

Vehicle Dependability Drives Future Purchase Decisions in Mexico, J.D. Power Finds

Hyundai (Mass Market) and GMC (Premium) Rank Highest in Respective Segments

MEXICO CITY: 30 Nov. 2021 — Vehicle dependability is a key factor in future purchase decisions by owners, with the first three years being the most critical for persuading customers to remain loyal to their vehicle brand. In stark contrast to this reality, the J.D. Power 2021 Mexico Vehicle Dependability StudySM (VDS), released today, reports the overall number of problems cited per vehicle has experienced a sharp increase to 201 problems per 100 vehicles (PP100) from 148 in 2019.

“Automakers have a tremendous opportunity to retain customers and seize market share by addressing current problem areas,” said **Brais Álvarez, account manager at J.D. Power de Mexico**. “In fact, automakers can find areas to improve across all categories, with owners reporting an increasing number of problems in each of them in this year’s study. Automakers need to focus on the more severe problems for owners as these will drive them to defect to other brands in the future if they’re not addressed.”

The study, now in its seventh 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. Overall dependability is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality. The collection method for gathering responses from vehicle owners changed in 2019 with the removal of face-to-face interviews.

Following are some key findings of the 2021 study:

- **Inside and outside of vehicles remain problematic:** For a sixth consecutive year, the category with the highest number of problems is interior (39 PP100), with a worn or faded steering wheel being the top problem in the category. The category with the largest increase in problems since 2019 is exterior (11 PP100), followed by FCD (10 PP100) and interior (9 PP100).
- **Crossover segment leads vehicle dependability for second consecutive year:** Mexico’s fastest-growing segment, crossovers, has the lowest number of problems (153) compared with the best-selling segment, upper sub-compact vehicles (212). Brands should analyze how the crossover segment is leading in categories such as the exterior (29 PP100), where the pickup segment is falling short in that same category (41 PP100). The van segment is included in the study for the first time and has the highest number of problems (258 PP100).
- **More problems, less loyalty:** On average, nearly three-fourths of vehicle owners who cite zero to four problems with their vehicle are likely to recommend the brand. However, likelihood to repurchase declines from 66% among those who cite zero problems to 54% among those who cite four problems.

Highest-Rankings Brands

Hyundai ranks highest in vehicle dependability among mass market brands, and performs best overall, with a score of 132 PP100. **Toyota** ranks second (154 PP100) and **Suzuki** ranks third (157 PP100). **Renault** shows the most improvement year over year, with a reduction of 74 PP100 from 2020.

GMC ranks highest among premium brands with a score of 175 PP100. **BMW** ranks second (206 PP100) and **Audi** ranks third (207 PP100).

Nissan ranks highest among commercial brands with a score of 226 PP100.

The 2021 Mexico Vehicle Dependability Study is based on the evaluations of 6,976 interviews with owners in Mexico who purchased their vehicle from 2018 through 2020. The study was fielded from May through September 2021.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit <https://mexico.jdpower.com/>.

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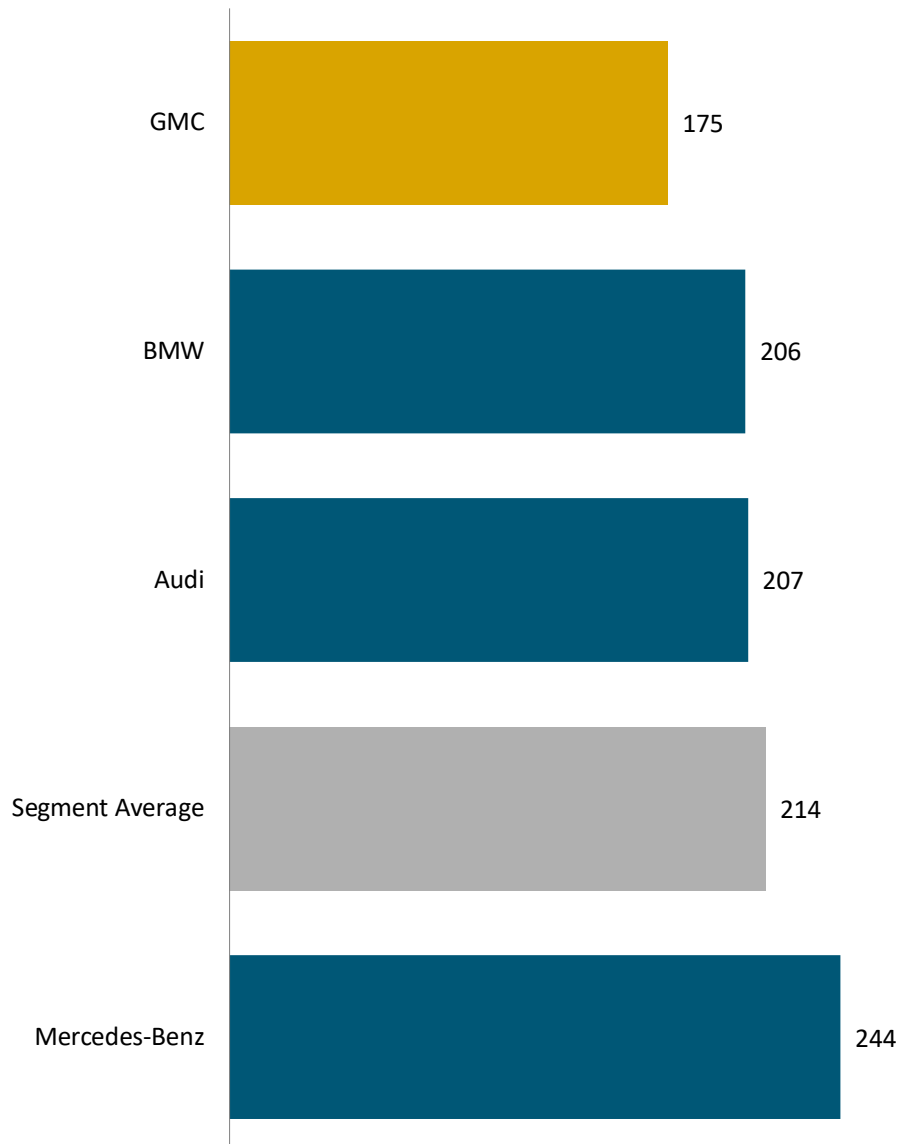
NOTE: Four charts follow.

J.D. Power 2021 Mexico Vehicle Dependability StudySM

Brand Ranking

Problems per 100 (PP100)

Premium



Source: J.D. Power 2021 Mexico Vehicle Dependability StudySM

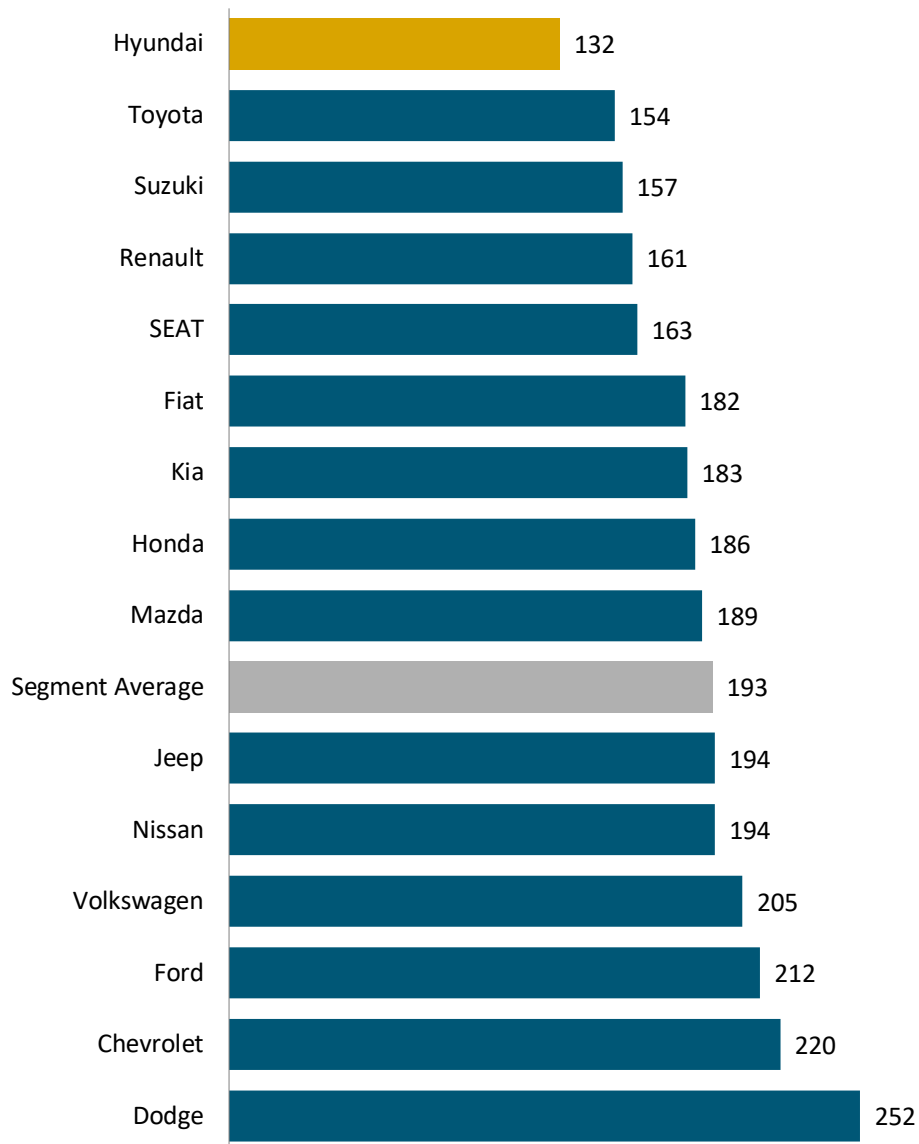
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J.D. Power 2021 Mexico Vehicle Dependability StudySM

Brand Ranking

Problems per 100 (PP100)

Mass Market



Source: J.D. Power 2021 Mexico Vehicle Dependability StudySM

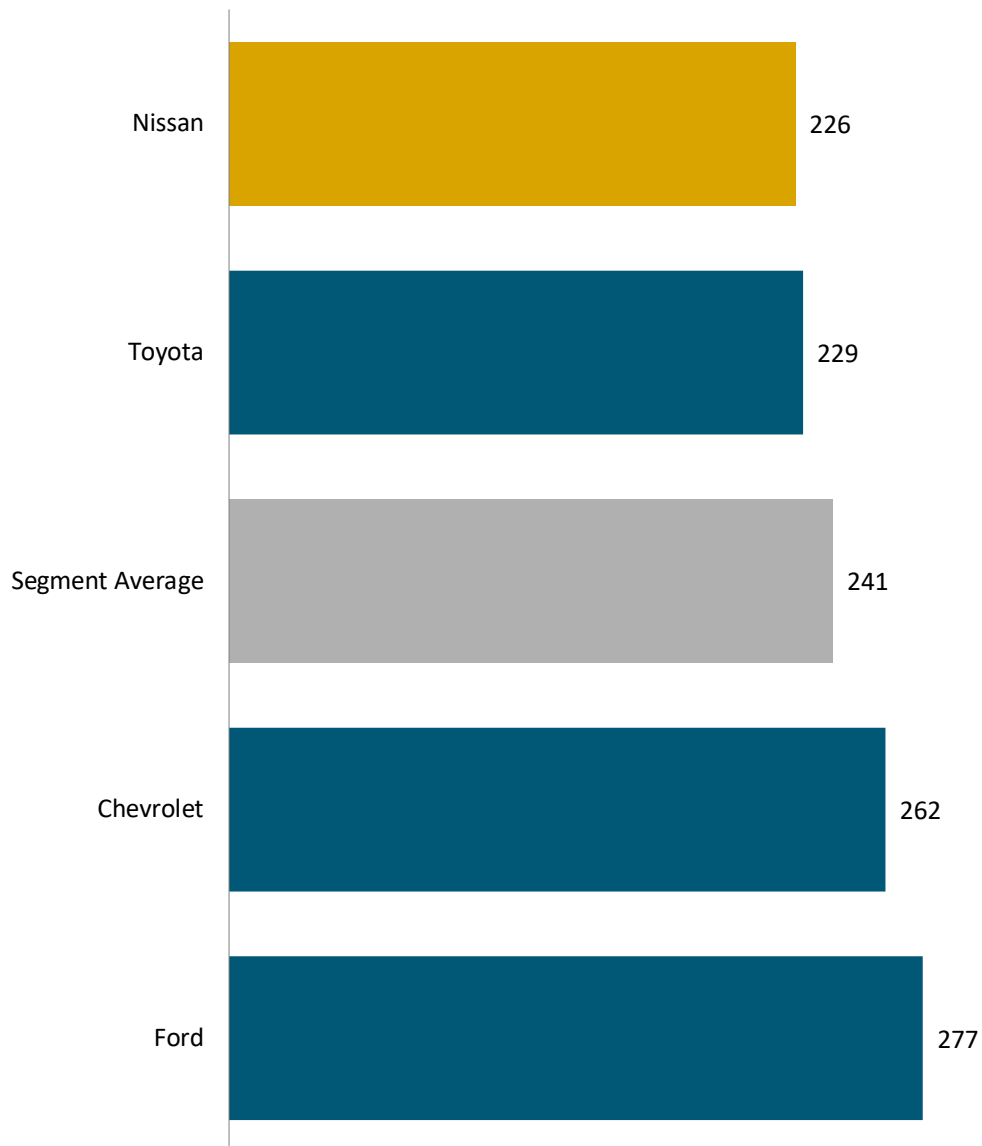
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Brand Ranking

Problems per 100 (PP100)

Commercial



Source: J.D. Power 2021 Mexico Vehicle Dependability StudySM

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J.D. Power 2021 Mexico Vehicle Dependability StudySM

Top Three Models per Segment

Compact

Highest Ranked: Hyundai Elantra

Toyota Prius
Kia Soul

Entry Sub-Compact

Highest Ranked: Hyundai Grand i10

Chevrolet Beat
Ford Figo

Crossover

Highest Ranked: Honda HR-V

Toyota Avanza
Mazda CX-3

Midsized SUV

Highest Ranked: Hyundai Tucson

Kia Sportage
Toyota RAV4

Entry SUV

Highest Ranked: Hyundai Creta

Renault Duster
Chevrolet Trax

Premium SUV

Highest Ranked: BMW X3

Audi Q5
BMW X5

Upper Sub-Compact

Highest Ranked: Suzuki Swift

SEAT Ibiza
Toyota Yaris Sedan

There must be at least four models with 67% of the market sales in any given award segment for an award to be presented. In the Entry Premium, Fullsize SUV, Pickups and Vans segments, these criteria were not met, thus no awards have been issued.

Source: J.D. Power 2021 Mexico Vehicle Dependability StudySM

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