Who AI Recommends: Cars

How ChatGPT, Gemini and Google AI Overviews rank 30 car brands across ten buying questions, and what it takes to be the brand they name first.

PUBLISHED BY
Answer Engine Daily
answerenginedaily.com

ANALYSIS POWERED BY
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ENGINES
ChatGPT · Gemini · Google AI Overviews
United States · October 2026

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Important notice and disclaimer

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AT A GLANCE

The car category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

30
car brands named
by at least one engine

6 of 10
questions where all three engines agree
on the #1 brand

2%
of citations point to brands' own websites
3 of 139 sources

80%
of answers mention Honda
second only to Toyota (87%)

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers cars, with ten questions running from electric cars to the most reliable brands.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

Toyota dominates AI's car recommendations, and Honda never gets first place

In cars, AI has a clear favorite. Toyota is ranked first in 18 of 30 answers and wins six of the ten questions. Honda is named almost as often and is never ranked first. Of everything the engines cite, 98% comes from sources other than the brands themselves.

KEY FINDINGS

1 **Toyota dominates.**

Toyota tops the index with an AI Rank Score of 74.0 and is named first in 18 of 30 answers. It wins SUVs, sedans, hybrids, family cars, minivans and cars for first-time buyers. Honda is second at 49.3, and no other brand reaches 30.

2 **Honda is named widely and never first.**

Honda shows up in 80% of answers and in 90% of Gemini's. Not once is it ranked first. It is the runner-up to Toyota on six questions, sharing second place on SUVs. Kia shows the same pattern on a smaller scale: 67% of answers, no first places.

3 **Only four brands win anything.**

Toyota takes six questions. Lexus wins luxury cars and most reliable brands, Ford wins pickup trucks with a perfect 100, and Tesla wins electric cars. Every other brand, Hyundai and Kia included, goes without a single question win.

4 **The engines mostly agree.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 6 of the 10 questions. ChatGPT is the most likely to differ. It picks Chevrolet for electric cars, Hyundai for SUVs and BMW for luxury. On luxury cars the three engines pick three different brands.

5 **AI learns about cars from video and car sites.**

Of the 139 sources the engines cited, 98% belong to someone other than the brand. YouTube is by far the most cited site (28 citations), followed by Edmunds (15) and Kelley Blue Book (13). Video and forums make up 42% of AI Overviews' citations. Brand websites account for just 2%.

6 **Few brands are missing, but many go unchosen.**

Nissan is the only expected brand missing: no engine names it for sedans. The bigger issue is concentration. Hyundai, Kia, Subaru and Mazda each appear in 37% to 70% of answers and win no questions.

1 · THE CAR LEADERBOARD

Toyota leads the AI shelf for cars, far ahead of Honda

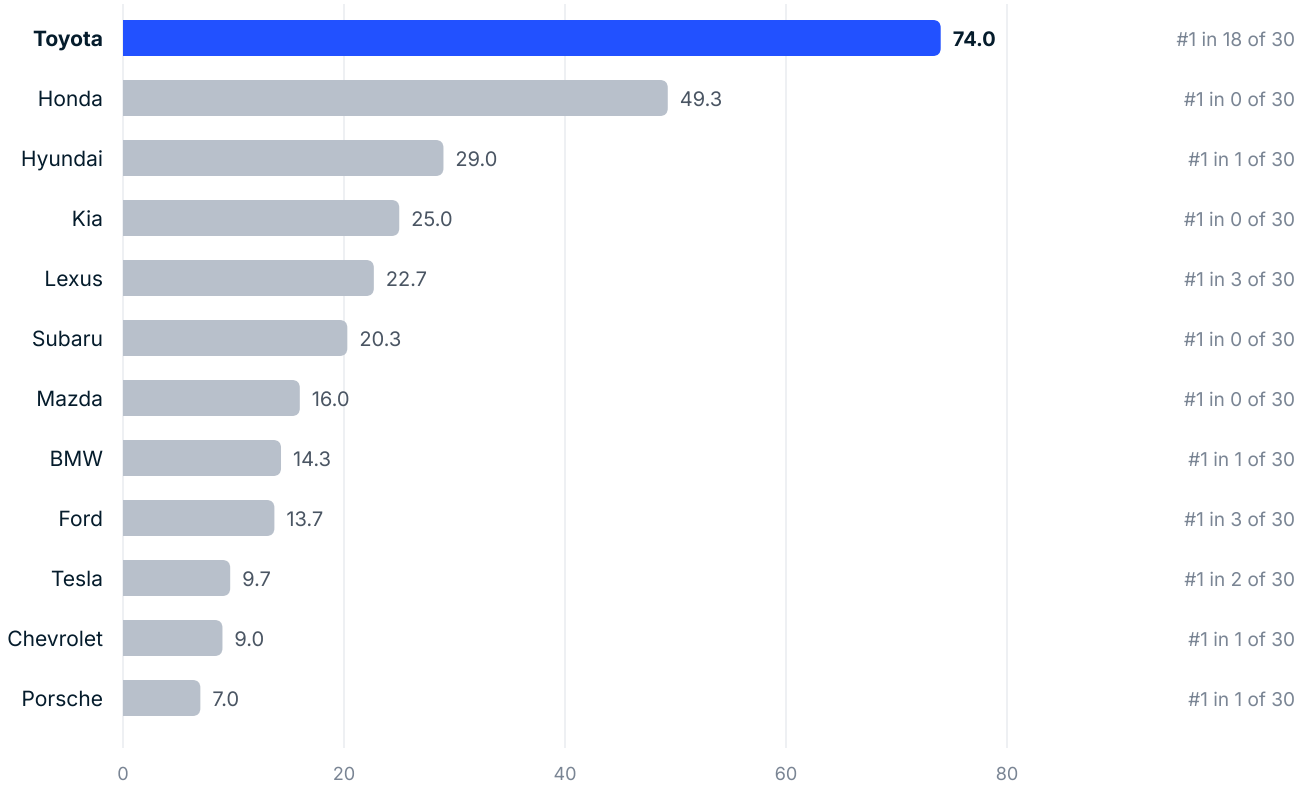
The AI Rank Score measures how high each engine places a brand across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. Toyota reaches 74.0. It is named in 87% of answers and appears on all three engines for 8 of the 10 questions.

Toyota's lead comes from six question wins, five of them with a perfect 100. Honda's 49.3 rests almost entirely on second places. After Hyundai and Kia, scores drop below 23. Lexus, Ford and Tesla score lower overall, but each win at least one question.

Exhibit 1

Toyota ranks first on the AI Rank Score, with Honda a distant second.

AI Rank Score, car category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Honda is named in 80% of answers and chosen first in none

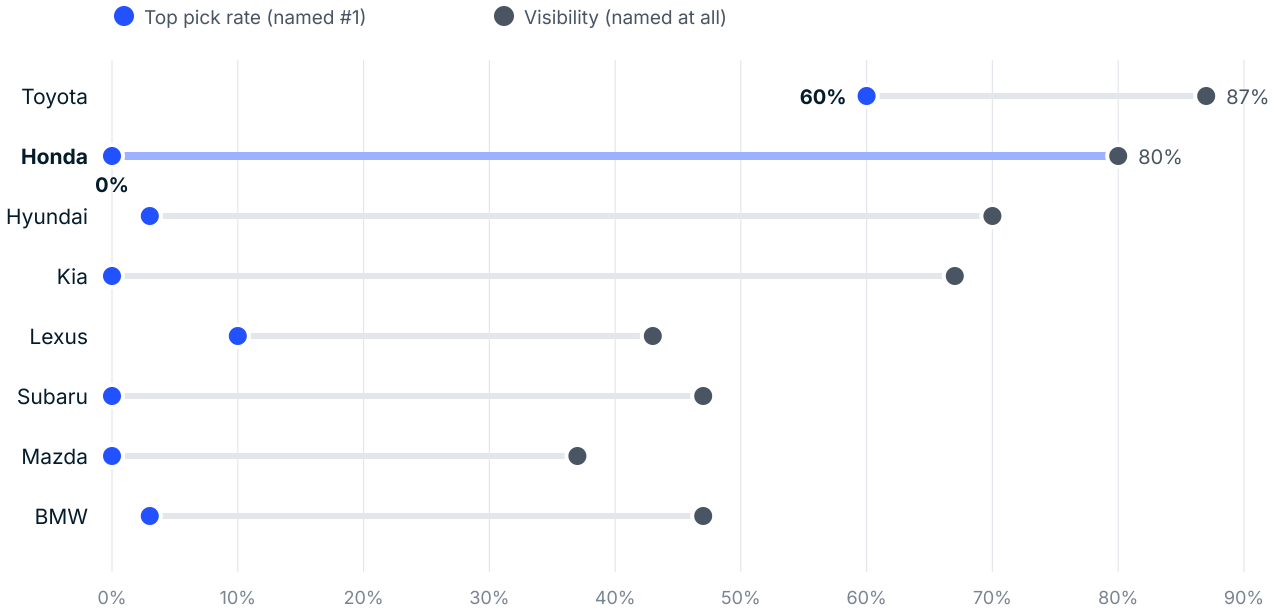
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

Honda has the widest gap in the index. It is named in 80% of answers and is the first pick in none of them. Kia and Hyundai follow the same pattern, with one first place between them. Toyota, by contrast, is ranked first in most of the answers that name it. The top pick rate is the figure a CMO should track.

Exhibit 2

Honda is named in 80% of answers, but never first.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. Someone who asks for "the best hybrid car brands" tends to read the first name or two and start shopping there. Brands in fourth or fifth place still get seen, but they rarely get the test drive.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Four brands share the ten #1 spots in cars, and Toyota holds six

Question by question, Toyota's reach is plain. It wins six of the ten, sedans and minivans among them. The exceptions are pickup trucks (Ford), electric cars (Tesla), and luxury and reliability (Lexus). We count Lexus and Toyota as separate brands, so Lexus's two wins do not add to Toyota's.

Exhibit 3

Toyota wins six questions, and only three other brands win any.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Electric	SUVs	Pickup trucks	Sedans	Hybrids	Luxury	Family	First-time	Minivans	Most reliable
Toyota	–	**87**	57	**100**	**100**	23	**100**	**100**	**100**	73
Honda	–	53	7	80	73	7	80	80	80	33
Hyundai	57	53	3	47	53	7	23	43	–	3
Kia	37	27	–	23	37	–	53	17	53	3
Lexus	–	7	–	10	37	**87**	–	–	–	**87**
Subaru	–	53	–	13	–	–	43	33	–	60
Mazda	–	43	–	40	–	–	10	43	–	23
BMW	40	7	–	17	3	63	–	–	–	13

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

Toyota sets a high bar on most questions, so rivals should pick the segments where they can be named first and build coverage there. Ford wins pickup trucks with 37% overall visibility, and Tesla wins electric cars with 30%. Honda and Kia already have the mentions. They now need to be named first.

Exhibit 4

Winners and losers on every car question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best electric car brands	**Tesla 70**	Hyundai 57	p. 9
2	Best SUV brands	**Toyota 87**	Honda 53	p. 10
3	Best pickup truck brands	**Ford 100**	Ram 67	p. 11
4	Best sedan brands	**Toyota 100**	Honda 80	p. 12
5	Best hybrid car brands	**Toyota 100**	Honda 73	p. 13
6	Best luxury car brands	**Lexus 87**	BMW 63	p. 14
7	Best family car brands	**Toyota 100**	Honda 80	p. 15
8	Best car brands for first-time buyers	**Toyota 100**	Honda 80	p. 16
9	Best minivan brands	**Toyota 100**	Honda 80	p. 17
10	Most reliable car brands	**Lexus 87**	Toyota 73	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best hybrid car brands": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best electric car brands"

Tesla leads AI answers for electric cars, ahead of Hyundai

17	70	2 of 3	9
brands named across the three answers	AI Rank Score for Tesla	engines agree on the #1 brand	sources cited, none from brand sites

Tesla scores 70. Two of the three engines rank it first. ChatGPT puts it at #10 and picks Chevrolet instead. Hyundai follows at 57. The field is wide open: 17 brands are named and the top three take only 38% of mentions.

Exhibit 4.1

Tesla scores 70, out of 17 brands named.

AI Rank Score and engine positions, top 10 brands for "Best electric car brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Tesla	70	#10	**#1**	**#1**	19.0%	2/3	2/3
2	Hyundai	57	#5	#2	#3	12.7%	3/3	0/3
3	BMW	40	#15	#5	#2	6.3%	2/3	0/3
4	Kia	37	#6	#3	#4	14.1%	3/3	0/3
5	Chevrolet	37	**#1**	#6	–	7.7%	2/3	1/3
6	Cadillac	30	#2	#7	–	2.1%	2/3	0/3
7	Rivian	27	#12	#4	#5	6.3%	2/3	0/3
8	Ford	20	#4	#8	#6	12.7%	3/3	0/3
9	GMC	20	#3	–	–	0.7%	1/3	0/3
10	Lucid	7	#13	#9	–	3.5%	1/3	0/3

7 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	4
recharged.com	2
edmunds.com	1
insideevs.com	1

Plus 1 more site.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Volkswagen

QUOTE IT. #1 in AI answers for "Best electric car brands": Tesla (AI Rank Score 70/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best SUV brands"

Toyota is the clear AI pick for SUVs

16	87	2 of 3	14
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, 1 from brand sites

Toyota scores 87. Two of the three engines rank it first. ChatGPT puts it at #3 and picks Hyundai instead. Hyundai is a distant second at 53. The field is wide open: 16 brands are named and the top three take only 35% of mentions.

Exhibit 4.2

Toyota scores 87, out of 16 brands named.

AI Rank Score and engine positions, top 10 brands for "Best SUV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	87	#3	**#1**	**#1**	12.7%	3/3	2/3
2	Hyundai	53	**#1**	#5	#5	12.1%	3/3	1/3
3	Subaru	53	#4	#3	#3	10.3%	3/3	0/3
4	Honda	53	–	#2	#2	7.3%	2/3	0/3
5	Mazda	43	#2	#6	#4	13.9%	3/3	0/3
6	Kia	27	#5	#4	#6	12.1%	3/3	0/3
7	Genesis	10	#6	#16	#9	4.2%	3/3	0/3
8	BMW	7	–	#12	#8	4.2%	2/3	0/3
9	Jeep	7	#7	#10	–	4.2%	2/3	0/3
10	Lexus	7	–	#11	#7	3.6%	2/3	0/3

6 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

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youtube.com	2
axios.com	1
cartalk.com	1
edmunds.com	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Ford and Chevrolet

QUOTE IT. #1 in AI answers for "Best SUV brands": Toyota (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best pickup truck brands"

Ford is the clear AI pick for pickup trucks

11	100	All 3	15
brands named across the three answers	AI Rank Score for Ford	engines agree on the #1 brand	sources cited, none from brand sites

Ford scores 100 and is the first pick on all three engines. Ram is a distant second at 67. In total 11 brands are named, and the top three take 58% of all brand mentions.

Exhibit 4.3

Ford scores 100, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best pickup truck brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Ford	100	**#1**	**#1**	**#1**	26.6%	3/3	3/3
2	Ram	67	#3	#3	#2	13.7%	3/3	0/3
3	Toyota	57	#5	#2	#3	17.7%	3/3	0/3
4	Chevrolet	40	#2	#4	–	13.7%	2/3	0/3
5	GMC	23	#4	#5	–	8.1%	2/3	0/3
6	Nissan	20	#6	#7	#4	5.6%	2/3	0/3
7	Honda	7	#7	#6	–	6.5%	2/3	0/3
8	Dodge	3	–	#10	–	0.8%	0/3	0/3
9	Hyundai	3	#8	–	–	1.6%	1/3	0/3
10	Rivian	3	–	#8	–	4.8%	1/3	0/3

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	3
americancarbrands.com	1	
carmax.com		1
cars.com		1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Rivian

QUOTE IT. #1 in AI answers for "Best pickup truck brands": Ford (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best sedan brands"

Toyota is the clear AI pick for sedans

16	100	All 3	28
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, 1 from brand sites

Toyota scores 100 and is the first pick on all three engines. Honda is a distant second at 80. In total 16 brands are named, and the top three take 44% of all brand mentions.

Exhibit 4.4

Toyota scores 100, out of 16 brands named.

AI Rank Score and engine positions, top 10 brands for "Best sedan brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	100	**#1**	**#1**	**#1**	16.6%	3/3	3/3
2	Honda	80	#2	#2	#2	15.2%	3/3	0/3
3	Hyundai	47	#4	#3	#4	12.6%	3/3	0/3
4	Mazda	40	#3	–	#3	2.6%	2/3	0/3
5	Kia	23	–	#4	#5	5.3%	2/3	0/3
6	BMW	17	#5	#7	#7	9.3%	3/3	0/3
7	Subaru	13	#9	#5	–	5.3%	2/3	0/3
8	Lexus	10	#6	#6	#6	7.9%	3/3	0/3
9	Genesis	7	#7	#8	–	5.3%	2/3	0/3
10	Tesla	7	–	#10	#8	7.3%	2/3	0/3

6 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

kbb.com		4	3
edmunds.com	1	3	1
youtube.com		1	2
cargurus.com		1	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best sedan brands": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best hybrid car brands"

Toyota is the clear AI pick for hybrid cars

8	100	All 3	15
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, 1 from brand sites

Toyota scores 100 and is the first pick on all three engines. Honda is a distant second at 73. The field is narrow. Only 8 brands are named, and the top three take 65% of all brand mentions.

Exhibit 4.5

Toyota scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best hybrid car brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	100	**#1**	**#1**	**#1**	32.3%	3/3	3/3
2	Honda	73	#2	#3	#2	18.0%	3/3	0/3
3	Hyundai	53	#3	#4	#3	15.0%	3/3	0/3
4	Kia	37	#4	#5	#4	15.0%	3/3	0/3
5	Lexus	37	#5	#2	–	8.3%	2/3	0/3
6	BMW	3	–	#7	–	2.3%	1/3	0/3
7	Ford	3	–	#6	–	7.5%	1/3	0/3
8	Volvo	3	–	#8	–	1.5%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	5
agirlsguidetocars.com		1
apnews.com	1	
carfactsheet.com	1	

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Ford

QUOTE IT. #1 in AI answers for "Best hybrid car brands": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best luxury car brands"

Lexus leads AI answers for luxury cars, ahead of BMW

15	87	None	16
brands named across the three answers	AI Rank Score for Lexus	engines agree on the #1 brand	sources cited, none from brand sites

Lexus scores 87, although only Google AI Overviews ranks it first. BMW is a distant second at 63. Each engine picks a different #1: ChatGPT chooses BMW, Gemini Porsche and Google AI Overviews Lexus. The field is wide open: 15 brands are named and the top three take only 38% of mentions.

Exhibit 4.6

Lexus scores 87, out of 15 brands named.

AI Rank Score and engine positions, top 10 brands for "Best luxury car brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Lexus	87	#2	#2	**#1**	14.6%	3/3	1/3
2	**BMW**	63	**#1**	#3	#5	10.4%	2/3	1/3
3	**Porsche**	63	#12	**#1**	#2	12.5%	3/3	1/3
4	**Mercedes-Benz**	47	#4	#4	#3	14.6%	3/3	0/3
5	**Toyota**	23	#3	#11	–	2.1%	1/3	0/3
6	**Audi**	20	#6	#9	#4	6.2%	3/3	0/3
7	**Genesis**	17	#8	#5	#7	9.4%	2/3	0/3
8	**Tesla**	10	#5	–	–	5.2%	1/3	0/3
9	**Acura**	7	#10	–	#6	3.1%	1/3	0/3
10	**Cadillac**	7	#7	#6	–	8.3%	2/3	0/3

5 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

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youtube.com	3
axios.com	2
edmunds.com	2
buycbb.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best luxury car brands": Lexus (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best family car brands"

Toyota is the clear AI pick for family cars

13	100	All 3	8
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, none from brand sites

Toyota scores 100 and is the first pick on all three engines. Honda is a distant second at 80. In total 13 brands are named, and the top three take 50% of all brand mentions.

Exhibit 4.7

Toyota scores 100, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best family car brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	100	**#1**	**#1**	**#1**	20.4%	3/3	3/3
2	Honda	80	#2	#2	#2	16.9%	3/3	0/3
3	Kia	53	#3	#4	#3	12.7%	3/3	0/3
4	Subaru	43	#4	#3	#5	12.7%	3/3	0/3
5	Hyundai	23	–	#5	#4	9.9%	2/3	0/3
6	Mazda	10	#5	–	–	2.8%	1/3	0/3
7	Chrysler	7	#6	#6	–	9.9%	2/3	0/3
8	Chevrolet	3	–	#7	–	3.5%	1/3	0/3
9	Ford	3	–	#8	–	2.8%	1/3	0/3
10	GMC	3	–	#9	–	0.7%	1/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

autoreviewus.com	1
carbuzz.com	1
carwow.co.uk	1
facebook.com	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best family car brands": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best car brands for first-time buyers"

Toyota is the clear AI pick for first-time buyers

6	100	All 3	17
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, none from brand sites

Toyota scores 100 and is the first pick on all three engines. Honda is a distant second at 80. The field is narrow. Only 6 brands are named, and the top three take 62% of all brand mentions.

Exhibit 4.8

Toyota scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best car brands for first-time buyers"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	100	**#1**	**#1**	**#1**	25.0%	3/3	3/3
2	Honda	80	#2	#2	#2	23.1%	3/3	0/3
3	Hyundai	43	#3	#5	#4	14.4%	3/3	0/3
4	Mazda	43	#5	#4	#3	14.4%	3/3	0/3
5	Subaru	33	#6	#3	#5	15.4%	3/3	0/3
6	Kia	17	#4	#6	–	7.7%	2/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

edmunds.com	1	1	1
youtube.com			2
carfax.com		1	
cargurus.com			1

Plus 10 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best car brands for first-time buyers": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best minivan brands"

Toyota is the clear AI pick for minivans

4	100	All 3	10
brands named across the three answers	AI Rank Score for Toyota	engines agree on the #1 brand	sources cited, none from brand sites

Toyota scores 100 and is the first pick on all three engines. Honda is a distant second at 80. The field is narrow. Only 4 brands are named, and the top three take 70% of all brand mentions.

Exhibit 4.9

Toyota scores 100, out of 4 brands named.

AI Rank Score and engine positions, top 4 brands for "Best minivan brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Toyota	100	**#1**	**#1**	**#1**	23.8%	3/3	3/3
2	Honda	80	#2	#2	#2	23.8%	3/3	0/3
3	Kia	53	#3	#4	#3	21.9%	3/3	0/3
4	Chrysler	47	#4	#3	#4	30.5%	3/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	3
carconfections.com	1
cartalk.com	1
clubalfa.it	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best minivan brands": Toyota (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Most reliable car brands"

Lexus leads AI answers for reliability, ahead of Toyota

13	87	2 of 3	7
brands named across the three answers	AI Rank Score for Lexus	engines agree on the #1 brand	sources cited, none from brand sites

Lexus scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Toyota instead. Toyota follows at 73. In total 13 brands are named, and the top three take 43% of all brand mentions.

Exhibit 4.10

Lexus scores 87, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Most reliable car brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Lexus	87	**#1**	**#1**	#3	13.7%	3/3	2/3
2	Toyota	73	#4	#2	**#1**	16.7%	3/3	1/3
3	Subaru	60	#3	#4	#2	12.7%	3/3	0/3
4	Buick	33	#2	#8	#8	6.9%	3/3	0/3
5	Honda	33	#5	#5	#4	13.7%	3/3	0/3
6	Mazda	23	–	#3	#10	9.8%	2/3	0/3
7	BMW	13	–	#7	#5	4.9%	2/3	0/3
8	Acura	7	–	#6	#7	4.9%	2/3	0/3
9	Chevrolet	3	–	#9	–	4.9%	1/3	0/3
10	Hyundai	3	–	#10	–	3.9%	1/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

consumerreports.org	1	2
carownerdesk.com	1	
motortrend.com	1	
roadethos.com		1

Plus 1 more site.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Hyundai and Kia

QUOTE IT. #1 in AI answers for "Most reliable car brands": Lexus (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

The engines agree on six questions and split on luxury and electric cars

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for 6 of the 10 questions. Their answers differ sharply in length. Gemini writes the longest answers (about 1,199 words) and names 10.1 brands per answer. Google AI Overviews keeps it shorter, at about 215 words and 6.2 brands. ChatGPT sits between them at 414 words and 8.2 brands.

On luxury cars each engine picks a different #1: BMW on ChatGPT, Porsche on Gemini and Lexus on AI Overviews. ChatGPT also picks Chevrolet for electric cars and Hyundai for SUVs, where the other two choose Tesla and Toyota. AI Overviews leans hardest toward Toyota, ranking it first 7 times.

Exhibit 5

Engines agree on six of the ten car questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best electric car	Chevrolet	Tesla	Tesla	Split
Best SUV	Hyundai	Toyota	Toyota	Split
Best pickup truck	Ford	Ford	Ford	✓ All agree
Best sedan	Toyota	Toyota	Toyota	✓ All agree
Best hybrid car	Toyota	Toyota	Toyota	✓ All agree
Best luxury car	BMW	Porsche	Lexus	Split
Best family car	Toyota	Toyota	Toyota	✓ All agree
Best car for first-time buyers	Toyota	Toyota	Toyota	✓ All agree
Best minivan	Toyota	Toyota	Toyota	✓ All agree
Most reliable car	Lexus	Lexus	Toyota	Split

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Toyota	90% / 5×#1	90% / 6×#1	80% / 7×#1
Honda	80% / 0×#1	90% / 0×#1	70% / 0×#1
Hyundai	70% / 1×#1	80% / 0×#1	60% / 0×#1
Kia	60% / 0×#1	80% / 0×#1	60% / 0×#1
Lexus	40% / 1×#1	50% / 1×#1	40% / 1×#1
Subaru	50% / 0×#1	50% / 0×#1	40% / 0×#1

4 · WHERE AI LEARNS ABOUT CARS

YouTube is the single biggest source behind AI car answers

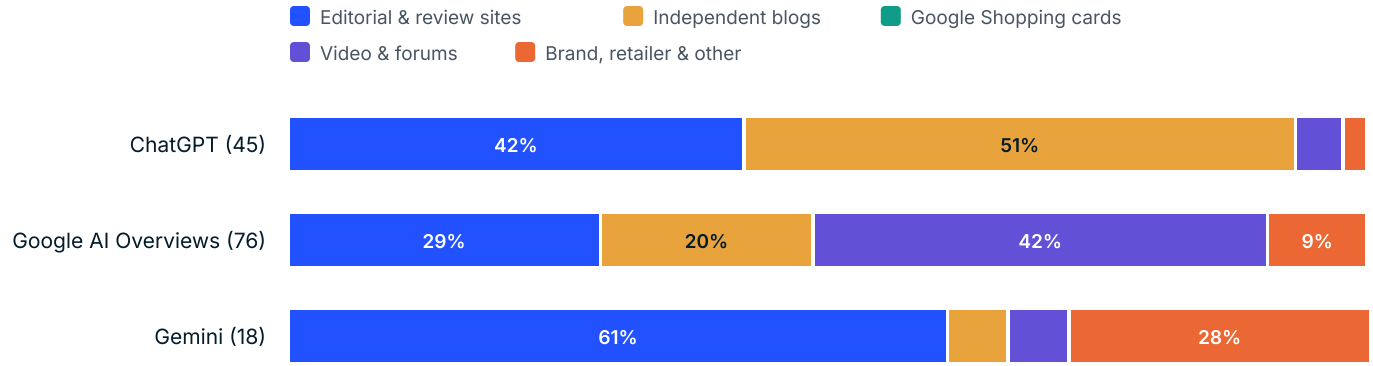
Across the ten questions, the engines cited 139 sources from 63 websites. Only 3 of those citations (2%) go to a brand's own website. Everything else comes from car review sites, independent blogs, video, forums and retailers.

Google AI Overviews draws 42.1% of its citations from video and forums, with YouTube alone cited 25 times, and it cited no Google Shopping cards for cars. ChatGPT leans on independent blogs (51.1%) and editorial reviews (42.2%). Gemini cited sources in only 2 of its 10 car answers, led by Kelley Blue Book and Edmunds.

Exhibit 6

Outside sources supply 98% of the citations behind AI car recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 2 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

2%	2	42%	2 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are video and forum posts	Gemini answers that cite any source

Toyota leads the cited pages as well

Of the 53 cited articles we read, Toyota appears on 85% and is the main brand on 18, far more than any rival. Honda appears on 72% but leads only 7, which may help explain its missing first places.

Exhibit 7

Toyota appears on 85% of cited pages and leads 18 of them.

Share of 53 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Toyota	85%	18	18
Honda	72%	7	0
Hyundai	70%	3	1
Kia	62%	4	0
Lexus	45%	1	3
Subaru	51%	3	0

Based on the 53 of 103 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Eight websites carry the most weight in AI answers about cars.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

● ChatGPT ● Gemini ● Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
youtube.com	28	● 2 ● 1 ● 25	9	Video and discussion (not analyzed)
edmunds.com	15	● 3 ● 4 ● 8	8	Page could not be opened
kbb.com	13	● 1 ● 5 ● 7	7	Toyota, Hyundai, Kia, Honda
reddit.com	5	● 5	5	Video and discussion (not analyzed)
consumerreports.org	4	● 2 ● 2	2	Toyota, Mazda, Honda, Lexus
carfax.com	3	● 1 ● 2	3	Toyota, Honda, Mitsubishi, Infiniti
carmax.com	3	● 3	3	Page could not be opened
tomsguide.com	3	● 3	3	Nissan, GMC, Chevrolet, Mazda

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share next to market share and brand health. In cars it already tells a different story from both.
- Ask your team for the top pick rate. Honda shows how far mentions alone can flatter a brand.
- Fund this as a standing program. The engines change their answers every month, so a single campaign will fade.

CMOs

- Choose the questions you have to win ("best hybrid car brands", for example) and measure each engine on its own.
- Treat video as AEO work. YouTube supplies 25 of AI Overviews' 76 car citations.
- Get each model reviewed for the uses shoppers ask about, such as families or first-time buyers, as well as in general roundups.

Brand & PR teams

- Put car review sites (Edmunds, Kelley Blue Book, Consumer Reports, Carfax) ahead of general news coverage.
- Support honest reviewer videos on YouTube and take part in real Reddit discussions. AI Overviews cites both.
- Before chasing new placements, fix the pages where you are mentioned but another brand is covered first.

Agencies

- Report on a fixed set of questions, engine by engine, with the AI Rank Score and the top pick rate.
- Map the sources behind each competitor's #1 picks and plan coverage on those same sources.
- Benchmark results every month against the Answer Engine Daily index.

The car playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten car questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- YouTube reviews (28 citations, 9 questions)
- Edmunds (15)
- Kelley Blue Book (13)
- Consumer Reports (4)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- Carfax (3)
- Tom's Guide (3, ChatGPT only)
- U.S. News (3, AI Overviews only)
- Axios (3, ChatGPT only)

Community & retail

Adds weight in AI Overviews

- Reddit (5, AI Overviews only)
- CarMax (3)
- CarGurus (3)
- Car Talk (2)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked car brands

Exhibit A1

All eight index metrics for car.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Toyota**	**74.0**	87%	83%	60%	16.6%	8/10	0	2	0 of 8
2	**Honda**	**49.3**	80%	77%	0%	12.3%	6/10	0	1	0 of 8
3	**Hyundai**	**29.0**	70%	67%	3%	9.0%	5/10	0	0	0 of 7
4	**Kia**	**25.0**	67%	67%	0%	9.6%	5/10	0	0	0 of 8
5	**Lexus**	**22.7**	43%	43%	10%	4.5%	3/10	0	0	0 of 3
6	**Subaru**	**20.3**	47%	47%	0%	5.7%	4/10	0	0	0 of 4
7	**Mazda**	**16.0**	37%	37%	0%	4.4%	2/10	0	0	0 of 4
8	**BMW**	**14.3**	47%	40%	3%	3.8%	3/10	0	0	0 of 3
9	**Ford**	**13.7**	37%	33%	10%	5.9%	2/10	0	0	0 of 4
10	**Tesla**	**9.7**	30%	27%	7%	4.2%	1/10	0	0	0 of 1
11	**Chevrolet**	**9.0**	27%	23%	3%	3.4%	0/10	0	0	0 of 3
12	**Porsche**	**7.0**	17%	17%	3%	1.4%	1/10	0	0	0 of 1
13	**Ram**	**6.7**	10%	10%	0%	1.3%	1/10	0	0	0 of 1
14	**Chrysler**	**5.3**	17%	17%	0%	3.6%	1/10	0	0	0 of 2
15	**Mercedes-Benz**	**5.3**	17%	13%	0%	1.5%	1/10	0	0	0 of 1
16	**GMC**	**5.0**	17%	17%	0%	1.2%	0/10	0	0	0 of 1
17	**Cadillac**	**4.0**	17%	17%	0%	1.3%	0/10	0	0	0 of 1
18	**Genesis**	**3.3**	27%	23%	0%	1.9%	2/10	0	0	0 of 1
19	**Rivian**	**3.3**	17%	13%	0%	1.3%	1/10	0	0	0 of 2
20	**Buick**	**3.3**	10%	10%	0%	0.6%	1/10	0	0	–

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand. Model names count under their brand, so Camry counts as Toyota. Lexus and Toyota are separate brands.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 139 citations by type and read the 53 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 2 of its 10 car answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN CAR QUESTIONS

1. Best electric car brands
2. Best SUV brands
3. Best pickup truck brands
4. Best sedan brands
5. Best hybrid car brands
6. Best luxury car brands
7. Best family car brands
8. Best car brands for first-time buyers
9. Best minivan brands
10. Most reliable car brands

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best hybrid car brands', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about car. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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