



CHEVROLET RANKED #1 FOR DEALERSHIP CONSISTENCY IN PIED PIPER'S "LOOK-ALIKE INDEX™" AI COMPUTER VISION STUDY

- **Groundbreaking national Dealership Facility Consistency Study™** used AI computer vision to analyze the exterior facilities of 18,662 automobile dealerships
- **Auto brands were ranked by Pied Piper's new Look-Alike Index™** measuring the consistency of more than 70 data points observed throughout each brand's dealer network

MONTEREY, CALIFORNIA, USA – November 17, 2025 – Chevrolet was found to have the most consistent dealership facilities in Pied Piper's new 2025 Dealership Facility Consistency Study™, which ranked auto brands by their average "Look-Alike Index™" score. Following Chevrolet were Honda, Toyota, Ford, and MINI. At the bottom of the Look-Alike Index™, the brands with the most variability between locations were Alfa Romeo, Fiat, Tesla, Lucid and Polestar.

AI Computer Vision Evaluating Dealerships on a National Scale

Using AI computer vision paired with large language models, Pied Piper analyzed 540,000+ satellite and Street-View images covering 18,662 U.S. auto dealership facility locations. Urban Science provided a current national dealership census, listing all brands and addresses. For every facility, the AI model reviewed more than 70 visual attributes ranging from lot size and signage to landscaping and vehicle display. After weeks of continuous AI image processing, Pied Piper compiled the resulting data to determine each brand's Look-Alike Index™ score, by ranking the average variability in features and quality within each brand's dealer network. *"The combination of computer vision and LLMs let us ask real-world questions of imagery; from 'Which signs are visible?' to 'How would you rate the landscaping quality or vehicle display?'"* said Eric O'Hagan, Director of AI/Machine Learning for Pied Piper.

Alternative to Traditional In-Person Facility Evaluations?

For 15 years, automotive OEMs have relied on Pied Piper to provide ongoing dealership facility evaluation/audit programs that are performed in-person by trained evaluators. This in-person approach is usually still the preferred process, but given Pied Piper's other recent AI initiatives, the company decided to show how new cutting-edge enhancements like AI computer vision could be used in some cases to power facility evaluations. *"In-person facility evaluations remain the gold standard for understanding on-site conditions and brand compliance for exteriors and interiors,"* said Lisa Berti, Pied Piper's Director of Facility Evaluations. *"The strength of this AI-based approach is its ability to quickly analyze tens of thousands of locations, providing powerful insight at scale that complements traditional in-person evaluations."*

Introducing the Look-Alike Index™

The resulting Look-Alike Index™ is a brand-level score that measures the variation in features and quality observed by the AI computer vision model across a brand's dealer network. A high score indicates a brand's dealerships nationwide have less variation from one location to the next, sharing similar architecture, signage, and site presentation. A low score signals greater variation across a brand's dealer network. The sales-weighted industry average was set to an initial baseline value of

50. Individual brands varied in score within a 30-point range, ranging from a high end “most consistent” score of 60, down to a low end “least consistent” score of 30. “*The Look-Alike Index™ allows brands to see for the first time in objective, data-driven terms how their brand identity is expressed across thousands of dealer rooftops nationwide, and how that compares to other brands,*” said Cameron O’Hagan, Pied Piper’s Vice President of Metrics & Analytics.

Visit the interactive website: www.lookalikeindex.com to explore the 2025 study, brand results, and the 18,662 dealerships evaluated.

What the Study Means for Brands and Retailers

A brand’s Look-Alike Index™ score doesn’t necessarily measure which facilities are “better.” Instead it measures consistency. Brands with higher scores simply present a more uniform look nationwide, while lower-scoring brands show greater variation between locations. High consistency often reflects strong brand-identity programs and strict facility standards that help reinforce recognition and customer expectations. However, higher variation isn’t necessarily negative; some brands intentionally allow more local flexibility to adapt to regional markets or dealership ownership. For both OEMs and dealers, the findings offer a new way to evaluate how facility design and appearance support brand strategy, customer perception and business success. Whether the goal is uniformity or local individuality, AI computer vision now makes it possible to measure and compare how those strategies are expressed across thousands of locations.

Examples of Measurements

- ***OEM Sign Visibility*** – How often on average was the OEM sign clearly visible from the street?
 - **More than 75%** of the locations: Chevrolet, Ford, Honda, Nissan, Toyota, Hyundai, Kia
 - **Less than 45%** of the locations: Polestar, Tesla, Land Rover, MINI, Lucid
- ***Facade Cleanliness*** – How often on average did the exterior facade appear clean and well maintained?
 - **More than 85%** of the locations: Lucid, Chevrolet, Toyota, Ford, Honda, Nissan
 - **Less than 45%** of the locations: Genesis, Infiniti, MINI
- ***Inventory Organized*** – How often on average did facilities have inventory organized into clear uniform rows – with vehicles facing same direction?
 - **More than 60%** of the locations: Ford, Chevrolet, Toyota, Nissan, Chrysler, Dodge, Jeep, Ram
 - **Less than 25%** of the locations: Genesis, Land Rover, Alfa Romeo, MINI
- ***Paths and Landscaping Well Maintained*** – How often on average did landscaping and walkable areas appear clean and well maintained?
 - **More than 90%** of the locations: Jaguar, Land Rover, Porsche, Infiniti, Mercedes-Benz, Volvo, BMW, Audi, Genesis
 - **Less than 85%** of the locations: Ford, Chrysler, Dodge, Jeep, Ram, Chevrolet, GMC, Lucid

- ***Directional Markings Clearly Visible*** – How often on average were directional markings present, in good condition, and clearly visible?
 - **More than 45%** of the locations: Ford, Chevrolet, Toyota, Chrysler, Dodge, Jeep, Ram
 - **Less than 10%** of the locations: Land Rover, MINI, Lucid

About Pied Piper Management Company, LLC

Monterey, California and Austin, Texas based Pied Piper applies data science analytics and interactive A.I. to provide ongoing best practice measurement and reporting solutions to help clients' retailers grow and improve.

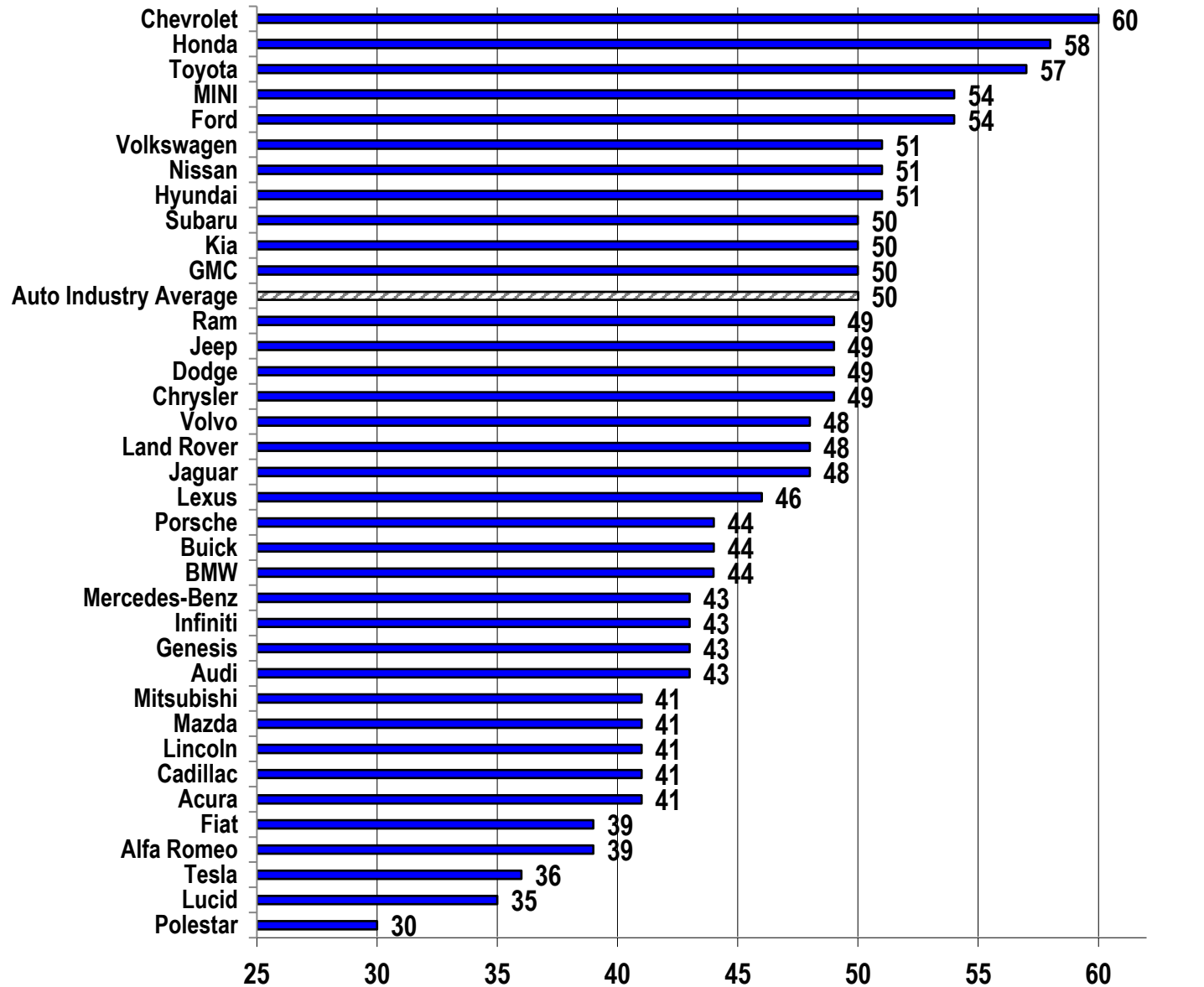
Pied Piper's **Facility Evaluation & Audit Programs** are conducted by proven evaluators using proprietary software. Facility evaluation clients rely on Pied Piper year after year because the programs run smoothly—on time, on budget, and with results clients can trust. Pied Piper provides fully integrated programs, with in-depth evaluator training, including a 100+ page custom Sourcebook™ to ensure consistency. A.I. tools like computer vision and interactive chatbots add further precision and efficiency.

For more information about Pied Piper and the types of measurement and reporting solutions provided to OEMs, dealer groups and franchisors, visit www.piedpiperpsi.com.

This press release is provided for editorial use only, and information contained in this release may not be used for advertising or otherwise promoting brands mentioned in this release without specific, written permission from Pied Piper Management Co., LLC.

###

2025 Pied Piper PSI - Dealership Facility Consistency Study™ Auto Brands Ranked by Look-Alike Index™



Higher Look-Alike Index Score = more consistent facility presentation across dealer network (Industry baseline set to 50)