

**Electrified Vehicle Options in Mexico Less Problematic Than Gas Counterparts, J.D. Power Finds**

Mercedes-Benz Ranks Highest among Premium Brands for Second Consecutive Year; Mitsubishi Ranks Highest Among Mass Market Brands

**MEXICO CITY: 8 Nov. 2024** — While the average amount of vehicle problems in Mexico remains nearly unchanged from a year ago, owners of compact vehicles experience the largest number of problems this year, according to the J.D. Power 2024 Mexico Vehicle Dependability Study<sup>SM</sup> (VDS), released today. The study shows an overall industry average of 214 problems per 100 vehicles (PP100), while the entry sub-compact segment sees a record-high 263 PP100. Compact (222 PP100) and upper sub-compact (218 PP100) vehicles also have an elevated number of problems.

“Despite more problems in some segments, the overall quality of vehicles manufactured in Mexico is now on par with North American levels of quality, as these vehicles require less frequent replacement of key components such as spark plugs and engine air filters,” said **Gerardo Gomez, senior director and country manager at J.D. Power de Mexico**. “Additionally, electrified vehicles are giving owners fewer problems this year, which should help ease consumer concerns about reliability.”

The study, now in its 10th 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 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.

Following are some key findings of the 2024 study:

- **Electrified vehicle options less problematic than gas/diesel counterparts:** Owners of plug-in hybrid, hybrid and battery electric vehicles had 53 fewer problems (162 PP100) than owners of gasoline- or diesel-powered vehicles. The largest discrepancy exists within the powertrain category, with owners of gasoline/diesel vehicles experiencing twice as many problems (22 PP100) than owners of electrified vehicles (11 PP100). Furthermore, powertrain problems are considered the most severe by vehicle owners, despite occurring less often than infotainment problems, for example.
- **Problems among Gen Z<sup>1</sup> owners reach record high:** Gen Z owners had a record-high 284 PP100, an increase of 71 PP100 from 2023. Meanwhile, Gen Y (201 PP100), Gen X (169 PP100) and Boomers (166 PP100) had fewer problems year over year. Infotainment is the most problematic vehicle category across all generational groups, with Gen Z owners having the most problems (48 PP100). Driving assistance is the least problematic category across all generations. “Because Gen Z owners represent the future of the auto industry, automakers would be wise to reassess whether their vehicles are meeting the unique desires and needs of this generation,” Gomez said.

**Highest-Rankings Brands**

**Mercedes-Benz** ranks highest in vehicle dependability among premium brands for a second consecutive year, with a score of 138 PP100.

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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 (1995-2006). Millennials (1982-1994) are a subset of Gen Y.

**Mitsubishi** ranks highest in vehicle dependability among mass market brands with a score of 159 PP100. **Fiat** ranks second (176 PP100) and **Ford** (177 PP100) ranks third.

### Segment Awards

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

Compact: **Toyota Prius**

Entry Sub-Compact: **Fiat Mobi**

Crossover: **SEAT Arona**

Compact SUV: **Hyundai Tucson**

Entry SUV: **Chevrolet Tracker**

Upper Sub-Compact: **Nissan Versa**

The 2024 Mexico Vehicle Dependability Study is based on responses from 7,169 original owners of 2021 to 2023 model-year vehicles. The study was fielded from November 2023 through August 2024.

### About J.D. Power

**J.D. Power** is a global leader in automotive data and analytics, and provides industry intelligence, consumer insights and advisory solutions to the automotive industry and selected non-automotive industries. J.D. Power leverages its extensive proprietary datasets and software capabilities combined with advanced analytics and artificial intelligence tools to help its clients optimize business performance.

J.D. Power was founded in 1968 and 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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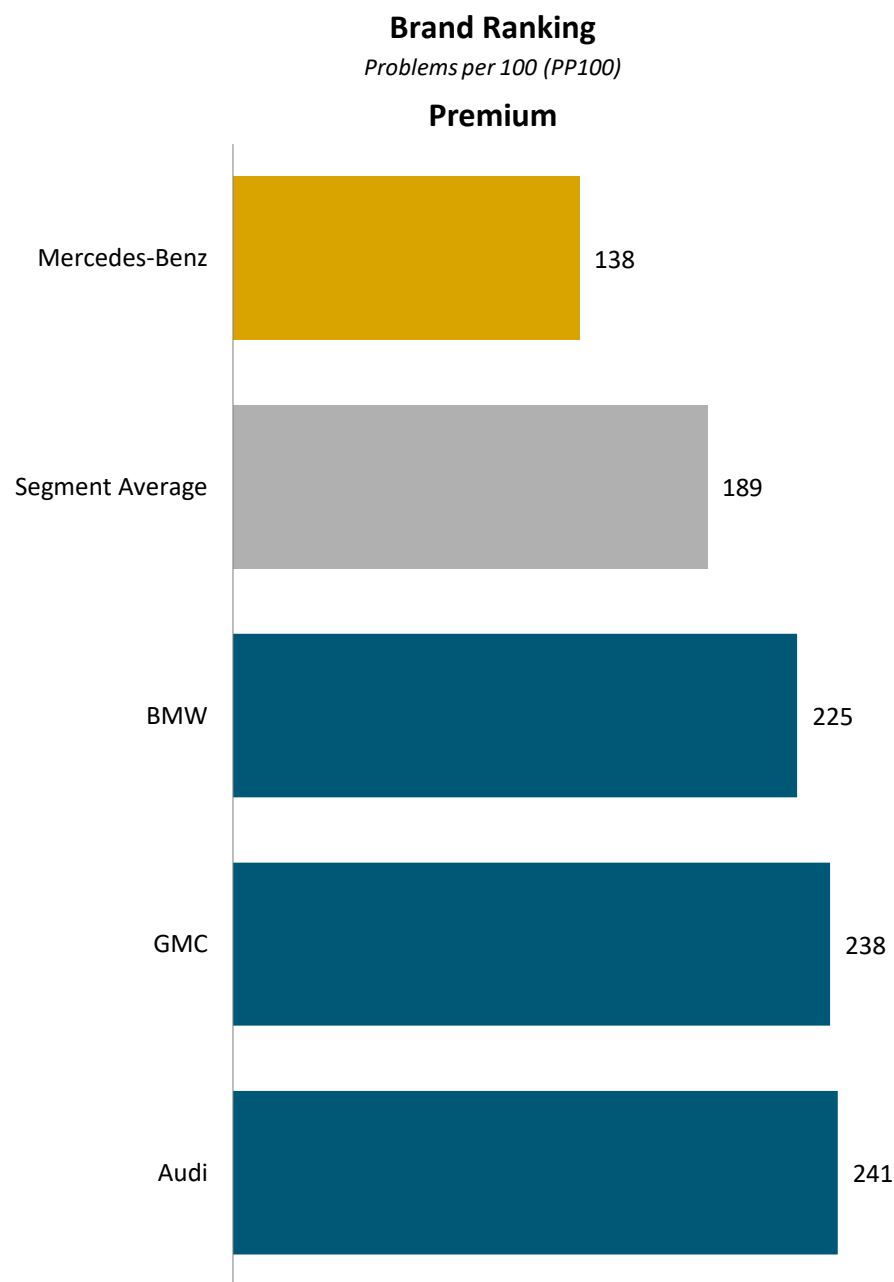
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NOTE: Three charts follow.

# J.D. Power 2024 Mexico Vehicle Dependability Study<sup>SM</sup>



Source: J.D. Power 2024 Mexico Vehicle Dependability Study<sup>SM</sup>

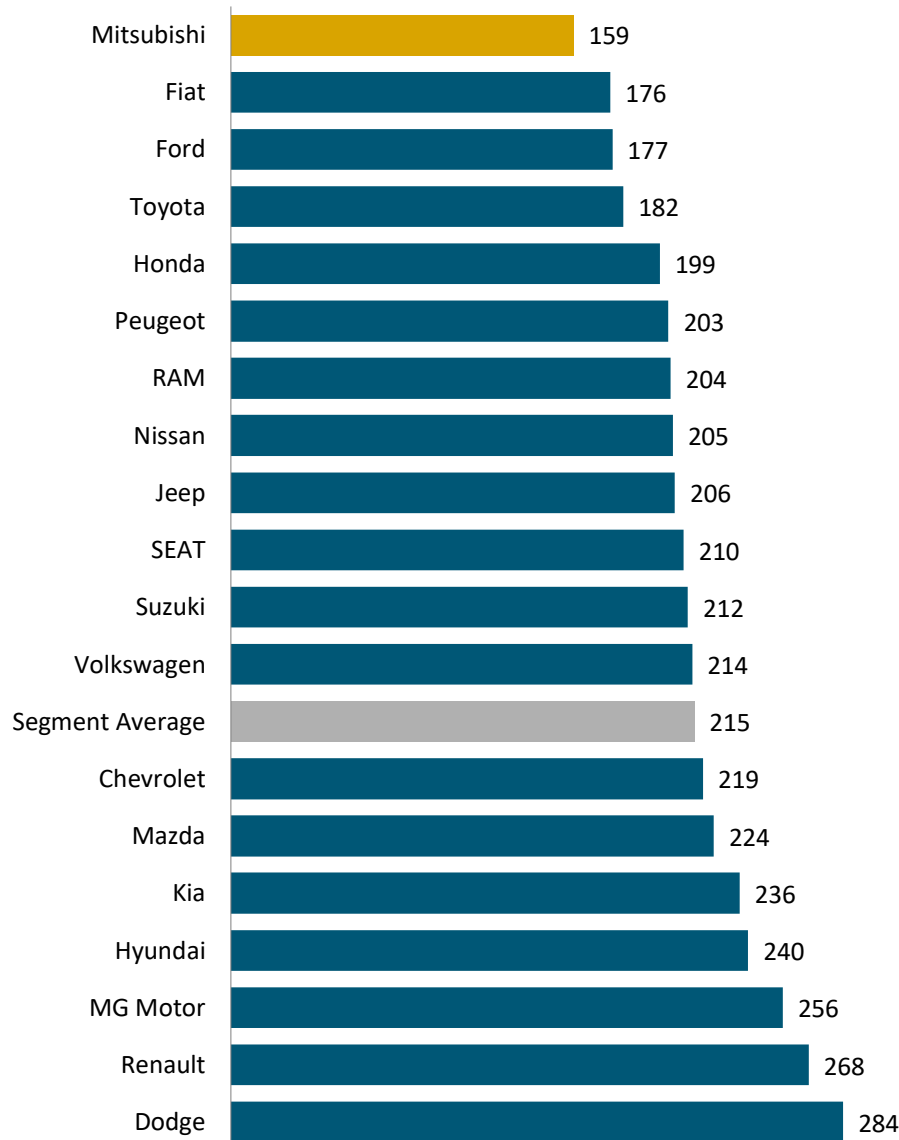
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# J.D. Power 2024 Mexico Vehicle Dependability Study<sup>SM</sup>

## Brand Ranking

Problems per 100 (PP100)

### Mass Market



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## Top Three Models per Segment

### Compact

Highest Ranked: Toyota Prius

Toyota Corolla

Nissan Sentra

### Entry Sub-Compact

Highest Ranked: Fiat Mobi

Mitsubishi Mirage

Suzuki Ignis

### Crossover

Highest Ranked: SEAT Arona

Honda HR-V

Nissan Kicks

### Compact SUV

Highest Ranked: Hyundai Tucson

Volkswagen Tiguan

Toyota RAV4

### Entry SUV

Highest Ranked: Chevrolet Tracker

Hyundai Creta

Volkswagen Taos

### Upper Sub-Compact

Highest Ranked: Nissan Versa

Toyota Yaris

Suzuki Swift

*\* 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, Midsize Pickup, Fullsize Pickup and Vans segments, these criteria were not met, thus no awards have been issued.*

*Source: J.D. Power 2024 Mexico Vehicle Dependability Study<sup>SM</sup>*

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