

**Dealer Service Facilities Play Crucial Role in Increasing Vehicle Dependability, J.D. Power Finds**BMW Ranks Highest among Luxury Brands; Hyundai Ranks Highest among Mass Market Brands

**MEXICO CITY: 15 Nov. 2019** — Vehicle owners in Mexico who have visited non-dealer service facilities in the past 12 months have 47 more problems per 100 vehicles than owners who take their vehicles to dealer facilities, so the onus is on dealers to keep customers in-house to improve perceived vehicle dependability, according to the J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS), released today. Overall dependability is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.

“The most frequently reported problems have remained consistent from 2018,” said **Gerardo Gomez, Senior Director and Country Manager, J.D. Power de Mexico**. “Owners are taking their vehicles to dealers primarily to solve problems about half the time, most of which are simple like fixing Bluetooth connectivity issues. When owners bring their vehicles to an authorized dealer, it allows automakers to track and address frequently recurring problems with specific makes and models. When automakers are able to tackle these problems, drivers are more satisfied.”

The study, now in its fifth 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: exterior; driving experience; features/controls/displays (FCD); audio/communication/entertainment/navigation (ACEN); seats; heating, ventilation and air conditioning (HVAC); interior; and engine/transmission.

Following are key findings of the 2019 study:

- **Vehicle dependability improves across all categories:** The industry average for 2019 is 148 PP100, an improvement of 19 PP100 from 2018. Additionally, all eight problem categories improve year over year, with FCD and ACEN improving the most (-4.5 PP100 and -3.3 PP100, respectively).
- **Engine/transmission and driving experience account for most severe problems:** Vehicle owners rate problems with their vehicles on a severity scale of 1 to 5, with 5 being the most severe. The four most severe problems belong to the engine/transmission category—excessive fuel consumption; fluid leaks; abnormal transmission noises; and abnormal engine noises—followed by the driving experience category, which accounts for two of the most severe problems: brakes are noisy and strut/shock absorber problem. Excessive fuel consumption triggers the most dealer visits with 70% of owners having taken their vehicles to the dealer to get it fixed.
- **Vehicle age vs. problems by category:** There is a direct correlation between the frequency of problems and the age of a vehicle. Owners have nearly twice as many problems across all measured categories during the third year of ownership than in the first year. The top three problems presented in the three years of purchase sampled in the study are built-in Bluetooth mobile phone/device frequent pairing/connectivity issues; materials scuff/soil easily; and noisy brakes are consistently.
- **More problems mean lower repurchase intent:** More than half (58%) of customers who do not experience problems with their vehicles are willing to recommend their vehicle and 61% say they would repurchase the same vehicle. Recommendation and repurchase intent drop to 17% when a vehicle that has one problem.

**Study Rankings**

**BMW** ranks highest in vehicle dependability among luxury brands, and performs best highest overall, with a score of 81 PP100. **Audi** ranks second with 84 PP100 and **MINI** ranks third with 88 PP100.

**Hyundai** ranks highest among mass market brands with a score of 102 PP100. **Toyota** ranks second with 113 PP100, followed by **Kia** with 114 PP100.

The 2019 Mexico Vehicle Dependability Study is based on the evaluations of 8,186 interviews with owners in Mexico who purchased their vehicle from February 2016 through February 2018. The study was fielded from March through August 2019.

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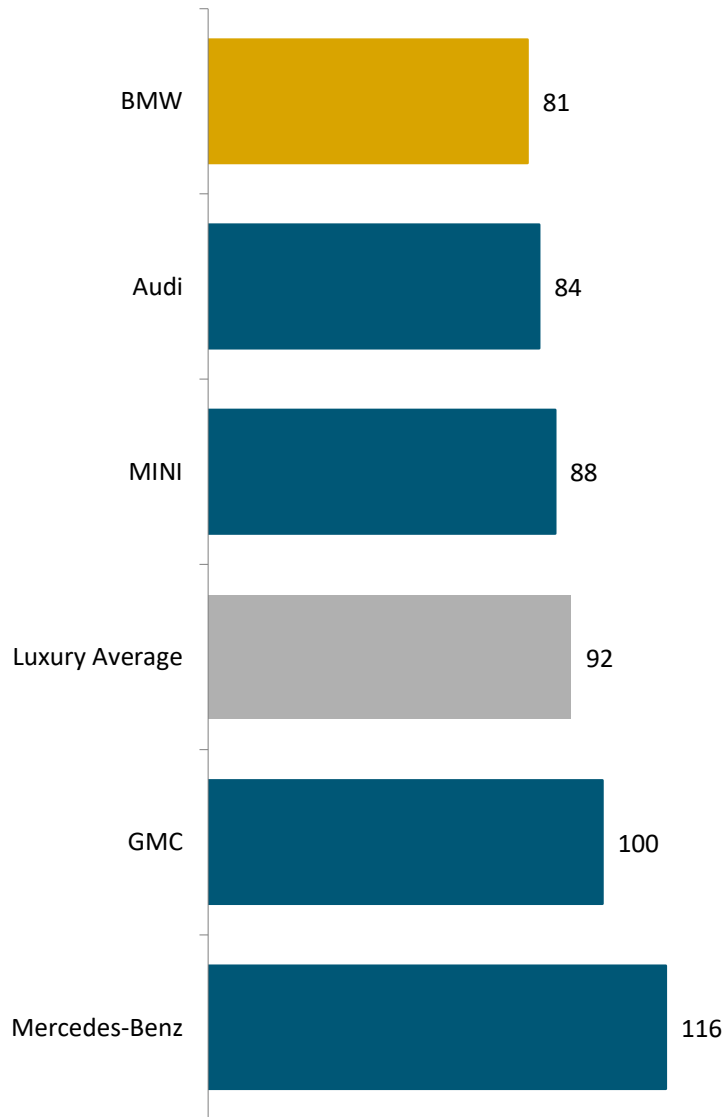
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NOTE: Three charts follow.

# J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

## 2019 VDS Brand Ranking—Luxury *Problems per 100 Vehicles (PP100)*



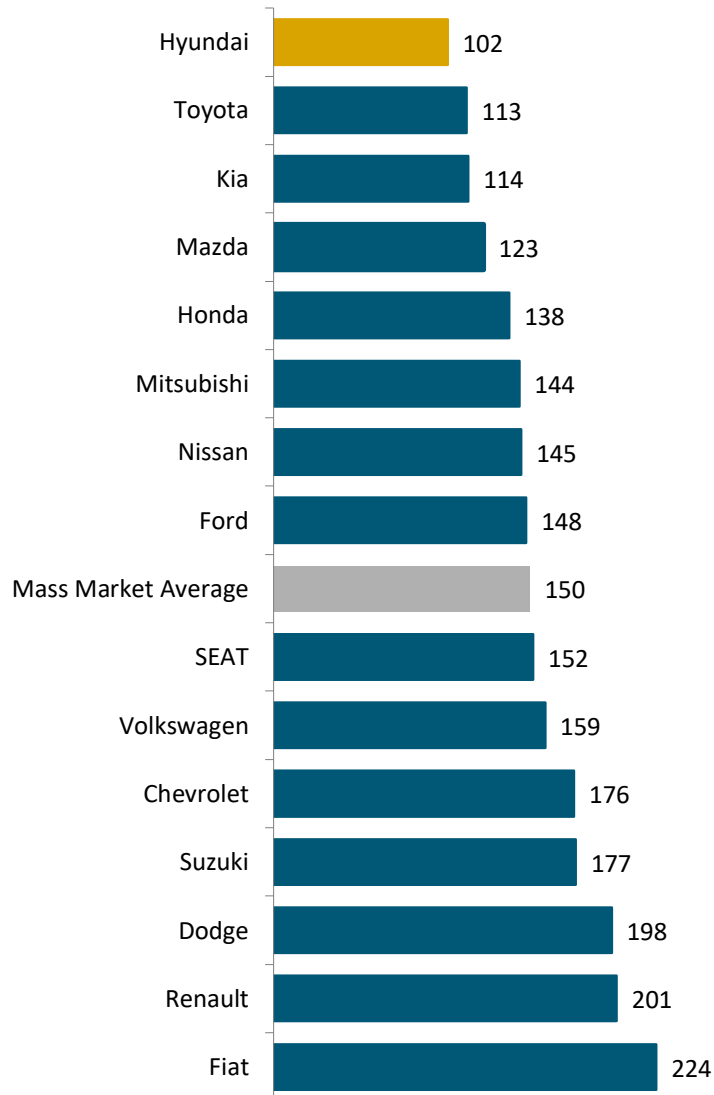
*Note: Buick is included in the study but is not ranked due to small sample size.*

*Source: J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)*

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# J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

## 2019 VDS Brand Ranking—Mass Market *Problems per 100 Vehicles (PP100)*



*Note: RAM is included in the study but is not ranked due to small sample size. Jeep is included in the study but does not meet specific rank-eligibility rules.*

*Source: J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)*

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## 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

### Top Three Models per Segment

<b>Compact</b> <b>Highest Ranked: Toyota Prius</b> Toyota Corolla SEAT Leon Volkswagen Golf	<b>Entry SUV</b> <b>Highest Ranked: Hyundai Creta</b>
<b>Crossover</b> <b>Highest Ranked: Nissan Kicks</b> Honda HR-V	<b>Midsize</b> <b>Highest Ranked: Toyota Camry</b> Volkswagen Passat Honda Accord
<b>Entry Premium</b> <b>Highest Ranked: Audi A3</b> MINI Countryman	<b>Midsize SUV</b> <b>Highest Ranked: Mazda CX-5</b> Toyota RAV4 Chevrolet Equinox
<b>Entry Sub-Compact</b> <b>Highest Ranked: Hyundai Grand i10</b> Chevrolet Spark NG Nissan March	<b>Upper Sub-Compact</b> <b>Highest Ranked: Toyota Yaris Sedan</b> Volkswagen Polo Kia Rio

Top three models and award recipients include only those at or above respective segment averages.

Note: There must be at least four models with 67% of market sales in any given award segment for an award to be presented. Entry Pickup, Fullsize Pickup, Fullsize SUV, Mid Premium, Mini Pickup, and Premium SUV segments did not meet criteria to be award eligible, thus no awards will be issued.

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

Source: J.D. Power 2019 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS)

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