

**Interior and Engine/Trans Problems Negatively Affect New-Vehicle Appeal in Mexico, J.D. Power Finds**Audi Ranks Highest among Luxury Brands; Mazda Ranks Highest among Mass Market Brands

**MEXICO CITY: 15 Nov. 2019** — Interior and engine/transmission are the most influential categories affecting customer satisfaction among vehicle owners in Mexico, according to the J.D. Power 2019 Mexico Automotive Performance, Execution and Layout (APEAL) Study,<sup>SM</sup> released today. Other problem categories examined in the study include exterior; driving experience; features/controls/displays; audio/communication/entertainment/navigation; seats; and heating, ventilation and air conditioning.

“This year’s results dipped slightly from 2018, mostly because of owners’ viewpoints on important areas in automotive design,” said **Gerardo Gomez, General Manager and Country Manager, J.D. Power de Mexico**. “Creating a problem-free experience will help increase customer satisfaction, as well as brand promotion and repurchase intent.”

Net Promoter Score<sup>®</sup> (NPS)<sup>1</sup> measures customers’ likelihood to recommend both their vehicle make and model on a 0-10 scale. Customers are segmented into three groups: detractor (0-6), passive (7-8) or promoter (9-10). NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. NPS decreases by 14 points overall within the Mexico market when the owner experiences two or more problems compared with the owners that don’t indicate any problems. Promoters are 61% more likely to repurchase the same brand than detractors.

**Highest Ranked Brands**

**Audi** ranks highest in APEAL with among luxury brands, with a score of 918 (on a 1,000-point scale). **BMW** (915) and **GMC** (915) rank second in a tie.

**Mazda** ranks highest in APEAL among mass market brands, with a score of 892. **Honda** (877) ranks second and **Toyota** (876) ranks third.

The 2019 Mexico APEAL study is based on responses from 8,186 original owners of 2016 to 2018 model-year vehicles. The study was fielded from March through August 2019.

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**Media Relations Contacts**

Silvia Mosqueda; Mexico City; +52 1 55 5368 2177; [smosqueda@sintralogistics.com](mailto:smosqueda@sintralogistics.com)

Brais Álvarez; Mexico City; +52 1 55 7474 4074 [Brais.alvarez@jdpa.com](mailto:Brais.alvarez@jdpa.com)

Geno Effler; U.S.A.; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

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<sup>1</sup> Net Promoter,<sup>®</sup> Net Promoter System,<sup>®</sup> Net Promoter Score,<sup>®</sup> NPS,<sup>®</sup> and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

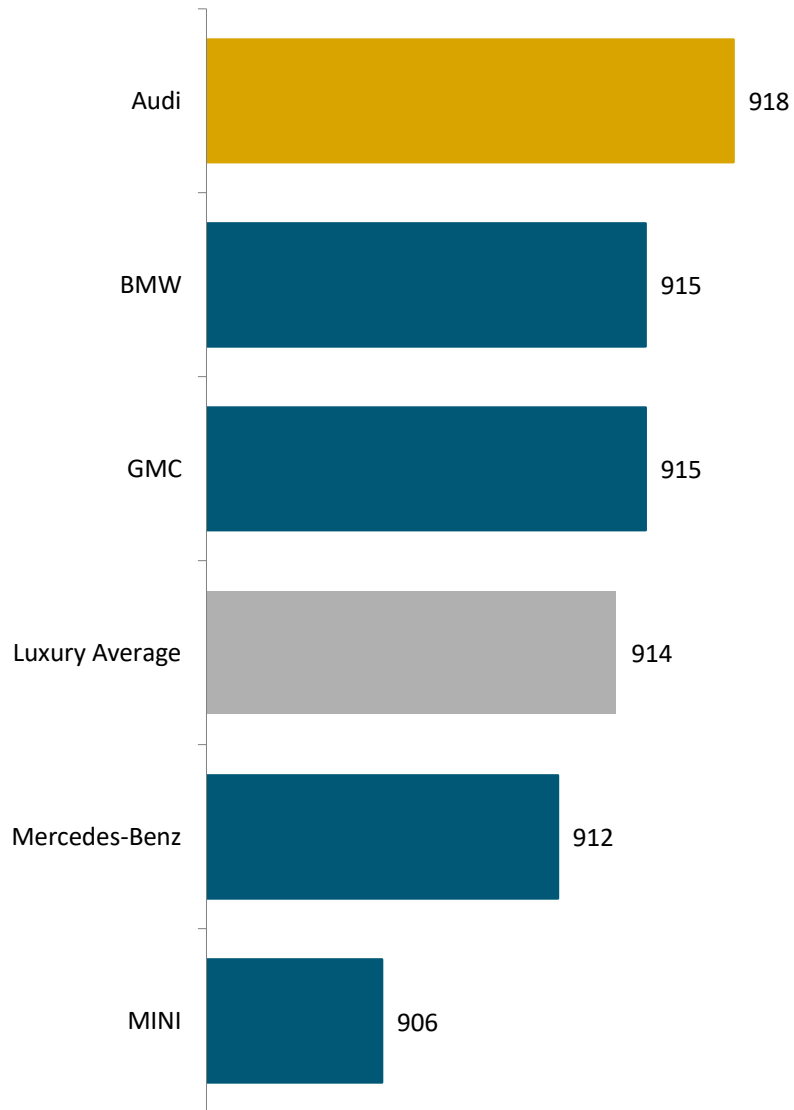
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NOTE: Two charts follow.

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

## 2019 APEAL Brand Ranking—Luxury (Index on a 1000 points scale)



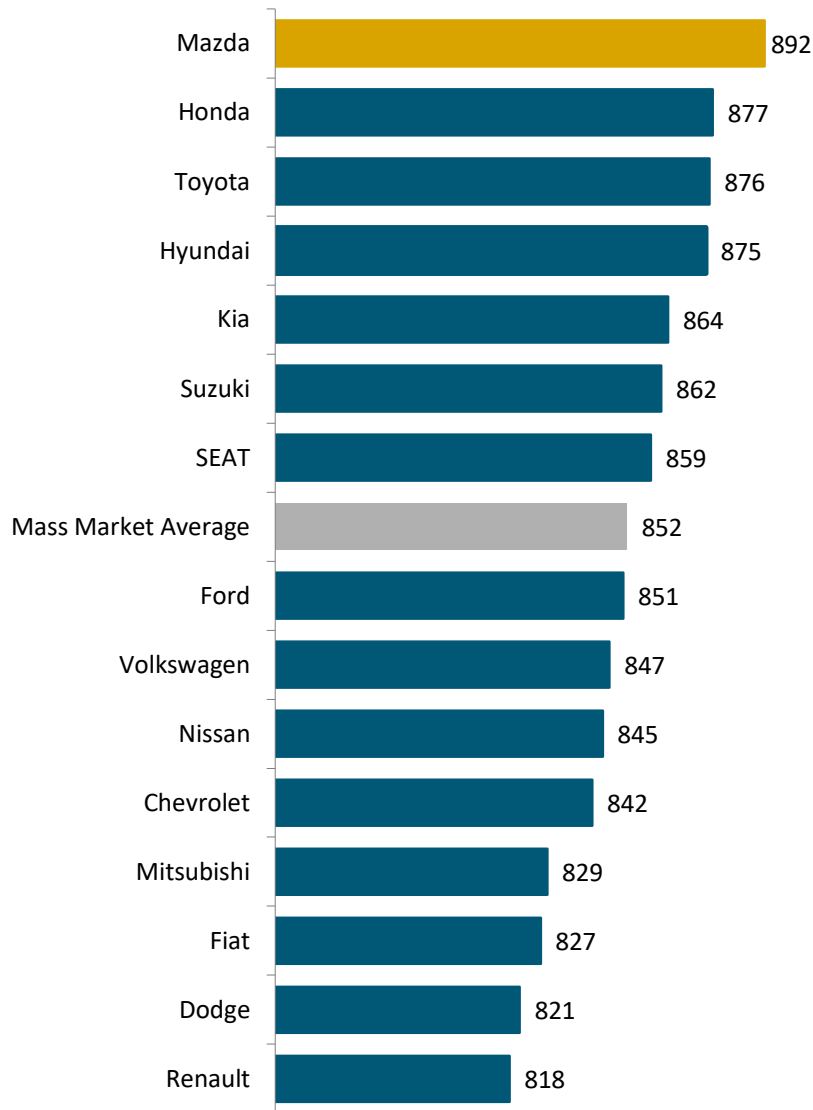
*Note: Buick is included in the study but is not ranked due to small sample size.*

*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 APEAL Brand Ranking—Mass Market (Index on a 1000 points scale)



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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