



TWO THOUSAND TWENTY FOUR AUTOMOTIVE DIVERSITY SCORECARD

Company Name	Employment	Advertising	Marketing	Procurement	Dealers *	Philanthropy
Toyota	●	●	●	●	●	●
Stellantis	●	●	●	●	●	●
General Motors	●	●	●	●	●	●
Nissan	●	●	●	●	●	●
Hyundai	●	●	●	●	●	●
Honda	●	●	●	●	●	●
Kia	●	●	●	●	●	●
Mercedes Benz	●	●	●	●	●	●
Subaru	●	●	●	●	●	●
Volkswagen	●	●	●	●	●	●
BMW	●	●	●	●	●	●

●	Reflects best practices for ethnic diversity using RPC/CEF criteria. Release of goals, initiatives and investments with some accountability (based on survey and other confidential information provided to RP/CEF)
●	Some indication of diversity evident (goals, initiatives, accountability). Not all dollar investments, key figures and other scorecard factors disclosed
●	Diversity initiatives and investments non-existent, not disclosed or did not provide enough relevant information for scoring; did not submit a completed survey

*NAMAD assisted in ratings

** Scorecard based on 2023 data.