[**Volkswagen Brand Hit by Negativity Amid Emissions Scandal**](http://r.smartbrief.com/resp/gZwuDwljfjbeezcsaraYnwalvsYQ?format=standard)

Volkswagen's reputation is in danger following the news the company falsified emissions data. Its YouGov BrandIndex score in the US has fallen to -2 from 10 to 11, and in Germany, it plummeted to -8 from its usual 18-to-22 range. Negative tweets about the brand skyrocketed to 16,070 between Sept. 18 and 21, in comparison to 766 negative tweets in the four days prior to Sept. 18, per Amobee Brand Intelligence.

[***Advertising Age***](http://r.smartbrief.com/resp/gZwuDwljfjbeezcsaraYnwalvsYQ?format=standard) ***9/22/15***

<http://adage.com/article/cmo-strategy/volkswagen-brand-takes-image-hit-emissions-scandal-grows/300486/>