

Owners in Mexico Maintain Strong Emotional Attachments to Their Vehicles, J.D. Power FindsMercedes-Benz (Premium) and Toyota (Mass Market) Rank Highest in Respective Segments

MEXICO CITY: 8 Nov. 2024 — Despite a dip in emotional satisfaction this year, owners in Mexico maintain stronger emotional attachments to their vehicles compared with owners in the United States and Canada, according to the APEAL (Automotive Performance, Execution and Layout) section of the J.D. Power 2024 Mexico Vehicle Dependability StudySM (VDS), released today. The overall APEAL Index score is 889 (on a 1,000-point scale), which is 42 points higher than the index score for the United States and 185 points higher than the index score for Canada.

“Satisfaction among owners in both the premium and mass market segments has dropped year over year across all APEAL categories, particularly with comfort and fuel economy,” said **Gerardo Gomez, senior director and country manager at J.D. Power de Mexico**. “However, this is largely because modern vehicles—even base models—come packed with technologies that can either malfunction or be difficult to use. Despite these declines, owners still very much appreciate and enjoy their vehicles overall.”

The APEAL Index score is calculated by the owner’s emotional attachment and level of excitement across 10 areas and combined into an overall index, with a higher score indicating higher satisfaction.

Following are some key findings of the 2024 study:

- **Improved dealer service experience can boost emotional satisfaction:** When examining data from the J.D. Power Mexico Customer Service Index (CSI) Study,SM brands that provide a better dealer service experience also enjoy higher emotional satisfaction among customers, underscoring the importance of enhancing service standards and processes. Japanese brands (899) and South Korean brands (896) rank higher in emotional satisfaction while simultaneously offering an exceptional dealer service experience. Conversely, Chinese brands (812) lag in both areas.
- **Electrified vehicles draw more emotional satisfaction from owners:** Satisfaction among owners of hybrid, plug-in hybrid and battery electric vehicles is 30 points higher (918) than satisfaction among owners of gas- or diesel-powered vehicles. Satisfaction is higher among owners of electrified vehicles than owners of gas/diesel vehicles in key categories such as fuel economy (+51 points); infotainment (+37); engine/motor (+35); safety (+34); and driving feel (+30).

Highest-Rankings Brands

Mercedes-Benz ranks highest in APEAL among premium brands with a score of 932.

Toyota ranks highest in APEAL among mass market brands with a score of 907. **Honda** (905) ranks second and **Mazda** (902) ranks third.

The APEAL section of the 2024 Mexico Vehicle Dependability Study is based on responses from 6,740 original owners of 2021 to 2023 model-year vehicles. The factors used to calculate the overall APEAL Index score are: powertrain; driving feel; keeping you safe; fuel economy; driving comfort; exterior; getting in and out; setting up and starting; infotainment; and interior. 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/>.

Media Relations Contacts

Fabiana Duran; Mexico City; +52 55 1012 0885; fabiana@mediaroom.mx

Geno Effler, J.D. Power; U.S.A.; 714-621-6224; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules www.jdpower.com/business/about-us/press-release-info

#

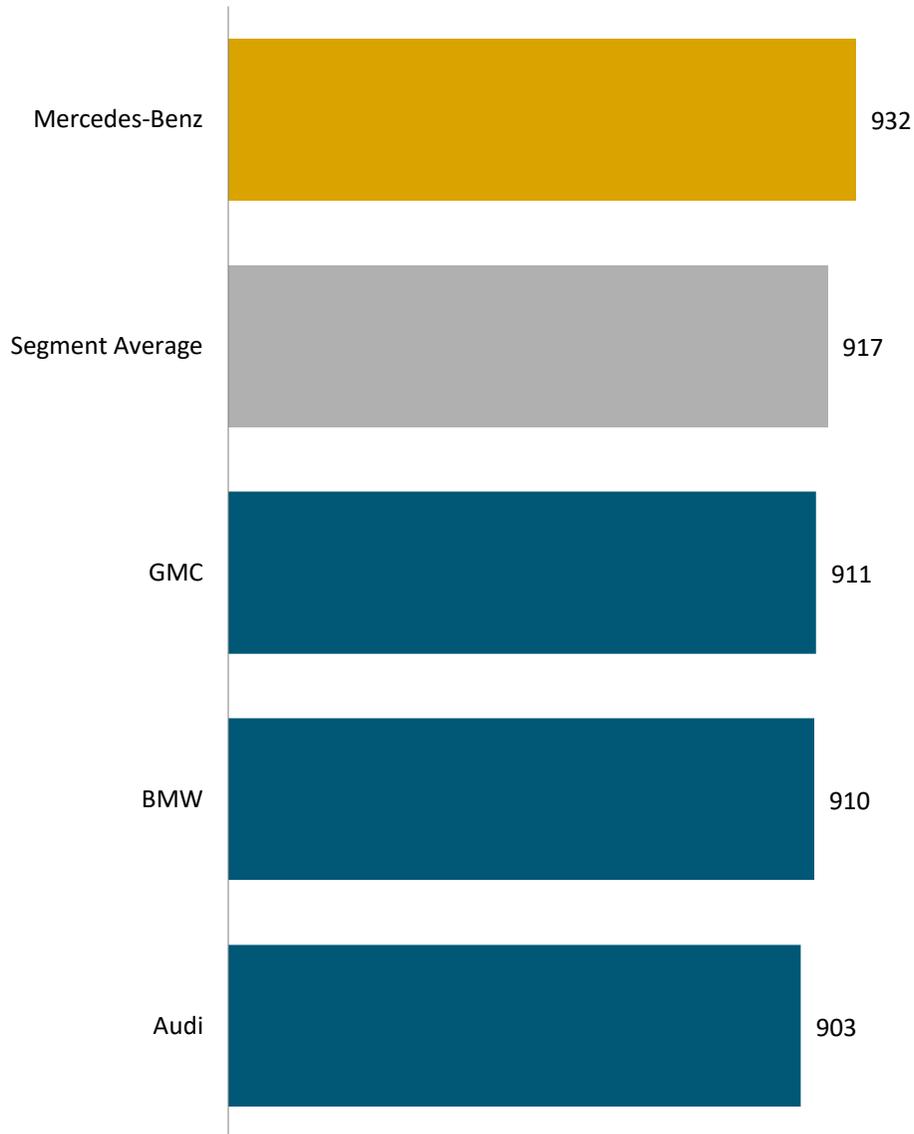
NOTE: Two charts follow.

J.D. Power 2024 Mexico Vehicle Dependability StudySM

Brand APEAL Ranking

(Based on a 1,000-point scale)

Premium



Source: J.D. Power 2024 Mexico Vehicle Dependability StudySM

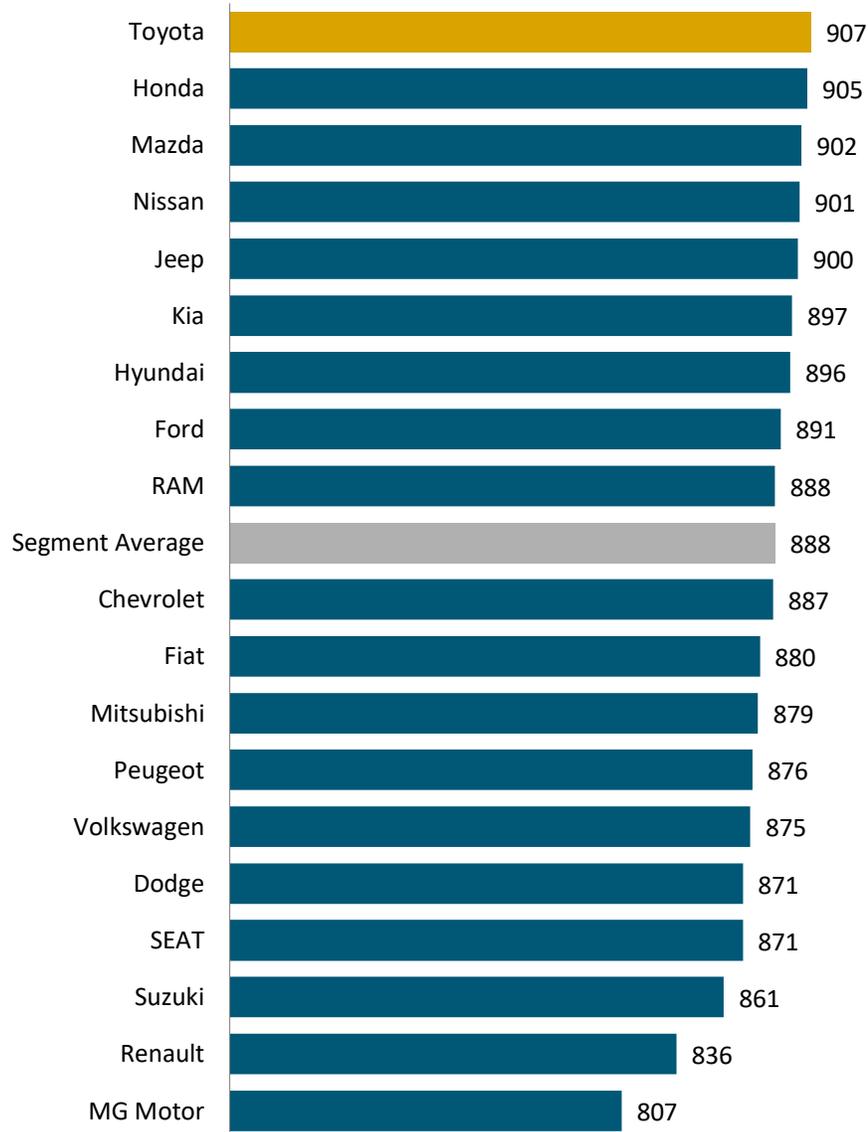
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2024 Mexico Vehicle Dependability StudySM

Brand APEAL Ranking

(Based on a 1,000-point scale)

Mass Market



Source: J.D. Power 2024 Mexico Vehicle Dependability StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.