

J.D. Power & Associates and *What Car?* Report: British Automakers, Led by Highest-Ranked Jaguar, Make Key Inroads toward Vehicle Ownership Satisfaction in the UK

Cost of Vehicle Ownership Is the Most Significant Driver of Loyalty to Both the Brand and Dealer

MUNICH.: 24 May 2013 — With new-vehicle sales expected to increase significantly in the coming years, British automakers, led by highest-ranked Jaguar, are making key inroads toward satisfying customers with the ownership experience, according to the J.D. Power & Associates/*What Car?* 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS) released today.

The study examines customer satisfaction with their vehicle and dealer service, based on evaluations of four key measures that comprise the overall ownership experience (in order of importance): vehicle appeal (31%), which includes performance, design, comfort and features; ownership costs (25%), which includes fuel consumption, insurance and costs of service/repair; service satisfaction (22%); and vehicle quality and reliability (22%). Overall satisfaction among vehicle owners in the UK averages 776 on a 1,000-point scale.

With an overall score of 827, Jaguar ranks highest in vehicle owner satisfaction for a second consecutive year. Jaguar performs particularly well in the service satisfaction, vehicle appeal, and vehicle quality and reliability measures. Following Jaguar in the rankings are Lexus (818), Honda (810), Škoda (809) and Mercedes-Benz (804).

Ranking sixth is Land Rover (790), which improves six rank positions from 2012.

“British automakers have made great strides in the past few years in terms of offering appealing product lines and improved service, which is something they’ve often struggled with in the past,” said Mark Lendrich, senior research manager of vehicle management in Europe at J.D. Power & Associates. “Current forecasts predict that new-vehicle sales will increase nearly 18 percent in the UK in the next five years.¹ This puts British brands in a positive position to both retain current customers and attract new buyers.”

At the segment level, two models from Škoda achieve the highest scores in the study. The Škoda Superb (830) ranks highest in the mid-size segment, and the Yeti (828) ranks highest in the compact SUV segment.

Two Volkswagen models also receive segment awards. The Fox ranks highest in the city car segment and the Scirocco ranks highest in the sporty segment.

KEY FINDINGS

- Overall satisfaction among vehicle owners in the UK averages 776 on a 1,000-point scale.
- Vehicle appeal (31%) and ownership costs (25%) are the two key drivers of overall satisfaction.
- Jaguar ranks highest in vehicle ownership satisfaction for a second consecutive year.
- The Škoda Superb (830) and Škoda Yeti (828) achieve the two highest scores in the study.

¹ Based on a forecast from LMC Automotive.

Other models ranking highest in their respective segments include Citroën DS3 (small); Toyota Prius (compact); Jaguar XF (large and luxury); Honda Jazz (small MPV); and Mercedes-Benz B-Class (MPV).

The study finds that vehicle owners' perceived cost of ownership is the most significant driver of loyalty to both the brand and the dealer. Among owners who provide a rating of 10 on a 10-point scale for ownership costs, 63 percent say they "definitely will" repurchase the same vehicle make again. In comparison, loyalty rates fall to 57 percent among owners who provide a rating of 10 for vehicle appeal; 49 percent for service; and 45 percent for quality and reliability.

Satisfaction with service from an authorised dealer plays a key role in whether new-vehicle owners will return for paid service after the warranty has expired. The likelihood to return for paid service is 88 percent among owners who indicate that they had an outstanding (rating it 10 on a 10-point scale) service experience. However, that percentage drops dramatically to just 7 percent among owners who indicate their experience was just average (rating it 5).

"Owners of 1- to 3-year-old vehicles spent an average of £181 on their most recent service experience, so an 81-percentage-point gap may translate into millions of pounds of lost revenue for OEMs and dealers that fail to deliver an outstanding experience," said Lendrich.

The study also finds a correlation between overall satisfaction and incurring the fewest and least severe problems. Seven of the 10 brands ranked highest in the overall index are also among the top 10 brands with the fewest number of problems per 100 vehicles, as well as among the lowest problem counts for the fewest occurrences of the most severe quality problems. The top five problems impacting quality and reliability scores are:

1. Windows fog up excessively/don't clear as expected
2. Heater doesn't heat up quickly enough
3. Engine starting problem
4. Excessive fuel consumption
5. Other engine/transmission problem

The 2013 UK Vehicle Ownership Satisfaction Study is based on 16,104 online evaluations by vehicle owners in the UK after an average of two years of ownership. The study was fielded between December 2012 and February 2013.

This annual J.D. Power & Associates study provides consumers with reliable and accurate information regarding many vehicle models, and helps manufacturers provide highly satisfying experiences to their customers. Additional study results are published exclusively in *What Car?*, which will be on sale May 30, 2013.

About J.D. Power & Associates

Headquartered in Westlake Village, Calif., J.D. Power & Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power & Associates is a business unit of McGraw Hill Financial.

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Construction and Aviation Week. The Company has approximately 17,000 employees in 27 countries. Additional information is available at www.mhfi.com.

About *What Car?*

What Car?, the UK's biggest car-buying brand and includes a perfect bound print magazine, an all new iPad magazine, a market-leading website, a number of apps and several established brand extensions. Its flagship magazine has helped Britain's car buyers make purchasing decisions for almost 40 years, and its tests are widely regarded as the most trusted source of new-car advice. *What Car?* is owned by Haymarket Media Group – the UK's largest independently owned publishing company, with a portfolio of more than 150 titles, ranging from specialist consumer magazines to business titles and customer publications, published via wholly owned subsidiaries, joint ventures and under licence worldwide. www.Whatcar.com

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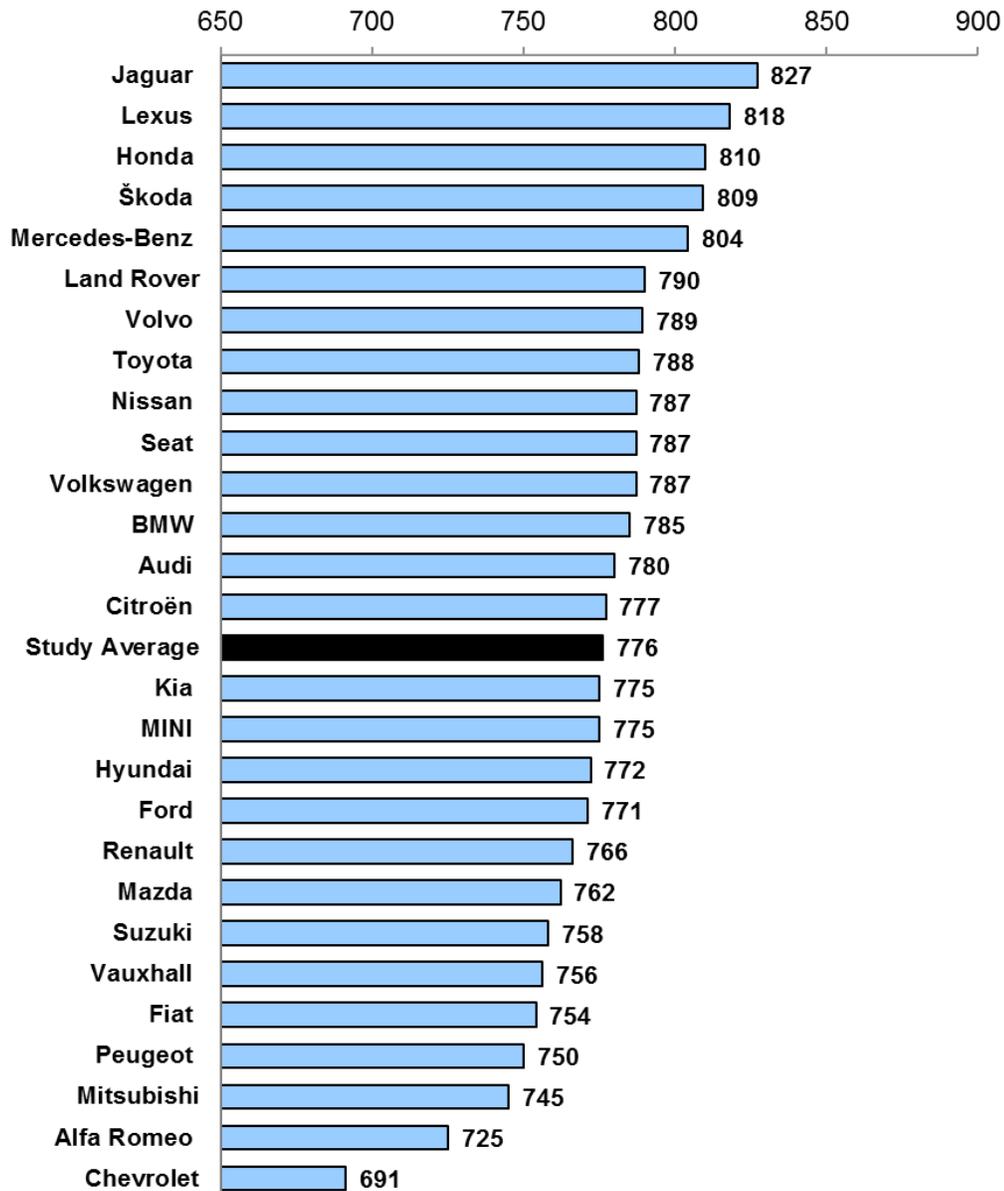
(Page 3 of 3)

NOTE: Four charts follow.

J.D. Power & Associates 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS)

VOSS Manufacturer Index Ranking

(Based on a 1,000-point scale)



NOTE: Some small-volume models not included in make averages.
Included in the study, but not ranked due to small sample size are Saab and smart.

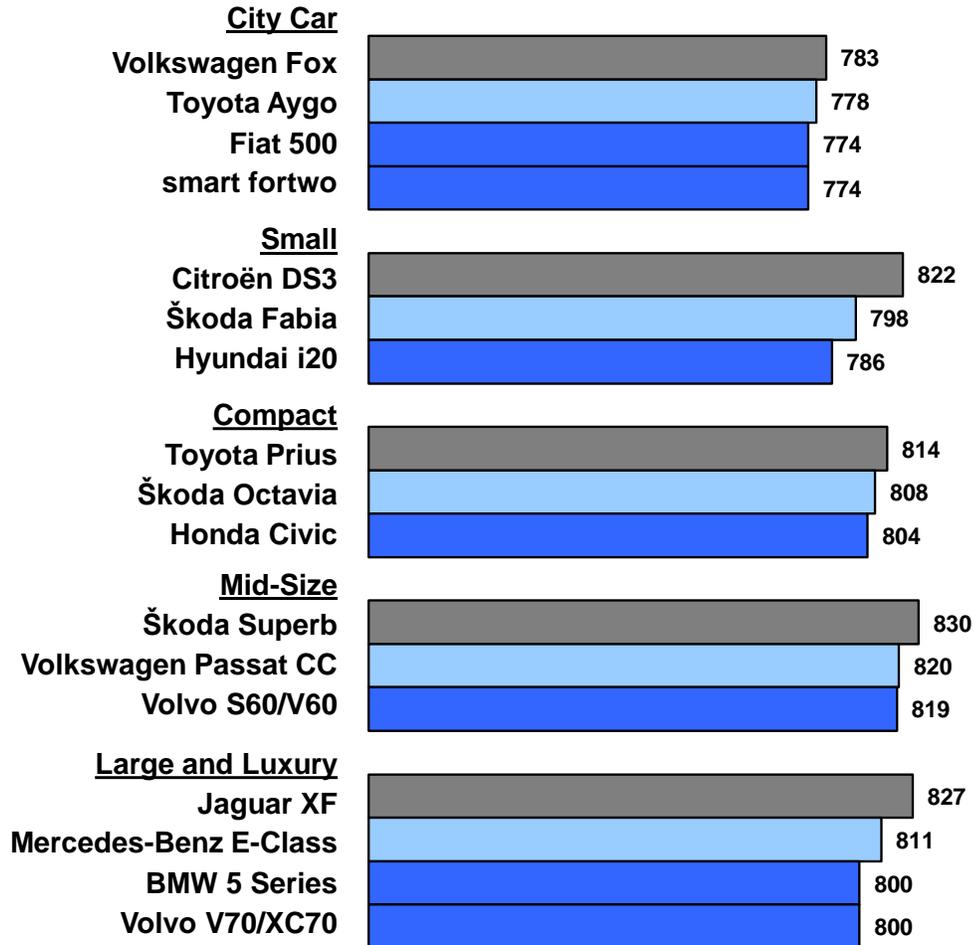
Source: J.D. Power & Associates 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS)

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J.D. Power & Associates 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS)

Top Three Models per Segment Overall VOSS

(based on 1,000 point scale)



NOTE: For a segment award to be presented, there must be at least four models with sufficient sample that comprise 67 percent of market sales within an award segment. No large SUV award has been presented due to insufficient market representation among rankable models in the segment.

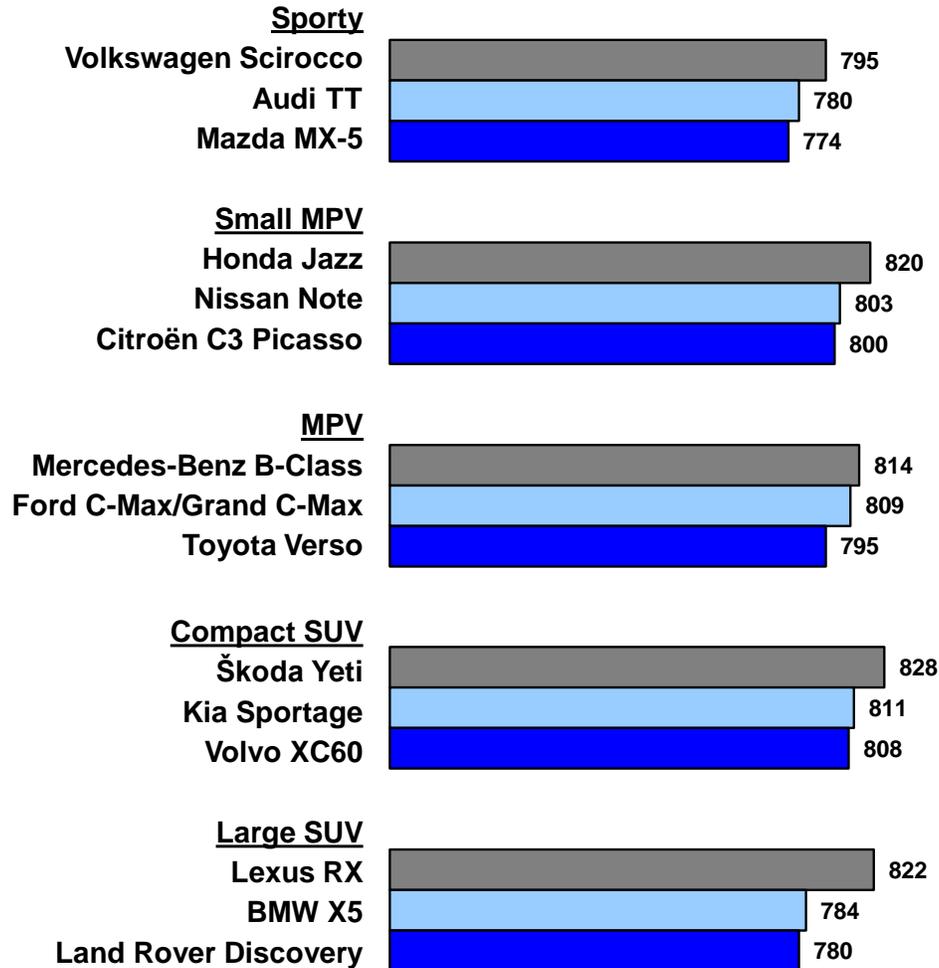
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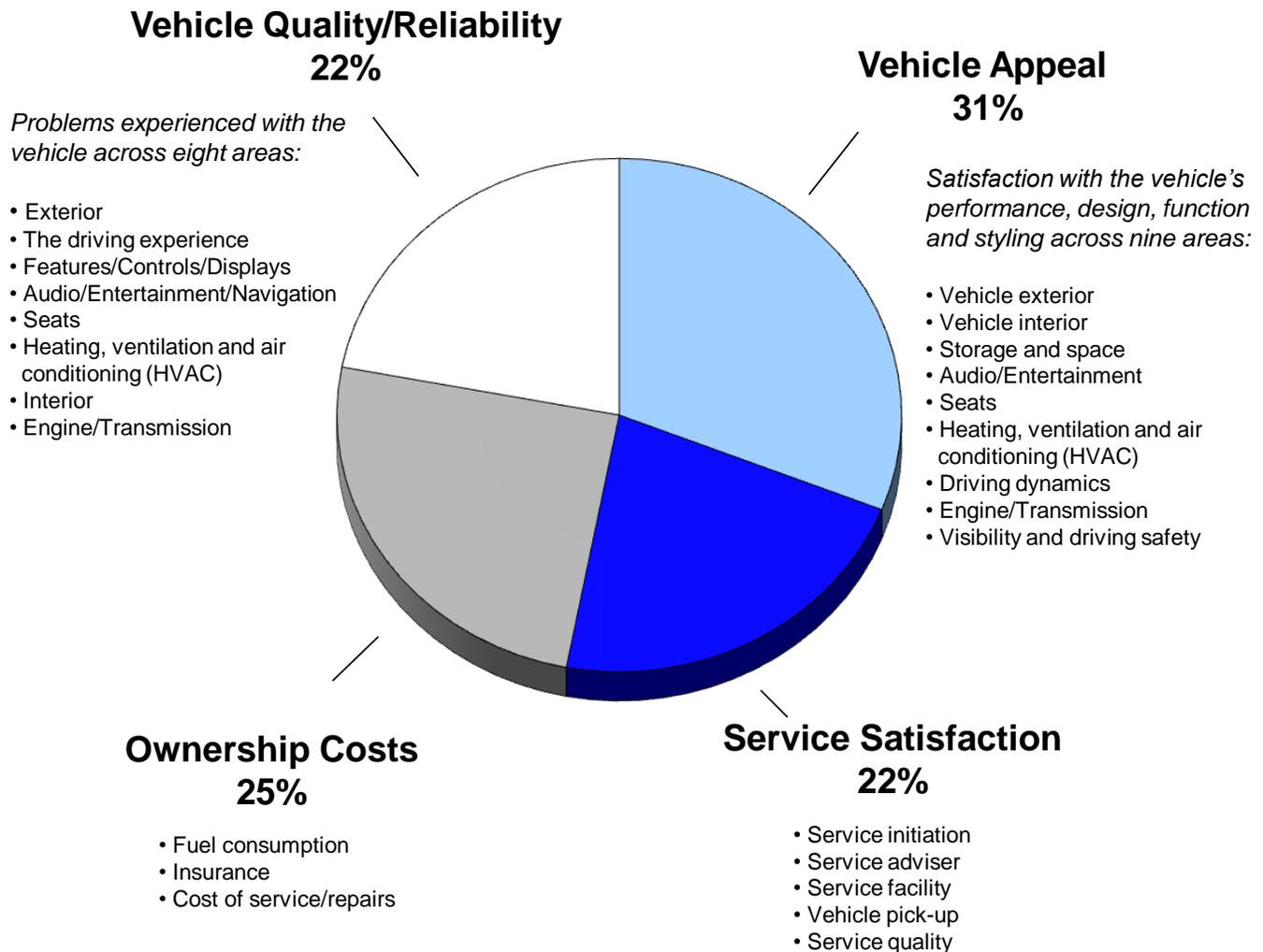
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J.D. Power & Associates 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS)

Measures Contributing to Overall Vehicle Ownership Satisfaction



Source: J.D. Power & Associates 2013 UK Vehicle Ownership Satisfaction StudySM (VOSS)

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