

Toyota Returns To Top 10 Best Global Brands

The Associated Press

TOKYO, Oct. 3 (Kyodo) — Toyota Motor Corp. returned to the top 10 in the Best Global Brands rankings for 2012, seizing top spot among global automakers, a U.S. consulting firm said Wednesday.

The Japanese automaker came 10th in the annual rankings, up from 11th in 2011, according to Interbrand Corp., which analyzes global companies' financial data to determine their brand value.

Coca-Cola Co. was the top global brand, unchanged from last year, followed by Apple Inc., which rose to the No. 2 spot from eighth place amid brisk sales in developed and emerging markets over the last year, while IBM Corp. fell to third from second, Interbrand said.

Sony Corp. ranked 40th, dropping from 35th, while Nissan Motor Co. rose to 73rd from 90th, partly due to its quick recovery from the March 2011 earthquake, and was named as one of the top rising brands this year.

South Korean companies also rose in the brand rankings, including Samsung Electronics Co. in ninth place, the highest ranked among Asian companies.

Source URL (retrieved on 01/26/2015 - 5:43am):

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