

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Automotive: The AI Visibility Report

Three machine reads of 179 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

105	41	0	74
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 179 sites approached, 74 could not be measured at all: 41 refused an automated reader outright, 31 gave one no response, and 2 serve pages that are empty until scripts run. Of the 105 sites a machine could read, not one reached 70 out of 100 on the composite Crane Index™. The three reads tell one story: access is broadly survivable (Agent median 62), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 13, with 104 of 105 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

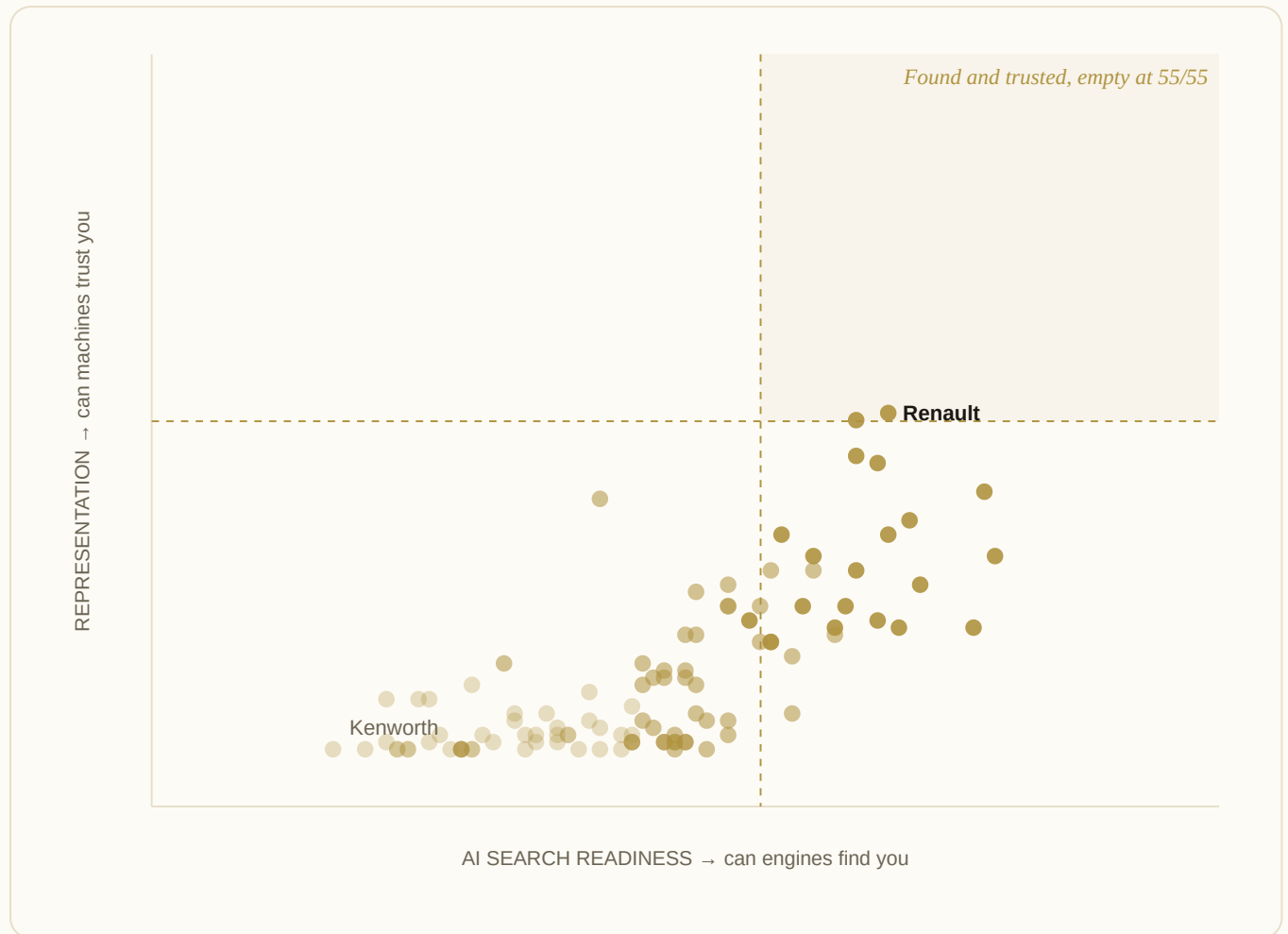
The three reads

AI Search Readiness. Median 47, range 17 to 79. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 62, range 30 to 95. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 55. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by Renault on 69, while Kenworth sits on 20. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

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

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Renault renaultgroup.com	69	69	82	55
2	Valeo valeo.com	68	79	89	35
3	Dacia renaultgroup.com/nos-marques	67	66	82	54
4	Garrett Motion garrettmotion.com	66	78	76	44
5	Mahindra mahindra.com	66	68	81	48
6	Perodua perodua.com.my	66	77	95	25
7	Cox Automotive coxautoinc.com	64	72	88	31
8	Gordon Murray Automotive gordonmurray.com	63	66	74	49
9	Morgan Motor Company morgan-motor.com	60	71	69	40
10	Adient adient.com	58	64	86	25
11	Audi audi.com/en	57	61	81	28
12	Bentley bentleymotors.com/en.html	56	69	61	38
13	Linamar linamar.com	56	65	76	28
14	Lincoln lincoln.com	56	70	74	25
15	Nexteer Automotive nexteer.com	56	58	87	23
16	Scania scania.com	56	66	70	33
17	JCT600 jct600.co.uk	55	68	71	26
18	Lucid Motors lucidmotors.com	55	62	68	35
19	TI Fluid Systems aftermarket.tiautomotive.com	55	59	69	38

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Volvo Group volvogroup.com/en	55	56	82	26
21	Harley-Davidson harley-davidson.com/us/en/index.html	52	62	62	33
22	Maxxis maxxis.com/us	52	46	91	20
23	Mahle mahle.com	51	48	87	19
24	Sytner Group sytnr.co.uk	51	54	69	31
25	Magna International magna.com	50	60	68	21
26	Marelli marelli.com	50	57	65	28
27	Michelin michelin.com	50	64	62	24
28	Vertu Motors vertumotors.com	50	54	68	28
29	Arnold Clark arnoldclark.com	49	57	68	23
30	Goodyear goodyear.com	49	51	78	17
31	Kia kia.com/us/en	48	54	63	28
32	Volkswagen volkswagen.de/de.html	48	58	53	33
33	MAN Truck & Bus man.eu/global/en/homepage.html	47	60	68	13
34	XPeng xpeng.com	47	58	61	23
35	Genesis genesis.com/us/en/home	46	47	74	18
36	Motorpoint motorpoint.co.uk	46	50	65	24
37	Rimac Automobili rimac-automobili.com	46	49	80	9
38	Sonic Automotive sonicautomotive.com	46	42	54	43
39	Alexander Dennis alexander-dennis.com	45	52	76	8
40	Ariel Motor Company arielmotor.co.uk	45	50	67	18
41	Bridgestone bridgestone.com/regional/north_america/united_states.html	44	51	56	24

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Cupra cupra.com/en	43	54	62	12
43	Daimler Truck daimlertruck.com/en	43	50	69	9
44	Subaru subaru.com	43	48	62	18
45	Continental continental.com/en	42	47	68	11
46	Land Rover landrover.com/market-selector/index.html	42	46	62	17
47	LG Energy Solution lgensol.com/kr/index	42	51	62	13
48	Norton Motorcycles nortonmotorcycles.com/en-us	42	51	45	30
49	Polestar polestar.com/us	42	54	62	10
50	DAF Trucks daf.com/en/sites-landing	41	49	66	8
51	Giti Tire giti.com	41	50	65	9
52	Nokian Tyres nokiantyres.com	41	45	68	9
53	Piaggio Group piaggiogroup.com/en	41	45	68	9
54	Triumph Motorcycles triumphmotorcycles.co.uk	41	50	53	19
55	Bosch bosch.com	40	46	62	12
56	Hyundai hyundaiusa.com/us/en	40	33	66	20
57	Jaguar jaguar.com/en-xi/jdx/market-selector.html	40	48	62	9
58	Listers Group listers.co.uk	40	52	57	12
59	Rivian rivian.com	40	49	62	10
60	Skoda skoda-auto.com	40	49	63	9
61	ZF Friedrichshafen zf.com/mobile/en/homepage/homepage.html	40	48	62	9
62	Big Motoring World bigmotoringworld.co.uk	38	37	63	13
63	Dana Incorporated dana.com	38	38	66	9

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Kumho Tire kumhotireusa.com	38	42	63	8
65	KTM ktm.com/en-us.html	37	39	62	10
66	Maruti Suzuki marutisuzuki.com	37	40	62	8
67	McLaren Automotive mclaren.com	37	45	53	14
68	SEAT seat.com	37	39	62	10
69	Aisin aisin.com/en	36	35	62	10
70	American Axle & Manufacturing aam.com	36	34	63	12
71	Caterham Cars caterhamcars.com/en	36	30	62	17
72	Dowlais Group dowlais.com	36	38	59	10
73	Lear lear.com	36	36	62	10
74	Peterbilt peterbilt.com	36	44	57	8
75	Royal Enfield royalenfield.com/us/en/home	36	41	56	12
76	Changan Automobile globalchangan.com	35	38	56	11
77	Forvia forvia.com/en	35	42	51	11
78	Emil Frey Group emilfrey.ch/de	34	44	49	10
79	Nissan nissan-global.com/EN	34	31	62	10
80	Citroen citroen.com/en	33	29	62	8
81	Lotus Cars lotuscars.com/en-US	33	25	59	15
82	Aptiv aptiv.com	32	35	52	8
83	Aston Martin astonmartin.com/en/welcome	32	30	58	8
84	Copart copart.com	32	28	60	8
85	Gentex gentex.com	32	32	54	9

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Great Wall Motors gwm-global.com	32	26	62	9
87	Iveco iveco.com/global/redirect	32	29	59	8
88	Zero Motorcycles zeromotorcycles.com	32	29	58	8
89	Porsche porsche.com/usa/?cs_redirect=1	31	22	61	9
90	CarMax carmax.com	30	41	34	16
91	INEOS Automotive ineosgrenadier.com	30	24	57	8
92	Yamaha Motor yamaha-motor.com	30	23	58	8
93	Alpine alpinecars.com	29	27	49	10
94	Tenneco tenneco.com	29	29	51	8
95	BYD byd.com/us	28	23	52	8
96	Lamborghini lamborghini.com/en-en	28	29	47	8
97	Toyo Tires toyotires.com	28	45	30	10
98	Geely geely.com	27	22	43	15
99	Koenigsegg koenigsegg.com	26	30	40	8
100	Toyota toyota.com	26	34	30	13
101	BorgWarner borgwarner.com/home	25	36	30	9
102	smart global.smart.com	25	26	34	15
103	Li Auto lixiang.com	22	24	34	8
104	Lynk & Co lynkco.com	21	20	34	8
105	Kenworth kenworth.com	20	17	34	8

The 74 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Honda · refused the reader	Tata Motors · refused the reader	Lancia · no response
Acura · refused the reader	VinFast · refused the reader	Ford · no response
Bugatti · refused the reader	Ducati · refused the reader	Zeekr · no response
Mercedes-Benz · refused the reader	Indian Motorcycle · refused the reader	NIO · no response
Stellantis · refused the reader	Ashok Leyland · refused the reader	Leapmotor · no response
Peugeot · refused the reader	Cummins · refused the reader	SAIC Motor · no response
DS Automobiles · refused the reader	Wrightbus · refused the reader	Chery · no response
Opel · refused the reader	Autoliv · refused the reader	GAC Group · no response
Vauxhall · refused the reader	Visteon · refused the reader	Proton · no response
Fiat · refused the reader	Lookers · refused the reader	Isuzu · no response
Maserati · refused the reader	Constellation Automotive Group · refused the reader	Hino Motors · no response
Jeep · refused the reader	reader	Pirelli · no response
Dodge · refused the reader	Auto Trader · refused the reader	Hankook Tire · no response
Ram Trucks · refused the reader	Group 1 Automotive · refused the reader	Yokohama · no response
Chrysler · refused the reader	AutoNation · refused the reader	Apollo Tyres · no response
General Motors · refused the reader	Asbury Automotive Group · refused the reader	Denso · no response
Chevrolet · refused the reader	Carvana · refused the reader	Schaeffler · no response
GMC · refused the reader	Infiniti · no response	Yazaki · no response
Cadillac · refused the reader	Mazda · no response	Brembo · no response
Buick · refused the reader	Mitsubishi Motors · no response	OPmobility · no response
Volvo Cars · refused the reader	Suzuki · no response	CATL · no response
Ferrari · refused the reader	BMW · no response	Inchcape · no response
Pagani · refused the reader	MINI · no response	Lithia Motors · no response
Tesla · refused the reader	Rolls-Royce Motor Cars · no response	Lexus · script-only page
MG Motor UK · refused the reader	Alfa Romeo · no response	Kawasaki Motors · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

105 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.