

Ford was the Most Searched Brand in the US in 2012

/EINPresswire.com/ Search giant Google says searches on Ford beat out all other leading automakers.

[Zimmerman Ford](#), located in Cedar Rapids, Iowa, has long been one of the area's premier purveyors of new and used vehicles, and they proudly offer the full lineup of new cars, trucks, and SUVs from Ford, as well as pre-owned models from a variety of respected automakers. The Zimmerman staff proudly recommends the Ford brand to their customers, but apparently people have been looking to discover it for themselves, as Google — the search giant of the tech industry — has revealed that Ford was the most searched brand in the United States in 2012.



2013 Ford C-Max Hybrid

Google is one of the world's foremost authorities on search technology, and the company issued its global trends report by analyzing 1.2 trillion searches across 146 countries. According to the results, Ford beat out numerous other top automakers, including Honda, Nissan, BMW, Audi, and Chevrolet, among others.

The vice chairman of Edmunds.com, Jeremy Anwyl, said, "Marketing drives a lot of traffic," adding that web traffic can also be driven by "the vehicles that are being launched — big incentives, which is a form of marketing — and news about the brands." Ford regularly offers incentives for prospective drivers of their vehicles, and the fact that the company is being searched regularly is certainly an indicator of interest.

Drivers are clearly looking at Ford's green technology, too. Among searches for hybrid vehicles and plug-in electric cars, the Fusion Hybrid and the C-Max Hybrid figured prominently, showcasing the company's commitment to enhancing efficiency and consumers' interest in those efforts.

Ford's strong showing in Internet searches wasn't just relegated to web users in the United

States, though. Ford was also searched with some of the world's top automakers in Germany, Austria, Australia, and Colombia. This is an indication that the automaker's brand is strong the world over, showcasing American auto innovation across the globe.

Zimmerman Ford is proud to represent one of the world's most-searched automakers, just as they're proud to showcase that automaker's vehicles at their Cedar Rapids dealership. Drivers who wish to learn more about the strength of the Ford brand, or those who are looking for their next new or pre-owned vehicle, should [visit their dealership](#) at 4001 1st Ave SE.

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