

PRESS RELEASE · Stockholm, 21 October 2026

The more the AI knows about the buyer, the worse premium brands fare

When the AI model Claude learns who is buying a car, it steers them away from premium brands and towards better-value options. BMW comes last, and Toyota comes first for both Claude and GPT. That is the finding of Pickd, a new measurement by BrandValuator of which brands AI models recommend.

More and more people ask an AI for advice before they buy. Pickd measures what the AI tells them. In October 2026, two AI models – Anthropic's Claude Sonnet 5.5 and OpenAI's GPT-6 Luna – each answered 1,125 questions about Sweden's 15 largest car brands. The questions were asked both with no information about the buyer and for buyers the AI already knows, from young singles and families with children to single parents.

Three findings

- The AI turns into a thrifty adviser once it knows the buyer. With no information about the buyer, the brands score close together. When Claude knows something about the buyer's household and finances, BMW, Polestar, Mercedes-Benz, Audi, Cupra and Tesla lose the most. A single parent is advised to buy a used Toyota, Skoda or Kia. "I have no brand preference," Claude says. GPT also marks premium brands down, but marks most other brands down too.
- Size brings no advantage. Among consumers, bigger brands get more favourable opinions – one of the best-documented rules in marketing. Among the AI models it barely holds. Volvo leads new-car registrations but ranks fifth for both models. Hyundai, sixteenth in the market, makes the top four. For families with children, Claude recommends Volvo as readily as Toyota.
- Toyota first, BMW last. Toyota tops the ranking for both models, with Skoda second. BMW comes last for both.

What it could mean

AI assistants are gaining memory and know more and more about their users. If the pattern holds, car brands will find it harder to charge for image. What counts in the AI's answer is purchase price, running costs and reliability. For premium brands, the price premium is at stake – the part of the price a buyer pays for the brand itself.

How the measurement works

Each AI model rated every brand from 0 to 10 for how likely it would be to recommend it to someone buying a new car. Every question was asked in a fresh conversation with no memory, in three situations: with no information about the buyer, with the buyer's needs described, and with a buyer profile the AI already knows. Answers are weighted to Swedish household types (Statistics Sweden). Market positions are based on Mobility Sweden's new-car registrations for January–September 2026. The results describe what the AI models say, not what consumers buy.

About Pickd and BrandValuator

PickdTM is a recurring measurement of which brands AI models recommend. The ranking is free to share; the full report for each category is available by subscription. Pickd is powered by BrandValuator, a tool for transparent brand valuation aligned with ISO 10668 and ISO 20671. Pickd is independent and not affiliated with Anthropic, OpenAI or any brand ranked.

Pickd: brandvaluator.se/pickd

October edition with ranking, infographic and images: brandvaluator.se/pickd/se/cars/2026-10

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