

Toyota is the world's most valuable auto brand, while Tesla continues to lose brand value

New data from Brand Finance shows how supply chain disruptions, slowing EV adoption, and China's growing dominance in exports impact the brand values of the world's top automotive companies

- **Toyota returns to the top, brand value up 23% to \$64.7 billion**
- **Ferrari accelerates as the fastest-growing brand in the sector, brand value up 36%**
- **Tesla tumbles to third, losing \$15.3 billion in brand value**
- **Bosch leads auto components sector with a brand value of \$7.3 billion**

LONDON, 13 February 2025 – Toyota is the world's most valuable automotive brand, overtaking Mercedes-Benz and Tesla, according to the latest [Automotive Industry 2025 report](#) by leading brand valuation consultancy [Brand Finance](#).

Toyota's brand value surged by 23% to USD64.7 billion, driven by strong sales and a strategic focus on hybrid vehicles. While many brands struggle with the slower-than-expected transition to fully electric vehicles (EVs), Toyota's emphasis on hybrids has resonated with consumers seeking fuel efficiency without the infrastructure challenges of EV adoption. The brand's ability to optimise production and maintain profitability despite rising material costs has reinforced its leadership, while AI-driven supply chain management and a strong product mix have contributed to sustained growth.

Tesla's brand value has fallen by 26% to USD43.0 billion, pushing it down to third place in the ranking. This decline is driven by missed revenue expectations, increased competition in the EV sector, and price cuts across key markets, particularly in China. The brand also faces challenges from shifting political dynamics, including the anticipated rollback of EV subsidies in the US under the Trump administration.

Mercedes-Benz's brand value has also declined, down 11% to USD53.0 billion. The German automaker missed revenue targets and revised profit margin expectations twice in 2024, as a slowdown in the Chinese market impacted its overall financial performance.

Ferrari has the fastest growing brand value in the automobile sector, increasing 36% to USD14.4 billion. The brand's strategy of maintaining exclusivity, high-margin models, and strong global demand has driven its success. Ferrari continues to expand its brand influence through high-profile Formula 1 sponsorship, premium lifestyle partnerships, and its focus on hybrid technology as it transitions towards carbon neutrality by 2030. The brand's leadership has also been a key driver of success, with CEO Benedetto Vigna

ranked 4th in [Brand Finance's Brand Guardianship Index](#) - making him the highest-ranked CEO in the auto sector. Ferrari's cautious approach to the Chinese market, capping its exposure at 10%, has also helped insulate the brand from fluctuations in luxury spending, ensuring profitability remains strong even amid economic downturns.

Alex Haigh, Managing Director, Asia Pacific, commented:

"The automotive industry is at a crossroads. Global EV sales continue to rise, while growth has slowed in key markets like the US and Europe. Policy uncertainty, shifting regulations, and supply chain challenges are reshaping strategies across the industry. Meanwhile, China has asserted itself as the world's leading car exporter, leveraging its dominance in EV battery production and cost-competitive pricing to gain market share. Traditional automakers must strike a balance between maintaining profitability today and investing in the technology that will define the future of mobility."

Brand Finance is also releasing new research on the **auto components sector**, an industry challenged by job cuts and semiconductor shortages. **Bosch retains its position as the most valuable brand**, with a brand value of USD7.3 billion. The brand focuses on intelligent tyre technology, automotive chip standardisation, and regional expansion in India.

Note to Editors

Every year, leading brand valuation consultancy Brand Finance puts 6,000 of the world's biggest brands to the test, and publishes over 100 reports, ranking brands across all sectors and countries. The world's top 100 most valuable and strongest automobile brand and top 25 most valuable and strongest auto components brands are included in the [Brand Finance Automotive Industry 2025 report](#).

Brand value is understood as the net economic benefit that a brand owner would achieve by licensing the brand in the open market. Brand strength is the efficacy of a brand's performance on intangible measures relative to its competitors. The full ranking, additional insights, charts, more information about the methodology, and definitions of key terms are available in the [Brand Finance Automotive Industry 2025 report](#).

[Brand Finance](#) is the world's leading brand valuation consultancy. Bridging the gap between marketing and finance, Brand Finance evaluates the strength of brands and quantifies their financial value to help organisations make strategic decisions.

Headquartered in London, Brand Finance operates in over 25 countries. Every year, Brand Finance conducts more than 6,000 brand valuations, supported by original market research, and publishes over 100 reports which rank brands across all sectors and countries.

Brand Finance also operates the Global Brand Equity Monitor, conducting original market research annually on 6,000 brands, surveying more than 175,000 respondents

across 41 countries and 31 industry sectors. By combining perceptual data from the Global Brand Equity Monitor with data from its valuation database — the largest brand value database in the world — Brand Finance equips ambitious brand leaders with the data, analytics, and the strategic guidance they need to enhance brand and business value.

In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance, compliant with ISO 20671.

Brand Finance is a regulated accountancy firm and a committed leader in the standardisation of the brand valuation industry. Brand Finance was the first to be certified by independent auditors as compliant with both ISO 10668 and ISO 20671 and has received the official endorsement of the Marketing Accountability Standards Board (MASB) in the United States.

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