MADOR REPORT · NOVEMBER 2026

Car dealerships in Italy: brand by brand

We asked 13 AI assistants where to find car dealerships in 12 cities in Italy, with the same 5 questions in every city: a car dealership, used cars with a warranty, nearly-new zero-mileage cars, a dealership with a workshop for servicing, and a dealership that takes your old car in part exchange. That makes 778 valid answers, collected on 8 November 2026.

The questions, and how often people search for them on Google

Monthly Google searches in Italy, averaged over the last twelve months and added up across the 12 cities (Google Ads via DataForSEO, as of 8 November 2026). Questions to assistants are longer than Google searches, so the most-searched wording on the same topic is shown next to each one.

1. «concessionaria auto a [city]»: 5,715 searches a month as «concessionaria auto [city]». The most-searched wording on the same topic: «concessionaria [city]», 18,224 searches a month.
2. «auto usate garantite a [city]»: 342 searches a month. The most-searched wording on the same topic: «auto usate [city]», 66,276 searches a month.
3. «auto km 0 a [city]»: 4,705 searches a month. The most-searched wording on the same topic: «auto km 0 [city]», 5,658 searches a month.
4. «concessionaria con officina per tagliando e assistenza a [city]»: 0 searches a month. The most-searched wording on the same topic: «tagliando auto [city]», 866 searches a month.
5. «concessionaria che ritira l'usato in permuta a [city]»: 117 searches a month as «permuta auto [city]». The most-searched wording on the same topic: «vendere auto usata [city]», 2,641 searches a month.

602 of 778 answers name at least one chain

Count the names, though, and independent dealerships come out ahead: 3,784 names of independent dealerships against 1,219 chain names. 139 answers name independent dealerships only.

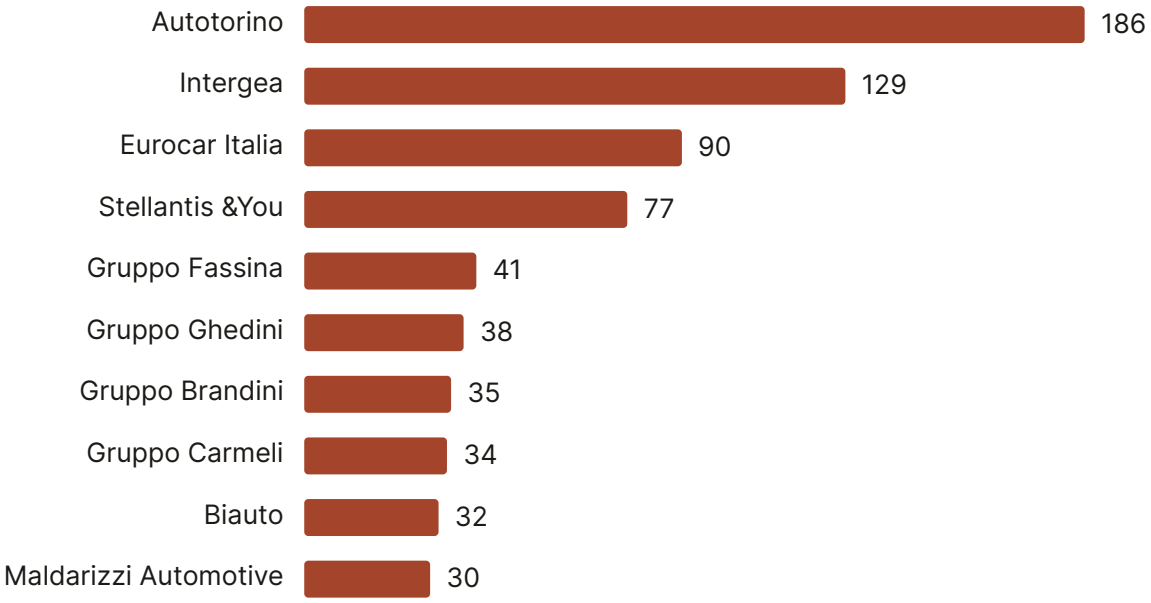
Autotorino is recommended in 186 answers and in 12 of 12 cities

Next come Intergea, recommended in 129 answers, and Eurocar Italia, in 90. Below are the chains recommended in at least 10 answers, with the cities where they show up.

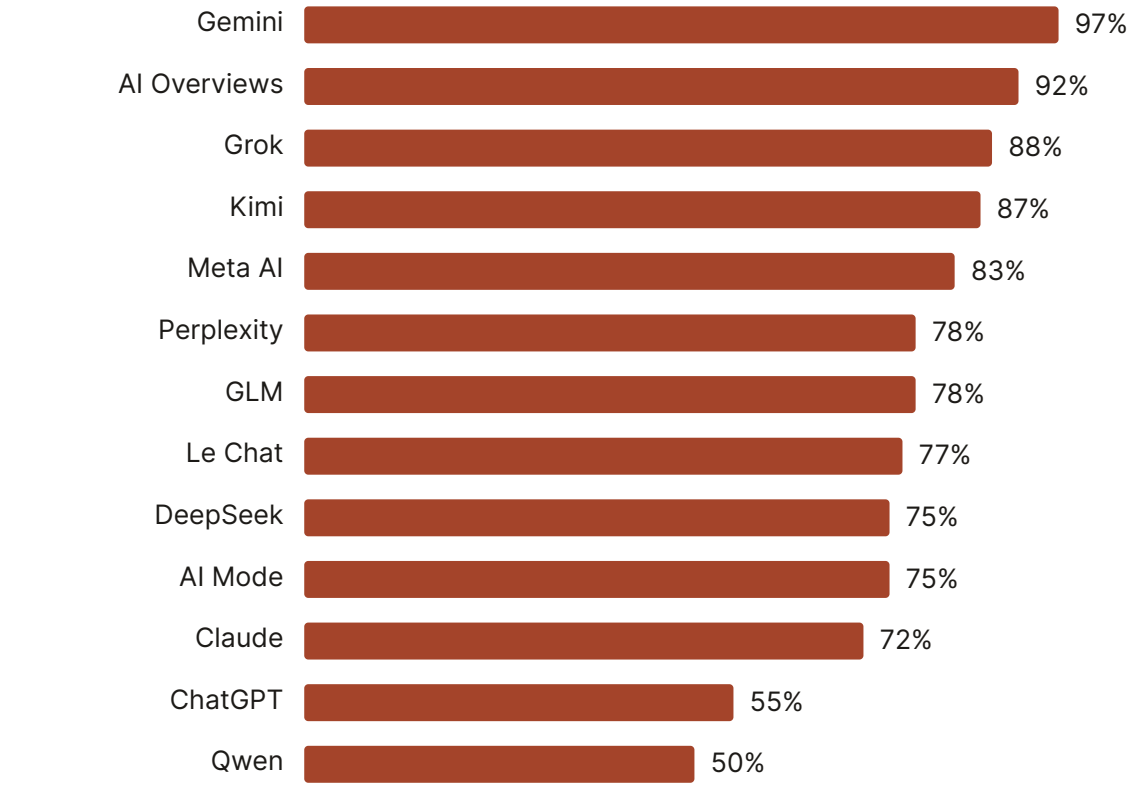
The sites AI reads most when it talks about car dealerships

Of the 491 answers that show the sites they read, google.com is read in 118, autotorino.it in 109, automobile.it in 99, spoticar.it in 97, subito.it in 80. Each site counts once per answer.

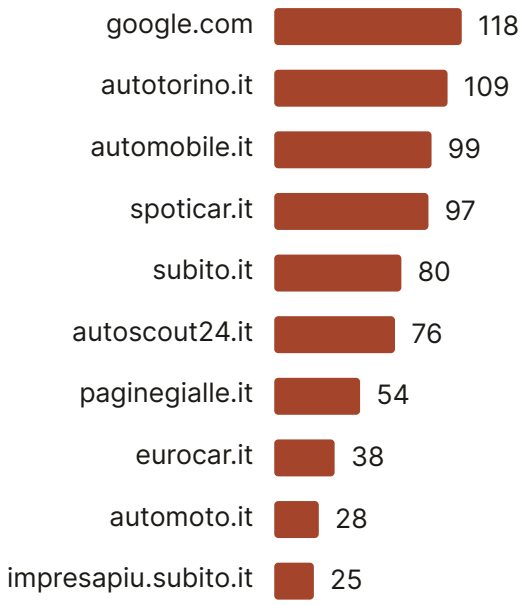
Chains, by answers that recommend them



Answers naming at least one chain, by assistant



Most-read sites, answers



The chains, brand by brand

Out of 778 answers in 12 cities. Answers are the ones that recommend the chain; cities are those where at least one answer recommends it.

Chain	Answers recommending it	Cities
Autotorino	186	12
Intergea	129	9
Eurocar Italia	90	9
Stellantis &You	77	6
Gruppo Fassina	41	5
Gruppo Ghedini	38	1
Gruppo Brandini	35	1
Gruppo Carmeli	34	2
Biauto	32	4
Maldarizzi Automotive	30	1
Concessionaria Fiori	29	1
Gruppo Farina	27	5
Gruppo Bossoni	27	4
Gruppo Barchetti	26	3
Gruppo Morini	25	2
Autoscala	25	1
Gruppo Marino	25	1
Carpoint	24	3

Chain	Answers recommending it	Cities
Gruppo Bertucco	24	1
Leonori	24	1
Spazio Group	22	1
Gruppo Bonera	18	2
Autouno	17	1
Autocentri Balduina	16	2
Penske Cars	15	2

Another 10 chains show up in fewer than 10 answers.

City by city: chains and independent dealerships

Chains among names: chain names out of all names in the city's answers.

City	Answers	With a chain	Chains among names	Most recommended
Torino	65	59	31%	Autotorino, Intergea, Spazio Group
Milano	65	55	34%	Gruppo Fassina, Intergea, Autotorino
Roma	65	58	32%	Concessionaria Fiori, Romana Auto, Leonori
Napoli	65	54	27%	Stellantis &You, Autoscala, Gruppo Farina
Firenze	65	60	29%	Gruppo Brandini, Autosas, Biauto
Bologna	65	51	22%	Gruppo Ghedini, Gruppo Morini, Penske Cars
Verona	64	49	23%	Gruppo Bertucco, Autotorino, Eurocar Italia
Brescia	65	52	26%	Eurocar Italia, Gruppo Carmeli, Gruppo Bossoni
Padova	64	16	5%	Pavan Automobili, Ferri Auto, Ghiraldo & Autoin
Bergamo	65	59	33%	Autotorino, Intergea, Eurocar Italia
Bari	65	45	17%	Maldarizzi Automotive, Gruppo Marino, Marino Automobili
Modena	65	44	13%	Autotorino, Pelloni Auto, Auto Grifone

Method

Cities: 12 cities where at least two multi-site dealer groups have locations, according to the groups' websites as checked on 8 November 2026. Every city gets the same 5 questions, in Italian and identical for every assistant; one answer per question and assistant, collected on 8 November 2026.

Assistants: ChatGPT, Claude, Gemini, Perplexity, Grok, Meta AI, Le Chat, DeepSeek, Qwen, GLM, Kimi, AI Overviews and AI Mode, on their top models and with web search where the assistant uses it; AI Overviews and AI Mode are Google's answers, where they appear. Copilot was not measured. Grok's answer in Padua and AI Overviews' answer in Verona to the second question are missing. 778 of 780 answers are valid.

DeepSeek answers without searching the web, so it tends to name the best-known brands.

Claude Haiku read the names in the text of each answer. A chain counts once per answer, even when the answer names several of its locations.

Here a chain is a dealer group with several locations. Carmakers' brands, their used-car programmes (such as Spoticar or Das WeltAuto), workshop chains, listing and online sales sites, and rental companies count neither as groups nor as dealerships.

Only the subsidiaries a group lists on its own website are merged into it. For Intergea, subsidiaries such as Autoingros, Autoghinzani, Mocauto and Car Village count as Intergea; companies it only holds a stake in, such as Torino Auto and Autobase, stay separate dealerships.

Stellantis &You is Stellantis's own retail network, not an independent group: according to its official website, checked on 8 November 2026, its sites are multi-brand dealerships selling new and used cars, with a workshop.

Gruppo Fassina counts as a group with two locations, in Milan and Padua, as listed on its website.

Autouno counts only in Naples, where its locations are: in the other cities the same name may belong to another business, especially in DeepSeek's answers, and those answers stay out of the count.

The report counts the answers where the AI recommends the chain, not the ones that name it only to say it does not fit. A chain shows up in a city if at least one answer recommends it. The opening figure counts every answer that gives the name.

Run a dealership? Mador's free scan tells you which assistants you show up in, and who they name instead of you.

See where your dealership shows up

For chains: Mador measures how AI recommends brands with many locations, city by city.

Mador, "Car dealerships in Italy: brand by brand", November 2026, mador.ai.