Tabelle: Top-5 Marken in den abgefragten Bereichen

Rang	Qualität	Service	Umwelt	Kosten	Wiederverkaufswert
1	Audi (26%)	Mercedes (27%)	VW (25%)	VW (17%)	Mercedes (32%)
2	Mercedes (24%)	VW (20%)	Mercedes (21%)	Mercedes (9%)	VW (25%)
3	VW (21%)	Audi (19%)	BMW (14%)	Skoda (7%)	Audi (21%)
4	BMW (15%)	BMW (14%)	Audi (12%)	Audi (6%)	BMW (12%)
5	Toyota (2%)	Opel (4%)	Toyota (8%)	Opel (5%)	Porsche (2%)

Dataforce 2010