

Ferrari claims "world's strongest brand" title again

Brand valuation and strategy consultancy Brand Finance Global 500 has awarded "the world's strongest brand" title to Ferrari, making it the second consecutive year the car manufacturer is awarded the title.

Ferrari, with a Brand Strength Index (BSI) score of 94.1 out of 100, tops the rankings of only 12 brands to be awarded the highest AAA+ rating.

“ The world's strongest [#brands](#) revealed!

- [@Ferrari](#) named world's strongest brand with BSI 94.1

- [@Disney](#) in 2nd place, brand value up 6.7%

- [@WeChatApp](#) snaps 3rd place as it records colossal 1424% brand value increase over 5 years

REPORT: <https://t.co/YXAGyLWvQ> [#BFGlobal500 pic.twitter.com/dRUnA9hpPF](https://pic.twitter.com/dRUnA9hpPF)- Brand Finance (@BrandFinance)
[January 22, 2020](#) ”

The Brand Finance Global 500 2020 report calculates the value of the Ferrari brand at \$9.1bn with year on year growth of 9%, boosted by positive sales and overall brand strength. It measures brand strength on the basis of the efficacy of a brand's performance on intangible measures compared to its competitors.

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