

## Problem-Free Ownership Experience Drives Vehicle Brand Loyalty, J.D. Power Finds

Ford and Toyota Receive Two Awards Each; Mazda, Honda, Hyundai Also Awarded by Owners

**MEXICO CITY: 22 Nov. 2017** — A problem-free experience in the first three years of vehicle ownership has a significant effect on intended loyalty to the vehicle brand among owners in both the premium and non-premium categories, according to the J.D. Power 2017 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS), released today.

The study, now in its third year, measures problems experienced during the past 12 months by original owners of vehicles in Mexico after 12-36 months of ownership. The study examines 177 problems across eight categories: engine and transmission; vehicle exterior; driving experience; features/controls/displays; audio/communication/entertainment/navigation (ACEN); seats; heating, ventilation and cooling (HVAC); and vehicle interior. Overall dependability is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.

“It’s interesting to see how in-car technology is being embraced and how it affects owners’ impressions of their vehicle,” said **Gerardo Gomez, Senior Director and Country Manager at J.D. Power de México**. “For example, problems with Bluetooth pairing and other connectivity issues have increased significantly in Mexico since 2016. They have also been common problems in other markets and have become the number one problem for vehicle owners in Mexico this year. In our internet-connected world, automakers need to ensure this functionality isn’t a headache for drivers on the go.”

Other key findings of the study include:

- **Loyalty and advocacy directly related to vehicle dependability:** Similar to owner experiences measured in the J.D. Power 2017 Japan Vehicle Dependability Study,<sup>SM</sup> and consistent with the 2016 Mexico Vehicle Dependability Study, intended loyalty among owners in Mexico is very high when no vehicle problems are experienced; in 2017, this includes 80% of premium owners and 70% of non-premium owners. When these owners experience even one problem, loyalty declines by 14 percentage points and 17 percentage points, respectively. This illustrates that providing a problem-free experience is critical for manufacturers to foster loyalty.
- **Interior continues to be problematic:** The most frequently reported problems for a third consecutive year are in the interior category (+ 0.6 PP100 to 25.9 in 2017), followed by driving experience (+ 2.6 PP100 to 23.8 in 2017) and exterior (+ 0.6 PP100 to 21.8 in 2017) categories.
- **Fuel efficiency is increasingly important for vehicle buyers:** Owners of premium and non-premium vehicles alike rate their satisfaction with fuel economy as relatively poor. Among reasons for purchasing that are measured in the study, 37% of owners indicate fuel efficiency is important, making this a critical area for automakers to focus improvement.

### Study Rankings

**Acura** ranks highest in vehicle dependability with a score of 59 PP100. **GMC** ranks second with 62 PP100, followed by **BMW** with 72 PP100. The overall industry average is 147 PP100, a decline from 137 PP100 in 2016.

The 2017 Mexico Vehicle Dependability Study (VDS) is based on the evaluations of 9,950 interviews with owners in Mexico who purchased their vehicle from March 2014 through June 2016. The study was fielded from March through August 2017.

See the online press release at <http://www.jdpower.com/pr-id/2017172>.

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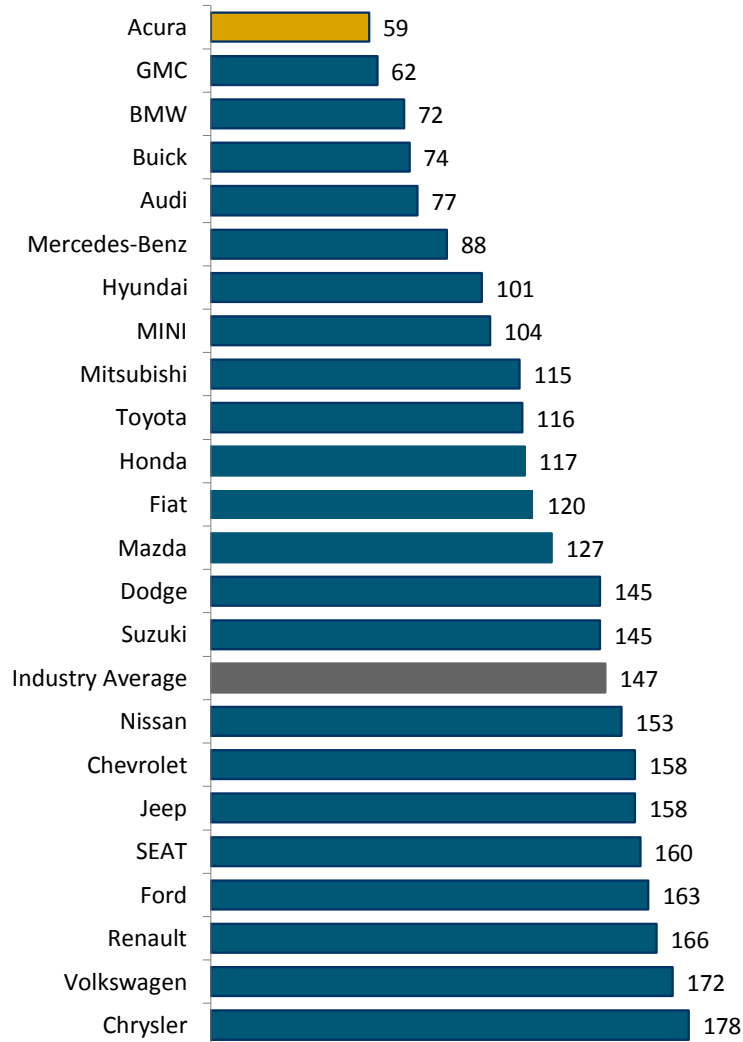
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Note: Two charts follow.

# J.D. Power 2017 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

## 2017 Brand VDS Ranking Problems per 100 Vehicles (PP100)



Source: J.D. Power 2017 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

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# J.D. Power

## 2017 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

### Top Three Models per Segment

<b>Compact</b> <b>Highest Ranked: Hyundai Elantra</b> Toyota Avanza Mazda Mazda3	<b>Midsized SUV</b> <b>Highest Ranked: Mazda CX-9</b> Chevrolet Equinox Toyota Highlander
<b>Entry SUV</b> <b>Highest Ranked: Honda HR-V</b> Chevrolet Captiva Sport Honda CR-V	<b>Minivan*</b> <b>Highest Ranked: Toyota Sienna</b>
<b>Entry Sub-Compact</b> <b>Highest Ranked: Ford Figo</b> Chevrolet Spark Nissan March	<b>Premium SUV</b> <b>Highest Ranked: GMC Yukon</b> Audi Q3 Acura RDX
<b>Midsized</b> <b>Highest Ranked: Ford Fusion</b> Mazda Mazda6 Toyota Camry	<b>Upper Sub-Compact</b> <b>Highest Ranked: Toyota Yaris Sedan</b> Hyundai Grand i10 Mitsubishi Mirage

\* No other models in this segment performs above segment average.

Note: There must be at least four models with 67% of market sales or at least three models with 80% of market sales in any given award segment for an award to be presented. The Audi A1 has ranked highest in the Entry Premium segment but is not shown due to the segment average ranking above the models that are ranked in the segment.

**For more detailed findings on vehicle quality and dependability performance, visit [www.jdpower.com/dependability](http://www.jdpower.com/dependability)**

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