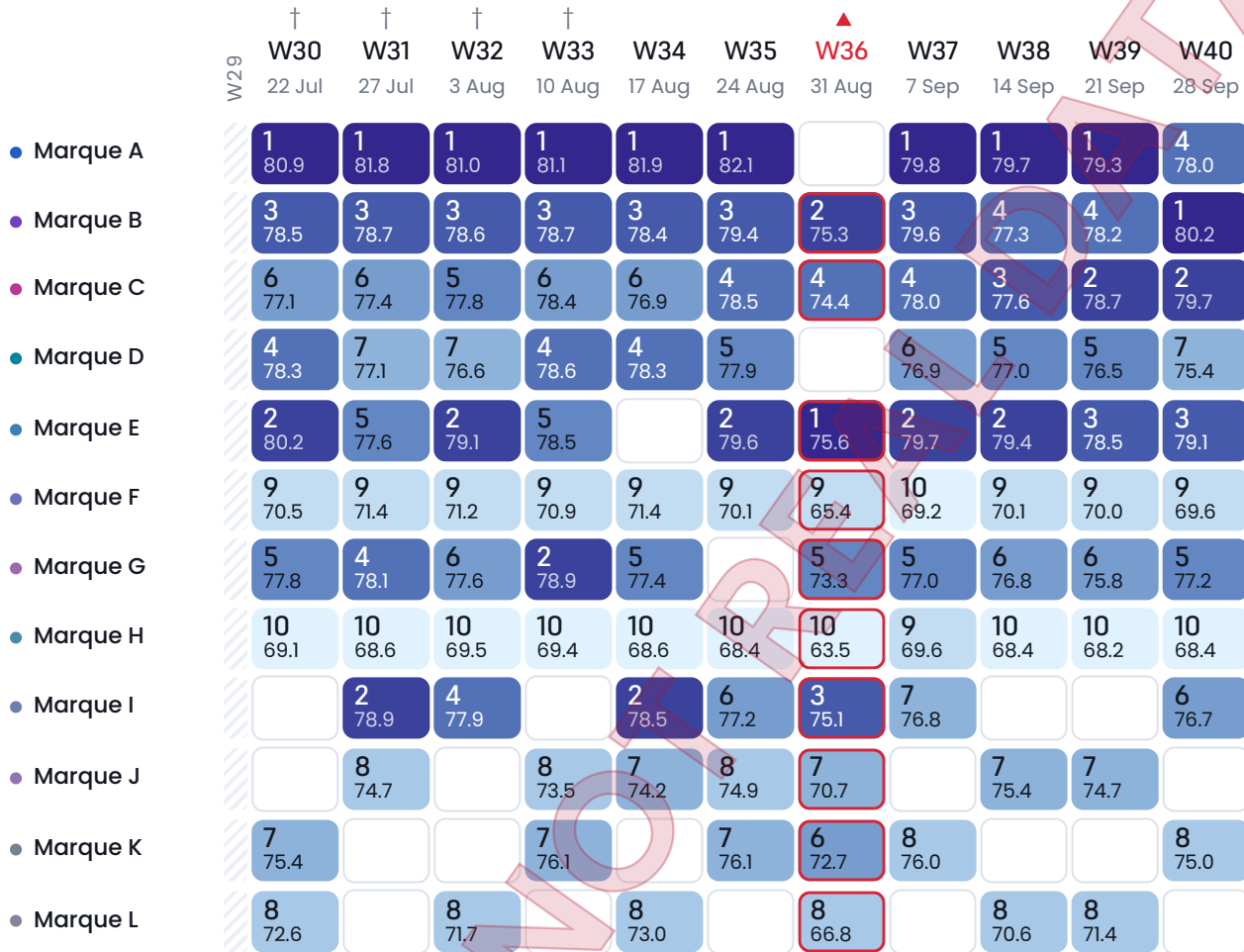
DATA-INTEGRITY NOTES FOR THIS BRAND

W33, W37 and W40: Marque L cleared the models' consensus threshold, according to Pitot Index® cycle records, but was not selected into the ten (Section 6, item 7). W31 and W35: it did not clear the threshold; only nine brands did, and the remaining place was filled under the fill rule. Its Q3 average score is 35.9 (in the ten in 5 of the 10 cycles averaged).

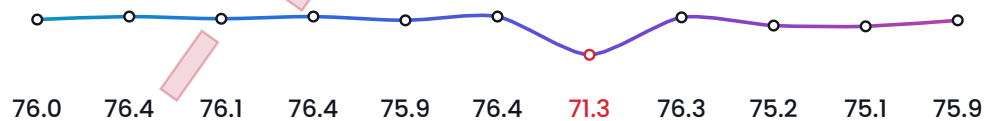
5 · THE FULL QUARTER RECORD

Every weekly cycle

Each column is a published weekly cycle; each cell gives the brand's position and score that week. Darker cells are higher positions. An empty cell means the brand was outside the measured ten.



TREND

TEN-BRAND
AVERAGE

POSITION #1 #10 flagged cycle

Dated: the date pitotindex.com gives each cycle. ▲ flagged cycle. † a model may have been served an updated build without notice (Section 6, item 4).

2026-W29 did not publish in this sector; this index starts at W30.

Source: Pitot Index®, Performance Automotive Q3 2026 report. Weekly positions and scores for every measured brand are supplied as a CSV data appendix with a licensed report; this demonstration copy has none. For each brand and cycle the appendix gives: cycle, date, position, brand, Pitot Index® score, the five dimension scores, the West, East and MEA regional scores where published, and cycle and brand notes. Unprompted salience is not included.

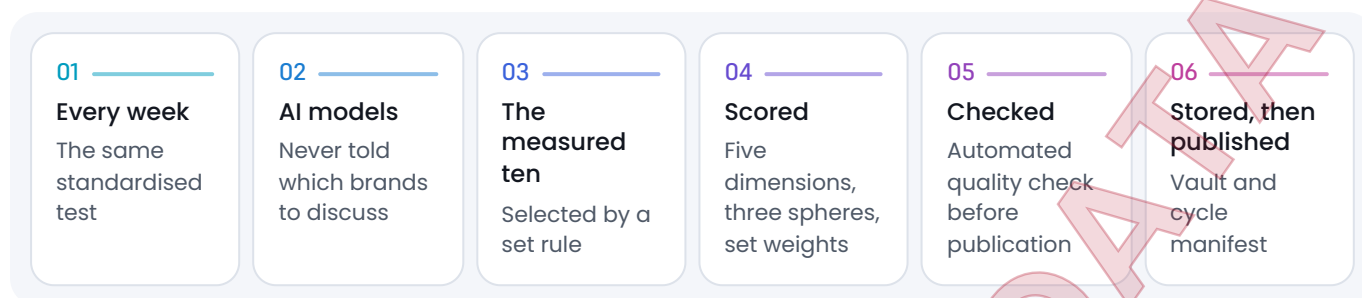
5 · THE FULL QUARTER RECORD

Cycle notes

2026-W30 †	First published cycle of this index, on version 2.2.
2026-W31 †	A Western model moved to an updated model version from the same provider (registered). Only nine brands cleared the consensus threshold; Marque F took the remaining place (Section 6, item 7).
2026-W32 †	One Eastern model absent this cycle.
2026-W33 †	First cycle in which the Middle East & Africa sphere was read.
2026-W34	The run was postponed by one day after a provider outage and completed on 18 August (Section 6, item 3).
2026-W35	Only nine brands cleared the consensus threshold; Marque F took the remaining place (Section 6, item 7).
2026-W36 ▲	Flagged cycle: one Eastern model returned truncated answers to most questions. Published and flagged; not reported as movement and not used as the comparison point for week-on-week movement. Marque A and Marque D did not clear the consensus threshold this cycle and were not in the ten.
2026-W37	First cycle with the automatic failure gate in force: a cycle stops automatically if any model fails a set share of its calls.
2026-W38	An Eastern model moved to a new model after its provider retired the previous one (registered). Eastern-sphere scores are lower from this cycle: for the four brands in the ten in every cycle, the Eastern score averaged 5.7 points less than in W37, the cycle before the change.
2026-W39	One Western model absent this cycle.
2026-W40	No data-integrity event in this sector.

6 · METHODOLOGY, DATA INTEGRITY STATEMENT AND IMPORTANT INFORMATION

Methodology



Summarised from the text below.

How the Pitot Index® measures

Controlled, unprompted measurement. Every week, ARES-C puts a standardised test to a set of pinned AI models (currently nine pinned AI models). The same version of the test is used from cycle to cycle, and any change is versioned and dated. We check the model version served every cycle and log any change we find, with the date we found it (item 4). The models are never told which brands to discuss. The brands they surface unprompted are selected into the measured ten by a set rule (item 7 below).

Five dimensions. Authority, Reputation, Expertise Visibility and Context are assessed directly; Signal Consistency is derived from how far the models agree, and is never asked.

Three spheres. The AI models are grouped into West, East and Middle East & Africa (MEA). Each brand's score combines the spheres with set weights that are the same for every brand. The West sphere carries the greatest weight (60%), so the overall score leans towards the Western reading; Section 3 ranks each sphere on its own. The weights are rescaled if a sphere cannot be read in a cycle. This applied to the Middle East and Africa sphere in 2026-W30 to W32. The MEA sphere is presented as the Middle East & Africa reading.

Standardised and logged. Every published cycle has passed an automated quality check before publication and is stored in the vault with a cycle manifest at publication. Scores come from a standardised, documented method: the same version of the test is used from cycle to cycle, and any change is versioned and dated. There is no automated or client-facing way to change a reading, and no paid service can alter one. Where a known limitation of our measuring method, including how our system scored answers, affects past cycles, we disclose it and leave the published figures as measured rather than rewrite them; any fix applies from the cycle in which it takes effect. The figures as first published are kept in our records. Pitot Group separately offers paid audits and advisory work to brands, including brands we rate.

What is not published. The prompt texts, their number, the persona, label sets and score mappings stay in the vault, so that the method cannot be copied into a look-alike. Bona fide researchers can request supervised access.

Methodology continues on page 37.

6 · METHODOLOGY, DATA INTEGRITY STATEMENT AND IMPORTANT INFORMATION

Methodology, continued

How this report reads the record

Positions use all 11 published cycles. Positions are relative within each week.

Q3 average score. The Q3 average score is the sum of a brand's weekly scores over the ten published cycles from 2026-W30 to W40 other than the flagged W36, divided by ten. A week in which the brand was not in the measured ten counts as 0: the brand was not scored that week, so the 0 stands for that absence, not for a score of zero. W36 is left out because one Eastern model returned truncated answers to most questions that week, which lowered brands' scores in that cycle (items 5 and 6). All ten cycles were measured on version 2.2. Because a week outside the ten counts as 0, the Q3 average score reflects both how often a brand was in the measured ten and how it scored when it was: a brand that was in the ten every week can rank above one that scored higher in the weeks it was measured.

Ranking. The Q3 Top 10 is ranked by the Q3 average score; where two brands have the same score, the one with the better average position ranks higher. Q3 average scores are shown to one decimal place, or to two where brands are level at one. Differences between figures (gaps, margins and opening-to-closing changes) are worked out from the figures as shown, rounded, so they can differ by 0.1 from a difference of the unrounded values. Average position uses all 11 published cycles, including W36, with a week outside the ten counted as position 11; it is shown as a supporting measure.

Dimension averages on the brand pages are averages over the weeks the brand was in the measured ten, from 2026-W30 to W40 other than W36, and state how many weeks that is. **Regional positions** (on the brand pages and in Section 3) are average positions within each sphere over the eight cycles from 2026-W33 to W40, including W36, with a week outside the ten counted as position 11; the average scores in Section 3 cover the cycles in that period in which the brand was in the ten, other than W36, and brands level on average position are placed by average score. None of these is on the same basis as the Q3 average score.

Industry average is the mean score of the ten measured brands in each week, pooled over the same ten cycles (2026-W30 to W40 other than the flagged W36).

Regional tables use 2026-W33 to W40 for all three spheres, so that the spheres are compared over the same cycles.

Opening and closing scores are medians of four-cycle windows (W30-W33, and the last four valid cycles: W37-W40), so that no opening or closing score rests on a single week.

Brand names. Everyday short forms of the same brand are counted as one brand. Separate brands and sub-brands, such as a manufacturer's performance division, are reported separately (item 8).

Each cycle is published as measured. The limitations of the Q3 measurement set out in items 11 and 12 of this section are disclosed and left as measured.

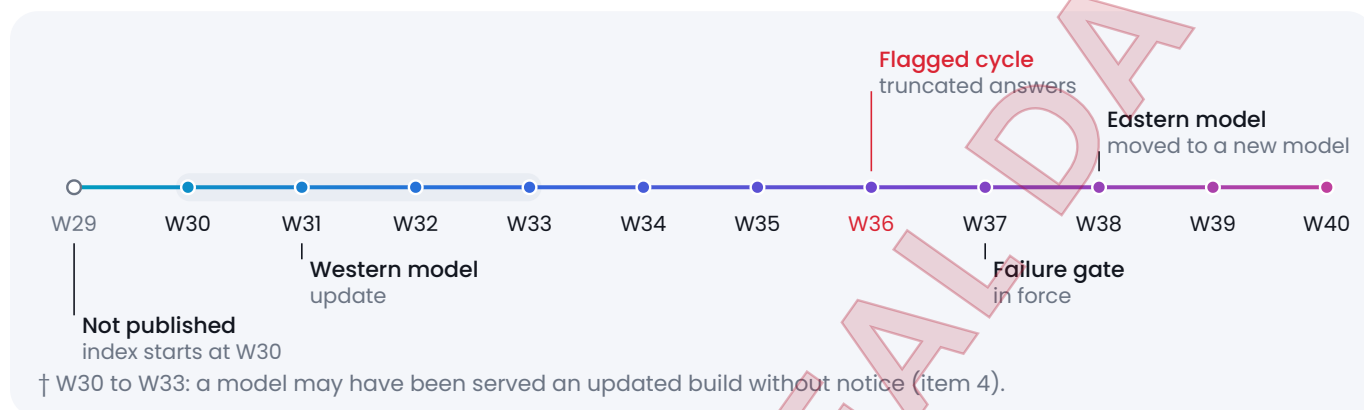
Regional readings. Regional readings vary in robustness, because the models and answers available differ by region and vary from week to week. Details of regional coverage are available on request.

6 · METHODOLOGY, DATA INTEGRITY STATEMENT AND IMPORTANT INFORMATION

Data Integrity Statement

Q3 2026, PERFORMANCE AUTOMOTIVE

We log operational events in our internal change register. In this demonstration copy the events below are fictitious; they show how the statement reads. The events that bear on this quarter's Performance Automotive record are:



- 1 The Performance Automotive record starts at 2026-W30.** Every published Performance Automotive cycle in Q3 is on version 2.2. Each sector is run separately, and each sector's record starts at its own first published cycle.
- 2 2026-W29 did not publish.** This index starts at W30, so the Q3 record has 11 cycles, not 12. Cycles before an index's first published cycle are not part of its record and are not shown as movement.
- 3 2026-W34 ran a day late.** The scheduled run was postponed by one day after a provider outage and completed on 18 August on version 2.2. Every model in the basket answered. The cycle carries its scheduled date in Section 5 and is published as measured.
- 4 Model changes during the quarter.** One Western model moved to an updated model version in W31, and one Eastern model moved to a new model in W38 after its provider retired the previous one. On 17 August we found that one Western model had been switched by its provider to an updated build without notice. Before that date our records logged the model requested rather than the model served, so the start of the switch cannot be dated from the record; no change in that model's answering pattern is visible at any point in the quarter. From W34 it was pinned to the build it had been serving. The cycles that may be affected (W30 to W33) are marked † in the Section 5 table.
- 5 2026-W36 was a flagged cycle.** W36 is left out of the Q3 average score because one Eastern model returned truncated answers to most questions in that cycle; this is recorded in our internal change register. The cycle stays published and is flagged; it is not reported as movement or used as the comparison point for week-on-week movement. From W37, a cycle stops automatically if any model fails a set share of its calls.

Items 6 to 13 continue on page 39; Important information is on page 40.

6 · METHODOLOGY, DATA INTEGRITY STATEMENT AND IMPORTANT INFORMATION

Data Integrity Statement, continued

- 6 Truncated answers.** In some cases a model returns no usable answer to an entire dimension for a brand. In this report such a gap is counted as zero for that model rather than set aside, which lowers the affected brand's score in that week. The week most affected is W36 (▲, left out of the Q3 average score), when one Eastern model returned truncated answers to most questions.
- 7 The boundary of the field.** A brand clears the models' consensus threshold when it is named by enough of the models. Among the brands that clear it, the ten are chosen by how prominently the models place them. A brand named by fewer models but placed higher when named can therefore take a place from one named more widely.
- When fewer than ten brands clear the threshold, the fill rule applies: the remaining places go to the brands closest to it, those named by the most models first, then those mentioned most often, then those placed most prominently. The rule is part of the engine's selection code and has applied in every cycle.
 - In Q3, Marque E, Marque G, Marque I, Marque J, Marque K and Marque L cleared the threshold in every cycle in which they were outside the ten, other than W31, W35 and the flagged W36, but were not selected in those cycles. In W31 Marque K and Marque L, and in W35 Marque G and Marque L, did not clear it; in W36 Marque A and Marque D did not clear it. No brand outside these twelve cleared it in Q3.
 - In W31 and W35 only nine brands cleared it, and Marque F took the remaining place under the fill rule. Marque F's place in the Q3 Top 10 depends on those two weeks.
- 8 Sub-brands.** Performance divisions that carry their own names (in this report Marque J, Marque L and Marque B) are measured and reported as brands in their own right. Answers that name only the parent marque are not counted for them, and the parent marques are measured in other indexes. This is a naming convention of the Index: it decides which answers belong to which brand, and it applies in the same way in every cycle.
- 9 Name-sharing entities.** The models do not always separate a marque from racing teams, parent groups or separately owned companies that share its name (for example a marque's racing team, or matters that concern its parent group). Pitot Group does not filter or correct this: how the models resolve a name is part of what the Index measures.
- 10 Signal Divergence** (live-search versus model-memory readings) is not reported for Q3. It is still in its experimental phase.
- 11 Answer scoring.** In this report, some answers were not scored as our method intends. Some replies that did not answer a question were scored instead of being set aside, and some answers were scored on a label other than the one they give, or their label was not read. This affects dimension, regional and overall scores, and in some weeks it can change the order of brands with close scores. In this demonstration copy, 23 such answers are assumed in the fictitious scored data, and the figures are shown including them.
- 12 Brand names in Q3.** Figures are shown as measured. Our system may not always count a brand mention written in another form as that brand: for example short forms, company names, accented spellings, and names containing a hyphen, an apostrophe or a numeral. Some names of other companies or sub-brands may also be counted under a brand. Where this happens, a brand's unprompted salience, and the number of weeks in which it entered the measured ten, may be understated or overstated. Because a week outside the measured ten counts as 0 in the Q3 average score, this can also lower or raise a brand's Q3 average score and its place in the Q3 Top 10. The Brand names rule in this section describes how names are meant to be counted. From cycle 2026-W41, version 2.3 applies, so some movement between 2026-W40 and later weeks may reflect that change rather than the models. In this report, two mentions written in another form, in W32 and W39, were not counted for the brand concerned; neither changed which brands were in the ten.
- 13 Model absences.** In some cycles one model did not answer; the cycle notes in Section 5 list them.

Important information follows on page 40.

6 · METHODOLOGY, DATA INTEGRITY STATEMENT AND IMPORTANT INFORMATION

Important information

What this copy is. This is a demonstration copy of a Pitot Index® quarterly report. It shows the layout and the kinds of finding a report contains; its positions, scores, shares and findings are fictitious and do not describe how any AI model described or ranked the brands named in it. A licensed report sets out Pitot Group's measurement of how a set of third-party AI models described and ranked the brands named in it, produced by the standardised, documented ARES-C method. Those scores and rankings are Pitot Group's rating of AI model outputs; they are not Pitot Group's opinion of any brand's products, quality, safety, conduct or financial standing, and they are not facts about the brands. Where this copy describes what the models said (for example controversies or weaknesses), the text is illustrative and was written for the demonstration.

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