

# 2016 Global RepTrak® 100: The World's Most Reputable Companies (1-50)

Rank	Company	2016 RepTrak® Pulse
1	Rolex	78.4
2	The Walt Disney Company	78.2
3	Google	78.1
4	BMW Group	77.9
5	Daimler (Mercedes-Benz)	77.7
6	LEGO Group	77.4
7	Microsoft	77.0
8	Canon	76.9
9	Sony	76.7
10	Apple	76.6
11	Intel	76.4
12	Adidas Group	76.1
13	Nike	75.9
14	Rolls-Royce Aerospace	75.8
15	Michelin	75.7
16	Johnson & Johnson	75.2
17	Samsung Electronics	75.0
18	Ferrero	74.8
19	Nintendo	74.7
20	Levi Strauss & Co.	74.3
21	Amazon.com	74.3
22	Nestlé	74.0
23	Philips Electronics	73.8
24	L'Oréal	73.7
25	Robert Bosch	73.7

Rank	Company	2016 RepTrak® Pulse
26	Panasonic	73.6
27	IKEA	73.6
28	Colgate-Palmolive	73.6
29	Visa	73.6
30	3M	73.3
31	Toyota	73.2
32	Giorgio Armani Group	73.2
33	Yamaha Motor Corporation	73.1
34	Goodyear	73.0
35	Kellogg's	72.7
36	HP Inc.	72.7
37	Bridgestone	72.6
38	Mastercard	72.4
39	IBM	72.4
40	Pirelli	72.3
41	Whirlpool	72.1
42	Danone	72.1
43	Barilla	71.9
44	British Broadcasting Corporation (BBC)	71.8
45	Hugo Boss	71.8
46	Ralph Lauren Corporation	71.8
47	LVMH Group (Louis Vuitton - Moët Hennessy)	71.7
48	Hewlett Packard Enterprise	71.6
49	Cisco Systems	71.5
50	Dell	71.5

## 2016 Global RepTrak® 100: The World's Most Reputable Companies (51-100)

Rank	Company	2016 RepTrak® Pulse
51	<b>The Estée Lauder Companies</b>	71.5
52	<b>Marriott International</b>	71.5
53	<b>Swatch Group</b>	71.5
54	<b>Honda Motor</b>	71.4
55	<b>Deutsche Lufthansa</b>	71.4
56	<b>Xerox</b>	71.2
57	<b>Boeing</b>	71.2
58	<b>FedEx</b>	71.2
59	<b>InterContinental Hotels Group</b>	71.1
60	<b>Caterpillar</b>	71.0
61	<b>LG Corporation</b>	70.9
62	<b>HJ Heinz (Kraft Heinz)</b>	70.9
63	<b>eBay</b>	70.8
64	<b>Airbus Group</b>	70.8
65	<b>Procter &amp; Gamble</b>	70.7
66	<b>Hershey Company</b>	70.7
67	<b>Under Armour</b>	70.7
68	<b>Bayer</b>	70.6
69	<b>Volvo Group</b>	70.5
70	<b>Texas Instruments</b>	70.4
71	<b>Siemens</b>	70.4
72	<b>Nokia</b>	70.3
73	<b>Fujifilm</b>	70.3
74	<b>Oracle</b>	70.3
75	<b>Hilton Worldwide</b>	70.2

Rank	Company	2016 RepTrak® Pulse
76	<b>Heineken</b>	70.2
77	<b>Lavazza</b>	70.0
78	<b>Electrolux</b>	69.7
79	<b>Ford Motor</b>	69.7
80	<b>Campbell Soup Company</b>	69.6
81	<b>SAP</b>	69.4
82	<b>Schneider Electric</b>	69.4
83	<b>The Coca-Cola Company</b>	69.3
84	<b>General Electric</b>	69.2
85	<b>UPS</b>	69.1
86	<b>Kimberly-Clark Corporation</b>	69.1
87	<b>Air Canada</b>	69.1
88	<b>Toshiba</b>	68.9
89	<b>Unilever</b>	68.8
90	<b>Roche</b>	68.4
91	<b>Sharp</b>	68.4
92	<b>Bacardi</b>	68.3
93	<b>Starbucks Coffee Company</b>	68.0
94	<b>Fujitsu</b>	68.0
95	<b>PepsiCo</b>	67.7
96	<b>Hitachi</b>	67.7
97	<b>DuPont</b>	67.7
98	<b>Carlsberg Group</b>	67.5
99	<b>Ricoh</b>	67.0
100	<b>General Motors</b>	67.0