

DESTINATION

GATE

STATUS



TRANSPORTATION REPORT

Recap





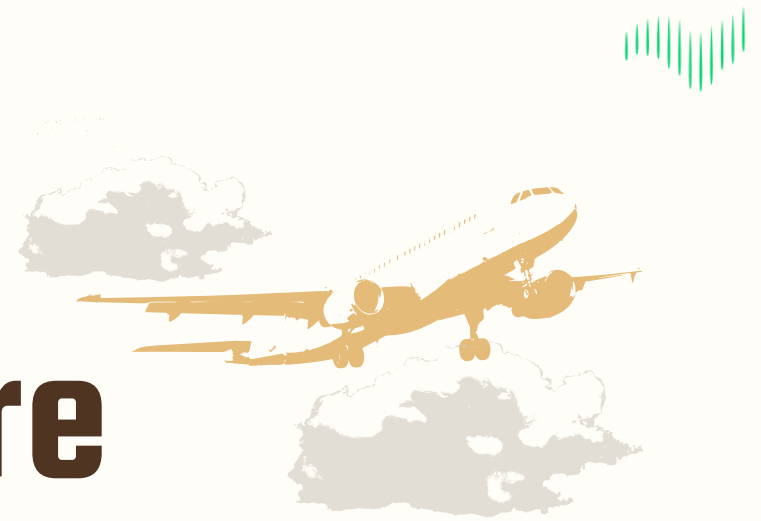
The state of Transportation reputation in 2025

The Transportation industry is moving through transformation — balancing innovation, safety, and sustainability while under constant public scrutiny.

Using RepTrak data and Advisory expertise, these quick-slides provide a quick recap of our Transportation Report, revealing how leading Transportation companies are rebuilding confidence, strengthening stakeholder relationships, and turning challenges into long-term momentum.

Let's explore where progress is happening — and where reputation is driving the industry forward.

Resilience in Reputation Score

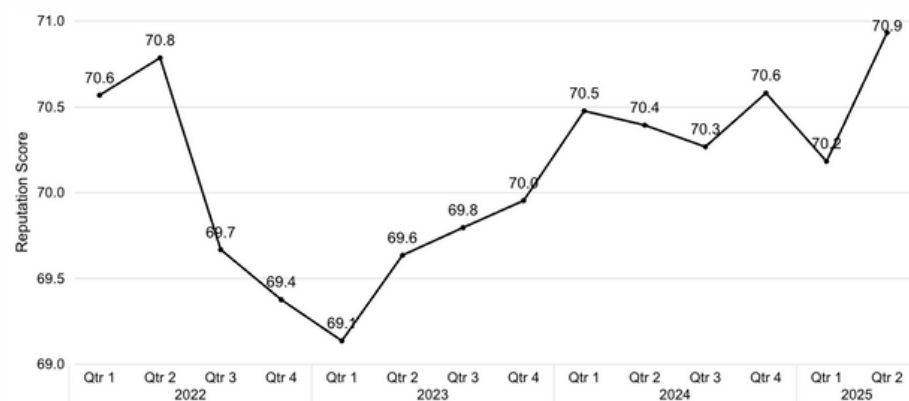


The Transportation industry is finding smoother air.

After hitting a low in 2023, the industry's Reputation Score climbed ▲1.8 points to 70.9 in Q2 2025, fueled by renewed reliability and more transparent communication.

70.6 *H1 2025 REPUTATION SCORE*

GLOBAL TRANSPORTATION REPUTATION SCORE OVER TIME



Source: RepTrak CRT Data



Drivers in Motion

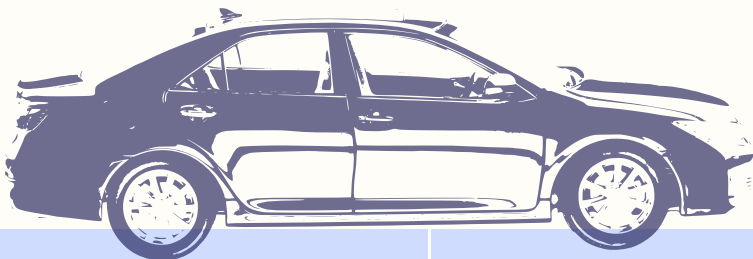
Most Drivers of Reputation improved in H1 2025 for the industry — especially Conduct, Citizenship, and Workplace — showing visible effort toward responsibility and employee care.

Stakeholders are rewarding tangible progress and proof over promises.

H1 2025 GLOBAL TRANSPORTATION DRIVER SCORES

DRIVER	SCORE	CHANGE
Products & Services	72.1	▲ 0.2
Performance	71.9	▼ 0.2
Leadership	70.5	▲ 0.3
Workplace	68.3	▲ 0.9
Conduct	67.8	▲ 0.6
Innovation	67.2	▲ 0.2
Citizenship	66.6	▲ 0.8

Source: RepTrak CRT Data
▲▼ Statistically significant change





Talk About It

In a world where every disruption unfolds in real time, leaders must shift from reacting to leading — communicating not just what went wrong, but how they're making it right.

Honest, consistent communication turns transparency into trust, showing stakeholders that companies aren't just responding — they're learning, improving, and leading with accountability.



Brian Slivnick

**VP, Advisory
AMERICAS**

“

“Because of today’s media landscape, service and safety missteps are more visible than ever. Transparent leadership communication that explains the steps a company is taking to keep customer needs front and center is essential to sustaining trust.”

”





Stalled Outcomes

In H1 2025, most Business Outcomes show little statistical change — a sign that stakeholders are waiting for more proof of progress before they act. But stagnation isn't failure; it's opportunity.

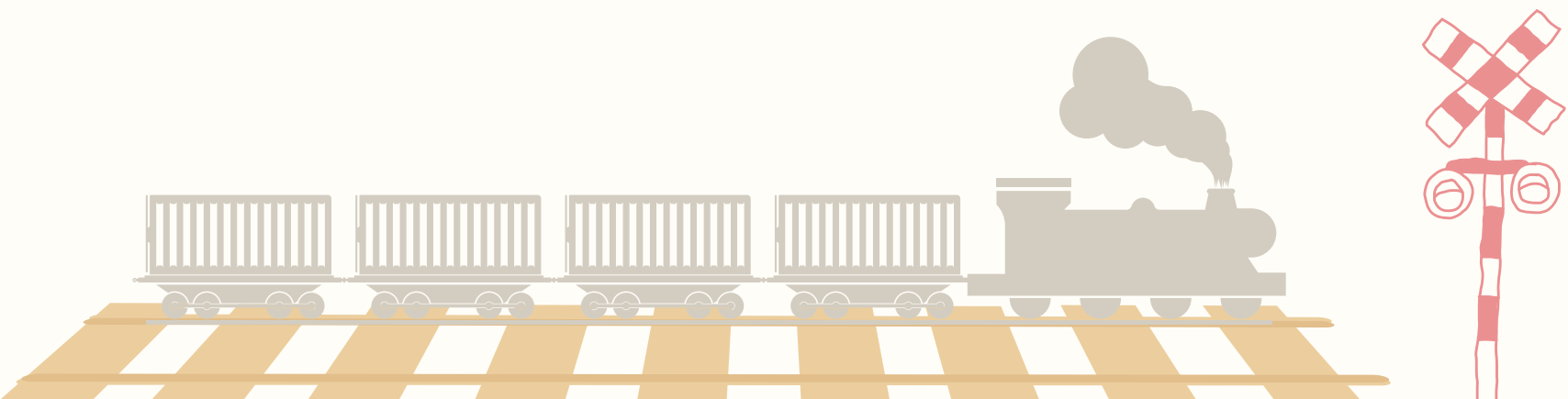
Companies that communicate openly and respond with fairness are best positioned to turn confidence into advocacy.

H1 2025 GLOBAL TRANSPORTATION BUSINESS OUTCOMES SCORES

OUTCOME	SCORE	CHANGE
Say Positive	69.4	△ 0.1
Recommend Products	68.3	0.0
Buy	67.8	▽ 0.1
Trust To Do The Right Thing	67.2	▽ 0.1
Benefit Of The Doubt	64.4	▲ 0.2
Invest	59.2	▲ 0.4
Work For	58.9	▲ 0.5

Source: RepTrak CRT Data

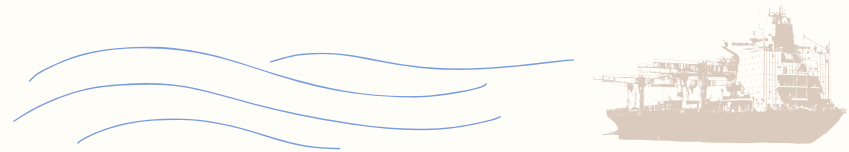
▲▼ Statistically significant change △▽ Change, but not statistically significant





From Passengers to Promoters

Every journey shapes reputation.



When companies lead with reliability, empathy, and responsiveness, passengers don't just complete their trip — they become advocates.

It all begins with a seamless, detail-oriented experience that turns confidence into loyalty. When experience delivers, reputation follows.

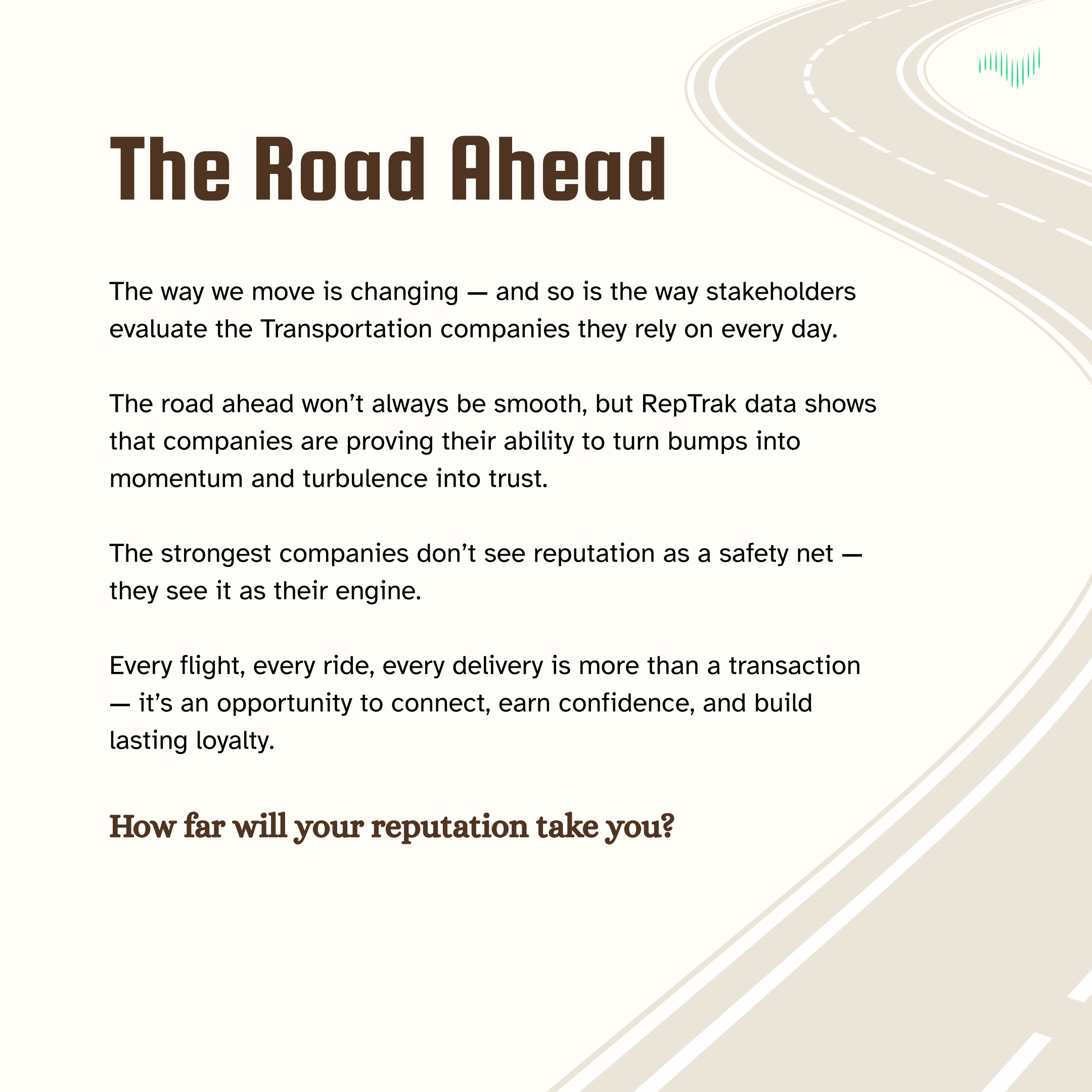
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“We’ve seen a direct correlation between willingness to recommend products and willingness to buy. These days, it couldn’t be more important to incentivize positive conversations about your brand.”

”



Dan Swedlove
Manager, Advisory
AMERICAS



The Road Ahead

The way we move is changing — and so is the way stakeholders evaluate the Transportation companies they rely on every day.

The road ahead won't always be smooth, but RepTrak data shows that companies are proving their ability to turn bumps into momentum and turbulence into trust.

The strongest companies don't see reputation as a safety net — they see it as their engine.

Every flight, every ride, every delivery is more than a transaction — it's an opportunity to connect, earn confidence, and build lasting loyalty.

How far will your reputation take you?

Read the full Transportation Report



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