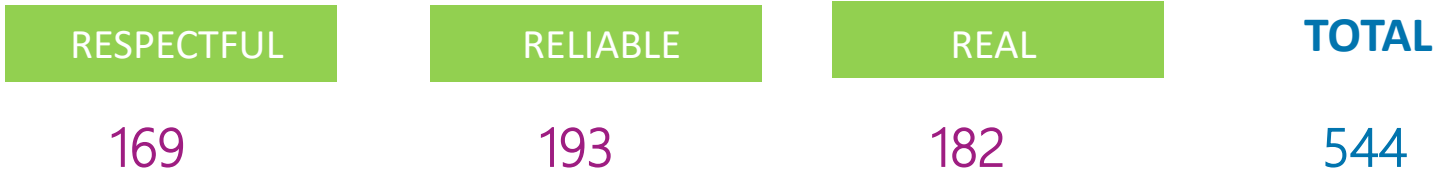


# THE TOP FIVE OF AUTHENTICITY IN SPAIN

5



# THE TOP FIVE OF AUTHENTICITY IN SPAIN

4



RESPECTFUL	RELIABLE	REAL	TOTAL
172	182	197	551

# THE TOP FIVE OF AUTHENTICITY IN SPAIN

3



RESPECTFUL	RELIABLE	REAL	TOTAL
140	188	224	552

# THE TOP FIVE OF AUTHENTICITY IN SPAIN

2



RESPECTFUL	RELIABLE	REAL	TOTAL
229	155	199	583






# THE TOP FIVE OF AUTHENTICITY IN SPAIN

1



RESPECTFUL	RELIABLE	REAL	TOTAL
212	225	199	636

# THE THREE R'S OF THE TOP FIVE

	RESPECTFUL	RELIABLE	REAL	TOTAL
	212	225	199	636
	229	155	199	583
	140	188	224	552
	172	182	197	551
	169	193	182	544

# SPAIN'S AUTHENTIC 100 FOR 2017: TOP 6-100

6 Ikea	25 20th Century Fox	44 Mapfre	63 Colgate	82 Nissan
7 Cola Cao	26 El Pozo	45 Frigo	64 SEAT	83 YouTube
8 Bosch	27 Bezoya	46 El Caserio	65 Estrella Damm	84 Ritz-Carlton
9 Google	28 Harley Davidson	47 Estrella Galicia	66 Panasonic	85 NH Hotels
10 El Corte Inglés	29 Levi Strauss & Co	48 LG	67 Mahou	86 Zara
11 Audi	30 Solán de Cabras	49 Coca-Cola	68 Lego	87 Melia Hotels
12 BMW	31 Michelin	50 ING	69 Braun	88 Vodafone
13 Danone	32 Calvo	51 Porsche	70 Honda	89 Trivago
14 Lindt	33 Font Vella	52 Bayer AG	71 Casa Tarradellas	90 Giorgio Armani
15 Mercadona	34 Nike	53 Nespresso	72 Puleva	91 Repsol
16 Nescafé	35 La Lechera	54 Heineken	73 Cartier	92 Netflix
17 Dinsey	36 Sony	55 Toyota	74 Alhambra	93 Siemens
18 Amazon.com	37 Pascual	56 Correos	75 Canon	94 Gillette
19 Bimbo	38 Carbonell	57 Hewlett-Packard	76 Tiffany & Co.	95 Johnson & Johnson
20 Mercedes Benz	39 La Casera	58 MasterCard	77 Ford	96 Peugeot
21 Rolex	40 Hero	59 Philips	78 Dodot	97 Flex
22 Roca	41 Rolls Royce	60 Iberia	79 Ferrero	98 Yamaha
23 Microsoft	42 Pixar	61 Adidas	80 Carrefour	99 Lacoste
24 Samsung	43 Campofrío	62 Visa	81 Louis Vuitton	100 Chupa Chups