

New Brands and Proliferation of Electrified Vehicles Introduce Sales Challenges in Mexico, JD Power Finds

GMC Ranks Highest in Overall Sales Satisfaction and Premium Segment;
Toyota Ranks Highest in Mass Market Segment

- Electrified vehicle offerings raise expectations across the sales journey
- Mass market brands gain narrow gap in satisfaction
- China brand sales grow, but trust and execution lag

MEXICO CITY: 26 March 2026 – As electrified vehicle offerings grow in Mexico and Chinese brands proliferate throughout the marketplace, new-vehicle buyer expectations around the sales process are evolving. Dealers able to support and educate buyers as they purchase these newer powertrains are driving higher sales satisfaction, according to the JD Power 2026 Mexico Sales Satisfaction Index (SSI) Study,SM released today.

Overall, both premium and mass market dealers can improve satisfaction by better understanding buyer needs—the study’s top key performance indicator (KPI) with a 60-point impact. At the same time, buyer perceptions of brand trust shape how these interactions are experienced. Trust in French brands (605 on a 700-point scale), Spanish brands (609) and Chinese brands (616) remains comparatively low, though trust in Chinese and Spanish brands improves this year by 5 and 7 index points, respectively. As Chinese brands continue to expand in the Mexican market, turning this growing interest into stronger buyer satisfaction represents a critical opportunity.

“Chinese brands are playing an increasingly important role in Mexico’s shift toward hybrid, plug-in hybrid (PHEV) and battery electric vehicles (BEVs),” said **Gerardo Gomez, senior director and country manager at JD Power Mexico**. “Adoption is growing, particularly among younger buyers, but challenges remain. Limited charging infrastructure and ongoing concerns around trust and perceived quality continue to shape buyer experiences. For dealers, the opportunity lies in supporting customers throughout the sales journey—providing clear guidance on new technologies, ensuring consistent service and simplifying paperwork—to turn interest into sustained sales satisfaction.”

Following are some key findings of the 2026 index:

- **Satisfaction gap shrinks between premium and mass market segments:** The sales satisfaction gap between premium (901 on a 1,000-point scale) and mass market (888) segment buyers continues to narrow. Premium brands experience notable year-over-year declines across multiple elements of the delivery process, including with delivering vehicles in perfect condition (88%, -5 percentage points); follow-up calls to check vehicle condition (50%, -3 pp); post-delivery satisfaction calls (53%, -5 pp); and delivering vehicles fully fueled (28%, -6 pp). Conversely, mass market brands lead

in the study's top KPI of understanding customer needs and in delivering vehicles in perfect condition. Despite these strengths, a 28-point gap in dealer facility highlights an opportunity for mass market brands to further enhance dealer amenities and improve support for pairing or connecting phones to the Bluetooth system during delivery.

- **Buyers of electrified vehicles require greater support across sales journey:** Sales satisfaction among new-vehicle buyers has improved year over year for gas-powered vehicles, while newer powertrain technologies show declining satisfaction, underscoring execution gaps as portfolios electrify and Chinese brands gain market share. Satisfaction with gas-powered vehicles rises to 889 (+4 points from 2025), while hybrids decline to 901 (-8), BEVs drop to 887 (-5) and PHEVs fall sharply to 881 (-21). As electrified vehicle offerings expand, dealers must adapt sales processes, simplify deal paperwork and strengthen delivery execution to better support buyers. Examples include streamlining financing and highlighting available tax exemptions; ensuring vehicles are fully charged at handoff; and guiding buyers through home charging options or demonstrating smart charging features.
- **Chinese brands see rising avoidance despite high test drive interest:** Study results indicate that 52% of buyers avoid consideration of at least one brand, with avoidance of Chinese brands rising sharply. Among those who avoid a brand, 46% specifically avoid Chinese brands—12 percentage points higher than in 2025—making Chinese-origin vehicles the only sub-origin group to see an increase in avoidance. The top reasons cited by buyers are unreliability (30%), brand reputation (24%) and ratings/reviews (18%). Despite leading in test drive frequency, Chinese brands remain among the lowest in sales satisfaction, highlighting that strong execution matters more than high engagement.

Index Rankings

GMC ranks highest overall and among premium brands with a score of 918. **BMW** (916) ranks second and **Mercedes-Benz** (904) ranks third.

Toyota ranks highest among mass market brands with a score of 913. **Kia** (911) ranks second and **Ford** (901) ranks third.

The Mexico Sales Satisfaction Index (SSI) Study, now in its 13th year, provides automotive manufacturers and consumers with an objective measure of the satisfaction levels of new-vehicle buyers. The study emphasizes the relevance of the online vehicle shopping experience and examines customer satisfaction with the selling dealer across six measures (listed in order of importance): dealer personnel (28%); delivery process (21%); facility (20%); working out the deal (12%); paperwork (13%); and brand website (5%).

The 2026 study is based on evaluations of new-vehicle buyers in Mexico considering 2024-2026 models, after 1 to 12 months of ownership. The study was fielded from September 2025 through February 2026.

About JD Power

JD Power is a proven leader in business-critical data and intelligence to drive auto-related decisions with confidence and clarity. By leveraging unmatched proprietary data, advanced analytics and deep industry expertise, JD Power fuels original equipment manufacturers, retailers, lenders, insurers and partners to enhance their performance.

Since 1968, JD Power has delivered incisive guidance and intelligence about customer interactions with brands and products. To learn more about the company's business offerings, visit [JDPower.com](https://www.jdpower.com).

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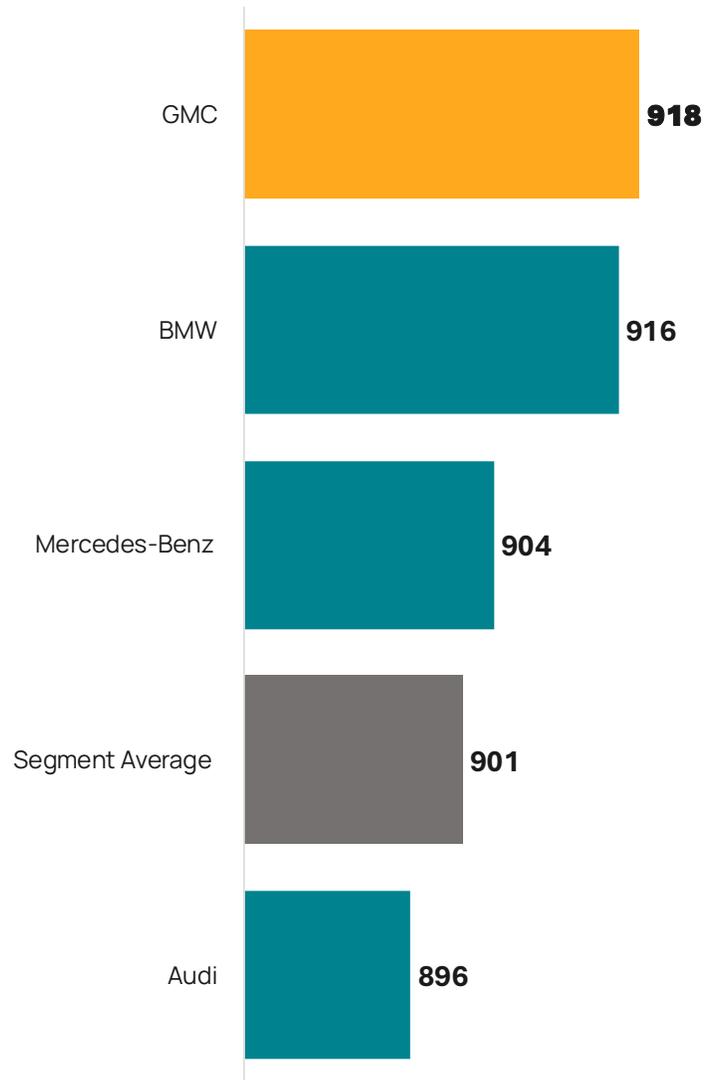
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Note: Two charts follow.

JD Power 2026 Mexico Sales Satisfaction Index (SSI) StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

PREMIUM



Source: JD Power 2026 Mexico Sales Satisfaction Index (SSI) StudySM

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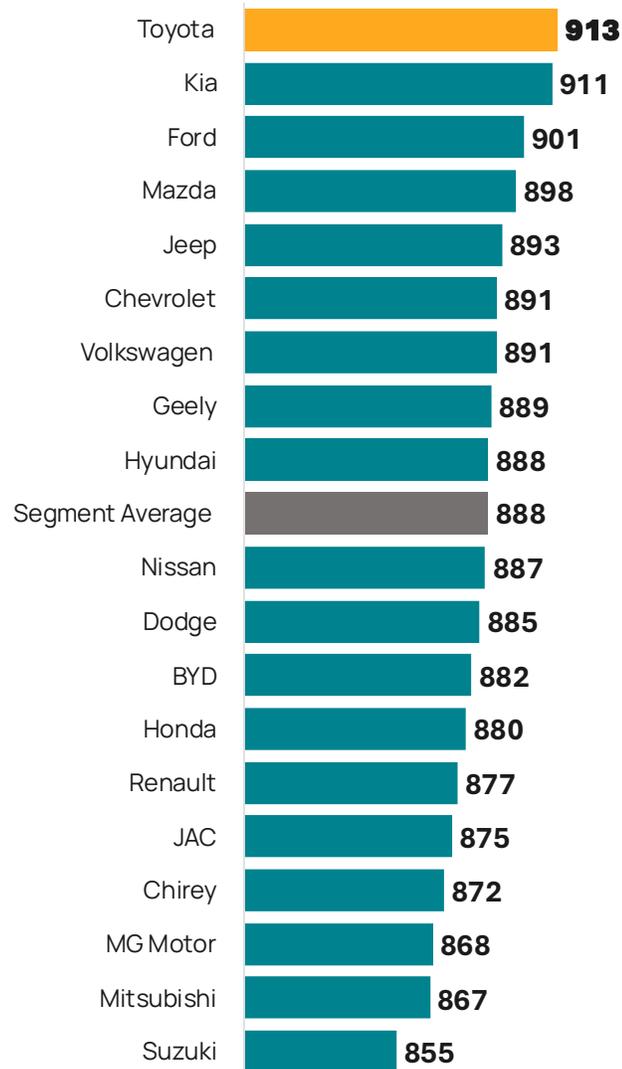
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2026 Mexico Sales Satisfaction Index (SSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

MASS MARKET



Source: JD Power 2026 Mexico Sales Satisfaction Index (SSI) StudySM

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