

# Fake Review Bombing Threatens Small Businesses in the Vehicle Shipping Industry

LOS ANGELES, CA, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- As online platforms like Google face growing pressure to crack down on fake reviews and AI-generated spam, one national vehicle transport brokerage is raising concerns after being targeted in what it describes as a “malicious pattern of review abuse” following a compliance-related carrier denial.

Bigfella Auto Express, a Houston-based nationwide brokerage known for strict carrier vetting protocols, recently identified a series of vague, repetitive 1-star reviews posted to its Google Business Profile. The accounts showed no connection to the company’s transport history, and many were traced to foreign locations.

“These reviews aren’t from customers,” said Andre Bramwell, founder of Bigfella Auto Express. “They came from overseas accounts within days of us denying a transport to a carrier that didn’t pass our standard insurance checks. We had no booking, no paperwork, and no signed agreement — just retaliatory online behavior.”

The company reports that the reviews appeared shortly after enforcing its internal compliance policy, which requires all carriers to submit active insurance, FMCSA operating authority, and relevant documents before being dispatched. The decision to deny the transport was made to protect customer safety and legal compliance.

Bigfella Auto Express filed a police report with the Houston Police Department after numerous harassing calls from the carrier, submitted a formal complaint through Google’s Business Redressal system, and flagged the issue with its dispatch platform, citing review abuse and platform manipulation.



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## Fake Reviews Becoming a Weapon in the Transport Industry

While fake reviews have long been a concern in industries like hospitality and retail, the issue is now spreading to logistics and auto transport, where customer trust and digital reputation heavily influence decision-making.

Known as “review bombing,” the tactic involves posting multiple fake reviews in a short window — often from anonymous or international accounts — to damage a business's public image. The challenge for many small businesses is that review platforms often default to assuming the reviewer is legitimate, unless concrete evidence proves otherwise.

“We play by the rules, screen every carrier for safety, and provide full documentation to our clients,” said Bramwell. “But when you deny a job based on compliance, and suddenly get hit with fake reviews, you realize the system isn’t built to protect honest businesses.”

## Turning the Situation Into a Teachable Moment

Instead of remaining quiet, Bigfella Auto Express is using the situation as a way to educate both customers and brokers about how to identify red flags and protect themselves from high-risk carrier situations.

The company has published a blog that walks through common signs of bad-faith operators, how to verify a carrier’s credentials, and what types of behavior — like review retaliation or failure to provide insurance documents — should be treated as major warning signs.

Read the full blog:

[Why Carrier Vetting Matters – A Real-World Example](#)

## A Call for Stronger Platform Accountability

Bigfella Auto Express is now calling on tech and transport platforms to improve moderation and support mechanisms that protect businesses from unfair reviews, especially in business-to-business settings.

Recommended platform updates include:

Letting brokers submit BOLs or CRM data to prove a reviewer was never a customer

Adding stronger identity checks for reviews tied to service businesses

Reviewing repetitive or identical review text across unrelated businesses

“Fake reviews don’t just hurt businesses — they mislead the public and weaken trust in review platforms,” Bramwell added. “We’re asking Google and dispatch networks to step up and ensure bad actors can’t weaponize reviews to punish companies that do things the right way.”

## About Bigfella Auto Express

Bigfella Auto Express is a minority-owned, nationwide [auto transport brokerage](#) headquartered in Houston, Texas. The company provides transparent pricing, compliance-driven dispatching, and real-time customer updates through a trusted network of fully vetted carriers. Bigfella serves private vehicle owners, dealerships, corporate relocations, and auctions across all 50 states.

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