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The Honesty City Index: Car Dealerships & More

Going beyond individual honesty, study compiles data on the reputation of car dealerships, government transparency, theft and more to determine honesty in 75 prominent cities around the world.

- **Tokyo, Amsterdam and Los Angeles** ranked the highest for car dealership reviews, meaning dealers in those cities received the **fewest negative reviews about purchasing new and second-hand cars.**
- **Zurich, Tokyo, and Adelaide** top the index as the most honest cities in the study.
- **Zurich, Tokyo and Phoenix** have the highest individual civic honesty scores from experiments which showed that residents **were most likely to return a found wallet filled with money.**

Berlin, Germany, March, 2021— Vehicle digitization specialists [Twinner](#) have released a study which reveals the honesty of 75 prominent global cities. As part of their mission to increase transparency within the second-hand car sales industry, the company wanted to see how car dealerships are viewed around the world, which led them to consider how honesty is measured and valued in a city as a whole. Inspired by this idea, they decided to commission a study which uses data to compare the level of honesty in some of the world's most renowned cities, curious to see how and whether this could be measured beyond the usual citizen 'honesty' tests.

How the study was conducted:

Twinner kicked off the study by first analysing a list of 350 well-known metropolises and shortlisted the top-ranking 75 cities with accessible comparable data, in order to evaluate them fairly against one another. An anonymous last place city* was included in the final results as a benchmark, but it's important to note that this index is not designed to show the least honest locations, as the specialists have no intention of 'shaming' any cities, but rather to celebrate those who did well.

The data analysis began by first looking into reviews for car dealerships in each city. Not only because the topic is of high interest to the company, but also because car dealerships tend to have a negative reputation (whether deserved or not) and therefore are a good measure of how people feel about the honesty of car sales in their city. Building on from this, Twinner investigated the available data on different forms of honesty for major cities around the world.

The vehicle specialists took inspiration from a number of studies that have attempted to quantify civic honesty through experiments such as the recent Cohn et al. “wallet test” which measured individual behaviour by dropping 17,000 wallets in cities around the globe to see how many of them would be returned. After analysing the results of these experiments, they turned their attention to the larger civic governance of a city, with the belief that honesty often filters from the top downwards.

The research was then divided into three broad areas, looking for national data on transparency on a governmental, economic and society level. Government transparency was measured using data on corruption, budget transparency and electoral integrity, while economic transparency was quantified by the estimated percentage of shadow economy present in a location. Societal transparency was measured by the extent to which the rule of law, voice and accountability and the freedom of the press was present. Next, the focus was narrowed back onto a city-level, by looking at the perception of theft by its citizens, which helps to illustrate how people rate their neighbours' honesty levels.

The final results of the study give a comprehensive picture of the level of honesty in 75 locations around the world, including which cities have the most high-rated car dealerships.

* The anonymous city in last place would rank in 350th place if all 350 cities researched for this study had been included in the final results.

Please find the full table of data and complete methodology on the results page:
<https://www.twiner.com/transparency-in-car-sales-honest-city-index>

Further findings and quotes from the CEO of Twinner can be found at the bottom of the press release

Findings:

The table below reveals a sample of results for the **top 10 cities with the highest scores for overall honesty**. All scores are out of 100, with 100 being the highest possible score, and 50 being the lowest.

The Top 10 Most Honest Cities	
City	Score
1. Zurich	100.0
2. Tokyo	96.6
3. Adelaide	94.9
4. Phoenix	94.3
5. Hamburg	93.1
6. Amsterdam	93.1
7. Munich	92.9
8. Copenhagen	92.1
9. Edinburgh	91.4
10. Brisbane	91.1

N.B. This is a sample of the full results, which you can find here: <https://www.twiner.com/transparency-in-car-sales-honest-city-index>

The tables below reveal a sample of results for the **cities with the highest Civic Honesty and Perception of Theft scores**, meaning the most civic honesty and the least concern about theft:

Civic Honesty	
City	Score
1. Zurich	100.0
2. Tokyo	97.8
3. Phoenix	97.2
4. Portland	96.5
5. Adelaide	96.0
6. Hamburg	94.0
7. Denver	92.9
8. Louisville	92.9
9. Prague	92.8
10. Brisbane	92.7

Perception of Theft	
City	Score
1. Zurich	100.0
2. Munich	99.3
3. Tokyo	95.1
4. Vienna	94.5
5. Copenhagen	94.0
6. Ottawa	93.6
7. Stuttgart	93.3
8. Valencia	92.5
9. Tel Aviv	92.2
10. Prague	92.0

The tables below reveal a sample of results **the cities with highest Car Dealer Reviews score**, meaning the best average reviews:

Car Dealer Reviews	
City	Score
1. Tokyo	100.0
2. Amsterdam	99.7
3. Los Angeles	97.1
4. Phoenix	93.6
5. Bremen	93.1
6. San Francisco	89.9
7. Lisbon	89.9
8. Munich	89.4
9. Leipzig	89.1
10. San Diego	88.2

Further findings by Country:

- Denmark has the highest **transparency in government** score (100), followed by New Zealand (96.9) and Switzerland (95.4).
- Switzerland has the highest **transparency in economy** score (100), followed by the USA (98.02) and Austria (97).
- Denmark has the highest **transparency in society** score (100), New Zealand (99.6) and the Netherlands (97.7).

Quotes

“At Twinner, the core problem we are addressing with our technology is removing the lack of transparency in the used car market. This lack of transparency has long existed, especially in used car sales and has understandably led to low levels of trust with consumers. If we want to eliminate this problem, we first have to understand the issue to its full complexity and find a way to quantify and measure it. Only if we find a measurement, can we prove that we are indeed revolutionizing the market and offering a solution to our customers,” comments Silvan Cloud Rath, CEO of Twinner. “While developing our methodology, one of the assumptions we made, was that trust is built when our counterpart is perceived as honest. One thing led to another and we found ourselves first defining an Honest Car Dealer Index, which we then turned into an Honest City Index, to gain a broader understanding about how trust is built in society. “

“There tends to be some perception that used-car dealers are dishonest. At the core of this issue, we have identified an information asymmetry, to the advantage of the sellers. This asymmetry is very difficult for buyers to overcome on their own, which is exactly what we are addressing with our technological innovation,” says Silvan Cloud Rath, CEO of Twinner. “The pandemic has also accelerated the online sales of vehicles, which has put further pressure on solving the issue of lacking transparency in the used car market. Consumers currently have to fully rely on what they see on the screen. With the help of our independent Digital Twins®, a digital copy of the vehicle, the highest level of transparency can be achieved. Buyers can see more than if they were standing in front of the car.”

“While conducting this study we gained a deeper understanding about the consumer relationship towards used car markets, including emotional dimensions, but we also understand how honesty in our business segments, relates to honesty in other areas of society and government. While we hope that the results of our study inspire other companies to think about how to increase transparency in their practices, our most important lesson is how tools to ensure honesty and trust in other areas of life can be applied to our business and help us build an even better product,” comments Silvan Cloud Rath, CEO of Twinner.

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Instructions for Publication:

Publishers are allowed to publish this data and graphics; we kindly ask that you give credit and link to the source: <https://www.twinner.com/transparency-in-car-sales-honest-city-index>

Spokespeople at Twinner are available for interviews. If you require an exclusive quote on a particular angle, then please contact us.

About Twinner: Founded in 2017, Twinner®’s mission is to be a gamechanger for the automotive industry. Used car sales, a market, which has been characterized by mistrust and the lack of transparency, is now moving into the digital era. With online used car sales platforms offering great convenience to sellers and buyers alike, they are lacking solutions to ensure transparency about the true condition and fair market value of a vehicle. Twinner® has spent years developing a solution to bridge exactly this gap. Digital Twins® will revolutionize the market by eliminating the fear of fraud and hidden damages of vehicles, replacing it by trust and transparency for all stakeholders involved during the transfer of vehicle ownership. With the help of high-resolution vehicle images, as well as a virtual 360-degree tour of the vehicle, the Digital Twinn® ensures the highest possible transparency. The unique quality of the Twinner Space® lies in the controlled environment, in which the digitalization takes place. Thus, Twinner® is defining a common global language for the future of autonomous vehicle valuations. And this is just the beginning; online car trading is only the first of many stakeholders in the large ecosystem that is about to develop around Twinner®, with parties such as car insurance and repair companies, car service providers and many more, who are on the verge of recognizing the real value of Digital Twins® for their business segments.

At Twinner®, over 150 international experts from diverse backgrounds of automotive, IT, start-ups and innovation industries are driving this revolution with numerous Clients in Germany, Europe and China.

About SweetSpot PR: Based in Berlin, Sweet Spot PR is a team of creatives, journalists and data analysts who founded an agency in response to the growing challenges facing the media as the industry adapts to the digital world. The agency promotes fact-based, informative and compelling journalism by connecting data-driven journalists with excellent content from research agencies and industry patrons.