

**Vehicle Dependability in Mexico Improves but Infotainment a Key Issue for Younger Owners, J.D. Power Finds**

Mercedes-Benz (Premium) and Ford (Mass Market) Rank Highest in Respective Segments

**MEXICO CITY: 22 Nov. 2023** – While the pandemic upended automotive industries around the globe, vehicle dependability in Mexico proved to be a bright spot, according to the J.D. Power 2023 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS), released today. The study shows an overall industry average of 213 problems per 100 vehicles (PP100), though infotainment remains the category with the most problems (39 PP100), particularly among younger customers.

The study, now in its ninth year, measures problems experienced during the past 12 months by original owners of vehicles in Mexico after 12-36 months of ownership. For 2023, the study was redesigned to more accurately capture 184 specific problem areas across nine major vehicle categories: exterior; driving experience; features/controls/displays (FCD); driving assistance; infotainment; seats; climate; interior; and powertrain. Overall dependability is determined by the number of problems experienced per 100 vehicles, with a lower score reflecting higher quality.

“Millennials<sup>1</sup> and Gen Z owners have grown up in the digital age and their expectations are higher when it comes to infotainment operating correctly,” said **Gerardo Gomez, senior director and country manager at J.D. Power de Mexico**. “This is a critical opportunity for automakers to make progress in this area and improve the overall owner experience, as these two generations will make up a greater share of vehicle buyers in the future.”

When examining frequency of problems by generation, the study reveals that Gen X and Boomer vehicle owners identify fewer problems (204 PP100 and 156 PP100, respectively), while Millennial (232 PP100) and Gen Z (213 PP100) owners cite the most problems. Across all generations, infotainment was the most problematic vehicle category. Driving assistance was the least problematic.

The study also finds that infotainment updates are key to boosting customer satisfaction. Although infotainment is a problematic area, a software update from the automaker can improve the experience. Among 33% of owners whose vehicles received a software update since purchase, infotainment performed “much better than expected.” That figure declines to 20% among owners whose vehicles had not received any infotainment updates.

**Highest-Rankings Brands**

**Mercedes-Benz** ranks highest in vehicle dependability among premium brands with a score of 136 PP100. **Audi** ranks second (147 PP100).

**Ford** ranks highest in vehicle dependability among mass market brands with a score of 137 PP100. **Suzuki** (175 PP100) and **Toyota** (175 PP100) each rank second in a tie.

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<sup>1</sup> J.D. Power defines generational groups as Pre-Boomers (born before 1946); Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); and Gen Z (1995-Present). Millennials (1982-1994) are a subset of Gen Y.

## Segment Awards

Listed below are the highest-ranked models in each segment.

Compact: **Toyota Prius**

Entry Sub-Compact: **Chevrolet Spark**

Crossover: **SEAT Arona**

Midsize SUV: **Nissan X-Trail**

Entry SUV: **Ford EcoSport**

Upper Sub-Compact: **Toyota Yaris**

The 2023 Mexico Vehicle Dependability Study is based on responses from 6,440 original owners of 2020 to 2022 model-year vehicles. The study was fielded from October 2022 through July 2023.

### 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/>.

### Media Relations Contacts

Fabiana Duran; Mexico City; +52 55 1012 0885; [fabiana@mediaroom.mx](mailto:fabiana@mediaroom.mx)

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

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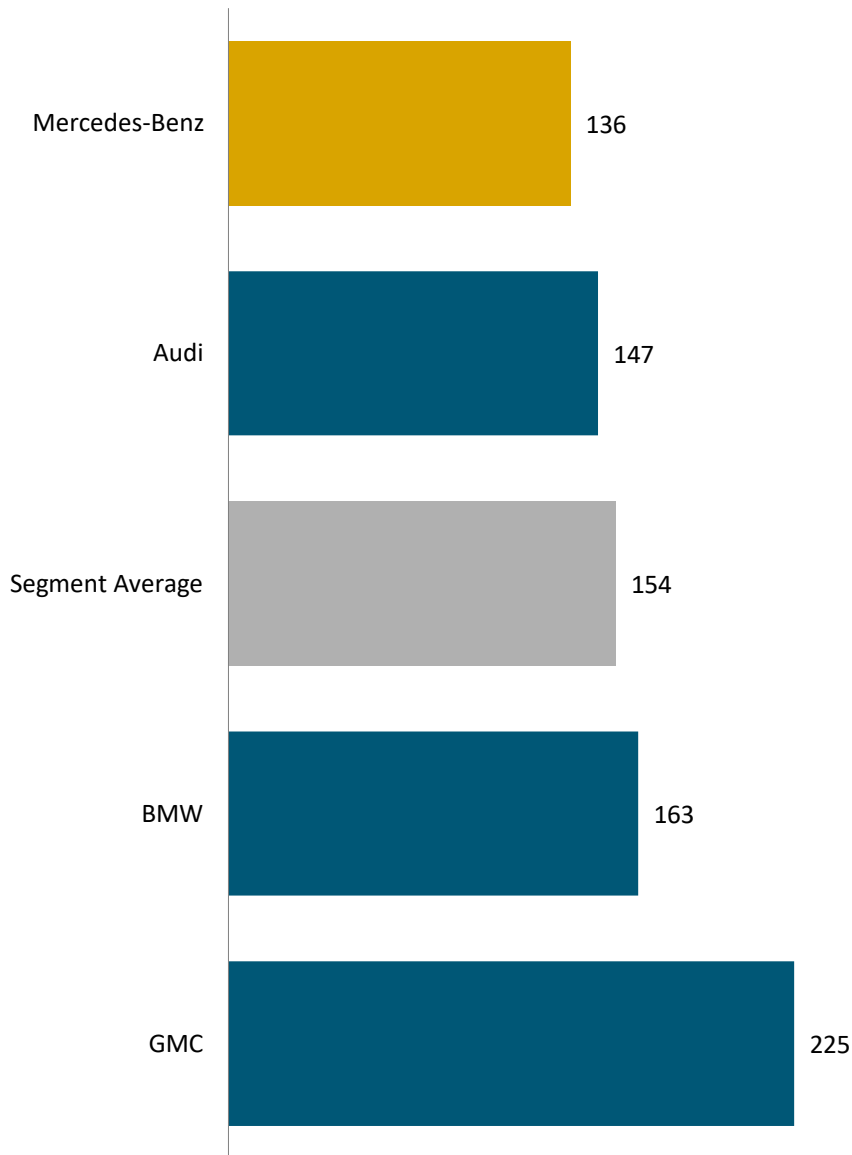
NOTE: Three charts follow.

# J.D. Power 2023 Mexico Vehicle Dependability Study<sup>SM</sup>

## Brand Ranking

Problems per 100 (PP100)

### Premium



Source: J.D. Power 2023 Mexico Vehicle Dependability Study<sup>SM</sup>

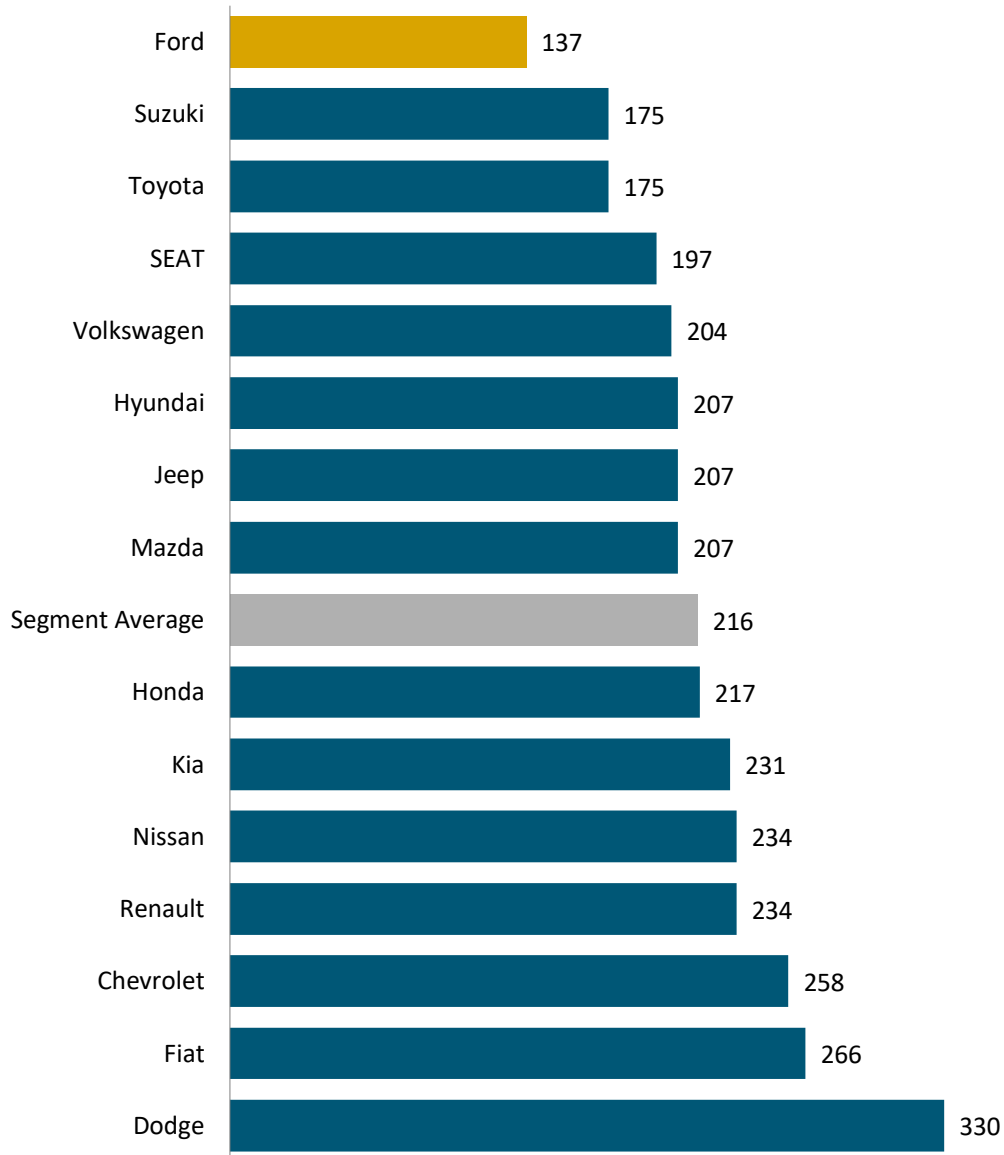
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# J.D. Power 2023 Mexico Vehicle Dependability Study<sup>SM</sup>

## Brand Ranking

Problems per 100 (PP100)

### Mass Market



Source: J.D. Power 2023 Mexico Vehicle Dependability Study<sup>SM</sup>

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## Top Three Models per Segment

### Compact\*

Highest Ranked: Toyota Prius

Toyota Corolia

### Entry Sub-Compact

Highest Ranked: Chevrolet Spark

Fiat Mobi

Renault Kwid

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### Crossover

Highest Ranked: SEAT Arona

Kia Soul

Volkswagen T-Cross

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### Midsized SUV

Highest Ranked: Nissan X-Trail

Mazda CX-5

Volkswagen Tiguan

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### Entry SUV

Highest Ranked: Ford EcoSport

Chevrolet Tracker

Mazda CX-30

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### Upper Sub-Compact

Highest Ranked: Toyota Yaris

Toyota Prius C

Volkswagen Virtus

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\* No other model in this segment performs at or above segment average.

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, Premium SUV, Multipurpose Vehicle, Entry Pickup, Midsized Pickup, Fullsize Pickup and Vans segments, these criteria were not met, thus no awards have been issued.

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