

NEW CARS · SWEDEN · OCTOBER 2026

Which car brands do AI models recommend — and why?

The monthly Pickd report for brand owners and agencies: the full ranking from Claude and GPT, how each brand compares with its market position, and a page per brand on what the AI says about it.

2

AI models measured

15

brands ranked

1,125

prompts per model

Illustrative data. This sample uses fictional brands and figures to show the report's format and contents. It is not a measurement of any real brand.

1 · SUMMARY

Claude and GPT agree: Norvik first, Mistral last.

Aurel, Sweden's best-selling brand, is only fifth for both AI models. Kestrel, fifteenth in the market, makes the AI top four.

01

Size barely matters to the AI

Kestrel is #15 in registrations but top four for both models. Halvar, #2 in the market, ranks sixth.

02

Premium falls once the AI knows you

Granit, Isar and Mistral lose 2.4–2.7 points out of 10 when the AI knows the customer's household.

03

Norvik is the safe pick

It scores 7.3 whether the AI knows nothing about the customer or knows them well.

The ranking at a glance

Claude score, 0–10 · highlighted: brand pages in this sample

1	Norvik	<div><div></div></div>	7.3
2	Calder	<div><div></div></div>	6.8
3	Juno	<div><div></div></div>	6.6
4	Kestrel	<div><div></div></div>	6.5
5	Aurel	<div><div></div></div>	6.2
6	Halvar	<div><div></div></div>	5.6
7	Brisa	<div><div></div></div>	5.1
8	Lumo	<div><div></div></div>	4.8
9	Dovre	<div><div></div></div>	4.6
10	Elva	<div><div></div></div>	4.4
11	Orra	<div><div></div></div>	4.0
12	Fjordline	<div><div></div></div>	3.9
13	Granit	<div><div></div></div>	3.7
14	Isar	<div><div></div></div>	3.5
15	Mistral	<div><div></div></div>	3.2

SINCE LAST MONTH

Elva fell three places at GPT after September's model update. Brisa climbed two places at Claude.

2 · CLAUDE VS GPT VS THE MARKET

The two AI models largely agree. Both disagree with the market.

Claude and GPT rank the brands in almost the same order (rank correlation 0.95). Their biggest split is Elva: tenth for Claude, thirteenth for GPT.

BRAND	CLAUDE	GPT	MARKET	CLAUDE VS MARKET
Norvik	1	1	3	▲ 2 places
Calder	2	2	7	▲ 5 places
Juno	3	4	4	▲ 1 places
Kestrel	4	3	15	▲ 11 places
Aurel	5	5	1	▼ 4 places
Halvar	6	7	2	▼ 4 places
Brisa	7	8	13	▲ 6 places
Lumo	8	6	10	▲ 2 places
Dovre	9	9	14	▲ 5 places
Elva	10	13	9	▼ 1 places
Orra	11	10	11	level
Fjordline	12	14	12	level
Granit	13	11	5	▼ 8 places
Isar	14	12	8	▼ 6 places
Mistral	15	15	6	▼ 9 places

How to read it. Ranks 1–15 by average recommendation score. Market rank covers all registered brands, January–September. ▲ means the AI ranks the brand higher than the market does.

In the full report. Each brand's score per model with a 95% interval, plus its rank change since last month for both models.

3 · BRAND PAGE

Aurel

Sweden's best-selling brand, but only fifth for both AI models. The AI rates Aurel as a family car and marks it down on price for everyone else.

CLAUDE RANK

5 / 15

GPT RANK

5 / 15

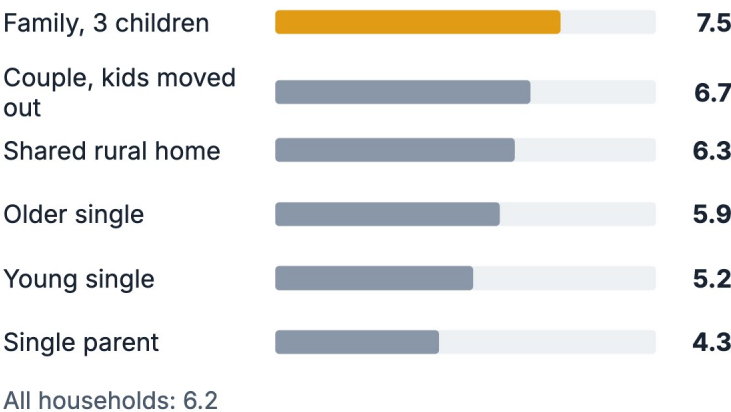
MARKET RANK

1

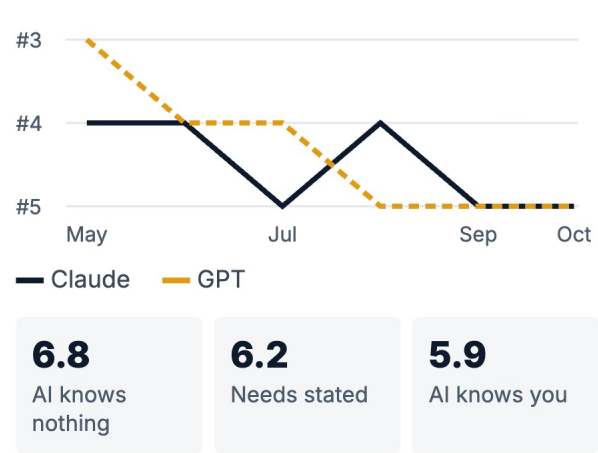
CLAUDE SCORE

6.2 (5.6–6.8)

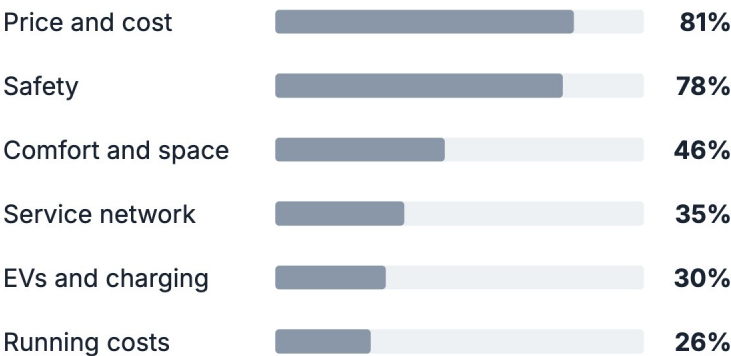
Score by household type · Claude, 0–10



Rank, last six months



What the AI talks about · share of answers



What the AI suggests instead

Calder	14% of answers
Juno	12% of answers
Norvik	9% of answers

8/10 · FAMILY OF FIVE

"A strong fit — safe, spacious and well serviced. I'd knock off a point for the price."

3/10 · SINGLE PARENT, TIGHT BUDGET

"Aurel is safe, but on this budget I'd point you to a cheaper, reliable alternative first."

WHAT IT MEANS FOR AUREL

The AI sees Aurel as the family choice and little else. To be recommended to the other two-thirds of households, price and running costs are what the AI needs to see addressed.

3 · BRAND PAGE

Kestrel

Fifteenth in the market, top four for both AI models — and climbing. The AI sees Kestrel as good value with a strong electric range, and holds that view for tight budgets too.

CLAUDE RANK

4 / 15

GPT RANK

3 / 15

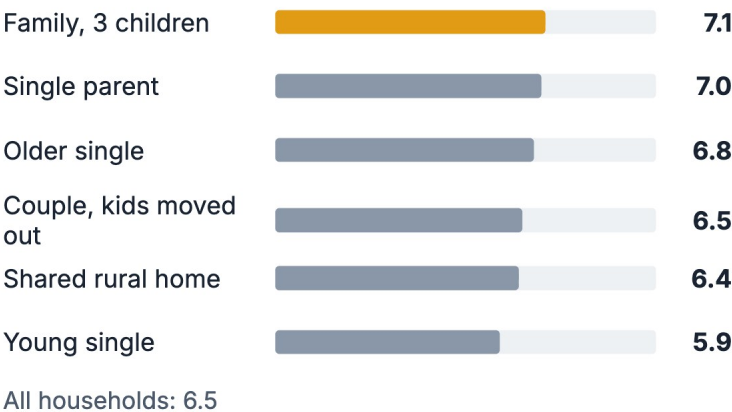
MARKET RANK

15

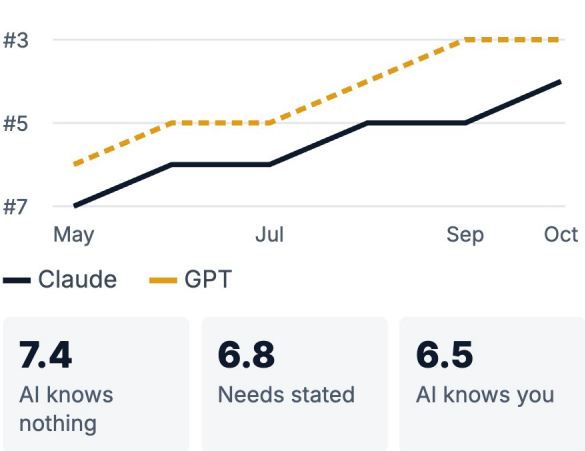
CLAUDE SCORE

6.5 (6.1–6.9)

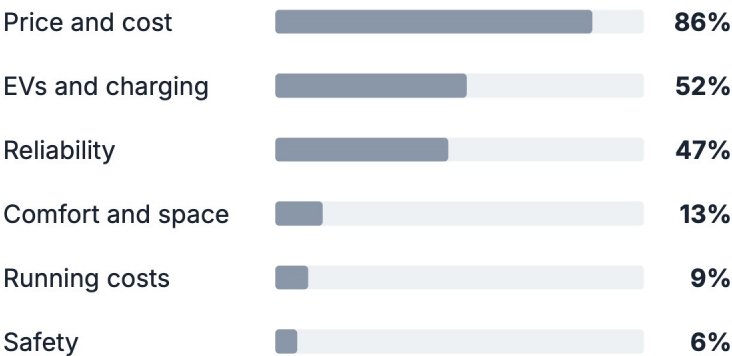
Score by household type · Claude, 0–10



Rank, last six months



What the AI talks about · share of answers



What the AI suggests instead

Juno	22% of answers
Calder	19% of answers
Norvik	18% of answers

8/10 · NO CUSTOMER INFORMATION

"Strong on value — a long warranty, generous kit and a convincing electric line-up."

5/10 · RURAL STUDENT HOUSEHOLD

"I don't have a favourite brand, but a used Kestrel with a good warranty is a smart buy on a student budget."

WHAT IT MEANS FOR KESTREL

Kestrel punches far above its weight with the AI. Its clearest opening: the AI mentions Kestrel's safety in only 6% of answers, against 78% for Aurel.

4 · HOW WE MEASURE

The same questions, asked the same way, every month.

Each AI model rates every brand from 0 to 10 for how likely it is to recommend it to someone buying a new car. Every prompt starts a fresh conversation with no memory.

Models	Claude and GPT, measured via their APIs
Brands	The 15 largest by new-car registrations
Three situations	The AI knows nothing about the customer · the customer states their needs · the AI already knows the customer
Six households	Profiles matching SCB household types, weighted by their share of Sweden's households
Volume	1,125 prompts per model, five repeats of every question
Market data	Mobility Sweden, new-car registrations year to date

The scores describe what AI models say, not what consumers buy. Results apply to the model versions and month measured.

What the full report contains

Summary

Ranking, biggest moves, key findings

2 pp**Claude vs GPT vs market**

All brands, ranks and scores

1 p**A page per brand**

Scores, trend, households, what the AI says

15 pp**Method and data appendix**

All scores with 95% intervals

2 pp**THE RANKING IS FREE · THE REPORT IS A PAID SUBSCRIPTION**

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