

# 2013 AutoPacific Ideal Vehicle Awards

## Ideal Vehicles: Measuring Up To Expectations

AutoPacific's 2013 Ideal Vehicle Awards (IVA) are based on over 52,000 surveys completed by owners of new cars and light trucks in the United States in the first half of 2013.

The IVA award recognizes those products designed most closely to meet the requirements of their buyers. The IVAs are based solely on owner input. These results are the voice of the math. AutoPacific does not have a vote. We only do the arithmetic.

AutoPacific's IVAs measure the fusion between owner expectations and the reality provided by the manufacturer by quantitatively measuring how closely a vehicle matches those expectations.

An ideal vehicle is one that meets the owner's expectations for the product. They do not want it changed. They don't want it bigger. They don't want it faster. They don't want its styling changed. When asked what they would change about their new vehicle, buyers who want the least change are driving their ideal vehicle.



### Category Winners

Category	Winner
Luxury Car	Hyundai Equus
Aspirational Luxury Car	Audi A5
Large Car	Ford Taurus
Luxury Mid-Size Car	Lexus ES
Mid-Size Car	Nissan Altima
Premium Compact Car	MINI 2-door
Compact Car	Volkswagen Beetle
Economy Car	Honda Fit
Sports Car	Porsche 911
Sporty Car	Chevrolet Camaro
Hybrid/EV Car	Toyota Avalon Hybrid
Light Duty Pickup	Ford F-150
Heavy Duty Pickup	Chevrolet Silverado HD
Luxury/Large SUV	GMC Yukon
Mid-Size SUV	Jeep Grand Cherokee
Luxury Crossover SUV	Mercedes-Benz ML
Large Crossover SUV	Ford Flex
Premium Mid-Size Crossover SUV	Chevrolet Equinox
Mid-Size Crossover SUV	Ford Escape
Compact Crossover SUV	Subaru XV Crosstrek
Minivan	Chrysler Town & Country
Hybrid/EV Truck	Lexus RX450h

### 2013 Overall Winner

**Mercedes-Benz ML-Class**

### Brand Rankings

	Rank	Brand	Score
Premium Brands	1	Porsche	1235
	2	Volvo	1227
	3	Audi	1212
	4	BMW	1208
	5	Mercedes-Benz	1187
	6	Land Rover	1186
	7	Lexus	1163
	8	Cadillac	1155
	9	Lincoln	1152
	10	Infiniti	1151
Popular Brands	1	Ram	1207
	2	GMC	1198
	3	Ford	1193
	4	Buick	1185
	4	Subaru	1185
	6	Chrysler	1183
	7	MINI	1178
	8	Chevrolet	1170
	9	Volkswagen	1167
	10	Hyundai	1159

# 2013 AutoPacific Ideal Vehicle Awards

Luxury Car			Luxury Mid-Size Car			Premium Compact Car		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Hyundai Equus	1223	1	Lexus ES	1185	1	MINI 2-door	1192
2	Lexus LS	1216	2	Volkswagen CC	1162	2	Buick Verano	1127
3	Lexus GS	1198				3	Volkswagen GTI	1114
4	Cadillac XTS	1177	Memo	Nissan Maxima (2012)	1187	4	Mitsubishi Lancer EVO	1108
5	Audi A6	1173		Lincoln MKZ (2012)	1160	5	Acura ILX	1102
6	Mercedes-Benz E-Class	1168		Acura TSX (2012)	1070	6	Subaru Impreza WRX	1085
7	Infiniti M	1146						
8	BMW 5-Series	1145						
9	Lincoln MKS	1082						
Aspirational Luxury Car			Mid-Size Car			Compact Car		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Audi A5	1268	1	Nissan Altima	1208	1	Volkswagen Beetle	1267
2	Volvo S60	1239	2	Honda Accord	1204	2	Subaru Impreza	1183
3	BMW 3-Series	1230	3	Ford Fusion	1200	3	Kia Soul	1168
4	Audi A4	1213	4	Volkswagen Passat	1198	4	Toyota Matrix	1164
5	Hyundai Genesis	1183	5	Subaru Legacy	1192	5	Volkswagen Golf	1162
6	Mercedes-Benz C-Class	1150	6	Hyundai Sonata	1178	6	Dodge Dart	1158
7	Cadillac ATS	1131	7	Kia Optima	1174	7	Hyundai Elantra	1148
7	Infiniti G	1127	8	Chevrolet Malibu	1157	8	Volkswagen Jetta	1128
9	Cadillac CTS	1113	9	Mazda6	1132	9	Kia Forte	1125
10	Lexus IS	1061	10	Chrysler 200	1121	9	Ford Focus	1125
memo	Acura TL (2012)	1202	11	Dodge Avenger	1042	11	Chevrolet Cruze	1124
			memo	Buick Regal (2012)	1220	12	Nissan Sentra	1103
				Toyota Camry (2012)	1164	13	Mazda3	1083
						14	Toyota Corolla	1080
						15	Mitsubishi Lancer	1023
						memo	Nissan cube (2012)	1183
							Scion xB (2012)	1125
							Honda Civic (2012)	1042
Large Car			Sports Car			Economy Car		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Ford Taurus	1213	1	Porsche 911	1252	1	Honda Fit	1241
2	Dodge Charger	1212	2	Porsche Boxster	1230	2	smart fortwo	1183
3	Chrysler 300	1197	3	Chevrolet Corvette	1185	3	Chevrolet Spark	1167
4	Hyundai Azera	1189	4	Nissan 370Z	1147	4	Chevrolet Sonic	1149
5	Toyota Avalon	1171	memo	Mazda MX-5 (2012)	1079	5	Fiat 500	1135
6	Buick LaCrosse	1132				6	Hyundai Accent	1117
7	Chevrolet Impala	1105				7	Kia Rio	1093
						8	Scion xD	1081
						9	Nissan Versa	1076
						10	Ford Fiesta	1042
Hybrid/EV Car			Sporty Car					
Rank	Vehicle	Score	Rank	Vehicle	Score	memo	Toyota Yaris (2012)	1132
1	Toyota Avalon Hybrid	1231	1	Chevrolet Camaro	1194		Mazda2 (2012)	1073
2	Chevrolet Volt	1196	2	Dodge Challenger	1173		Scion iQ (2012)	1052
3	Buick LaCrosse eAssist	1169	3	Hyundai Genesis Coupe	1150			
4	Ford Fusion Hybrid	1159	4	Ford Mustang	1149			
5	Lexus ES Hybrid	1154	5	Hyundai Veloster	1120			
6	Toyota Prius	1124	6	Subaru BRZ	1098			
7	Lexus CT200h	1045	7	Scion tC	1086			
			8	Scion FR-S	1035			
memo	Nissan LEAF (2012)	1134						
	Toyota Camry Hybrid (2012)	1133						
	Lincoln MKZ Hybrid (2012)	1107						
	Hyundai Sonata Hybrid (2012)	1094						
	Toyota Prius Plug-In (2012)	1068						
	Toyota Prius c (2012)	1042						

**NOTE:** Results for 2012 Model Year Vehicles are Included in the 2013 Model Year Research Because of Availability. Scores Are Shown Where Sample Sizes Allow



# 2013 AutoPacific Ideal Vehicle Awards

## Light Duty Pickup

Rank	Vehicle	Score
1	Ford F150	1234
2	Honda Ridgeline	1227
3	Ram 1500	1211
4	Toyota Tundra	1191
5	Toyota Tacoma	1149
memo	Chevrolet Silverado ('12)	1239
	GMC Sierra 1500 (2012)	1203
	Nissan Frontier (2012)	1201
	Nissan Titan (2012)	1151

## Heavy Duty Pickup

Rank	Vehicle	Score
1	Chevrolet Silverado HD	1201
2	GMC Sierra HD	1161
memo	Ford Super Duty (2012)	1240
	Ram 1500 (2012)	1198

## Luxury/Large SUV

Rank	Vehicle	Score
1	GMC Yukon	1218
2	Toyota Sequoia	1214
3	Cadillac Escalade	1207
4	Infiniti QX56	1178
5	Lexus GX	1090
memo	Ford Expedition (2012)	1185
	Nissan Armada (2012)	1173

## Mid-Size SUV

Rank	Vehicle	Score
1	Jeep Grand Cherokee	1169
2	Toyota 4Runner	1168
3	Toyota FJ Cruiser	1126
3	Jeep Wrangler	1126
memo	Nissan Xterra (2012)	1159

## Hybrid/EV Truck

Rank	Vehicle	Score
1	Lexus RX450h	1198
2	Ford C-Max	1191
3	Toyota Prius v	1143
4	Toyota Highlander Hybrid	1076

## Luxury Crossover SUV

Rank	Vehicle	Score
1	Mercedes-Benz ML	1294
2	Buick Enclave	1275
3	Mercedes-Benz GLK	1267
4	Porsche Cayenne	1263
5	Volkswagen Touareg	1255
6	Volvo XC60	1251
7	BMW X3	1246
8	Lincoln MKX	1227
9	Acura RDX	1191
10	Lexus RX	1191
11	Cadillac SRX	1174
12	Infiniti JX	1171
13	Audi Q5	1163
14	Infiniti EX	1162
15	Infiniti FX	1160
16	BMW X1	1130
17	Volvo XC90	1094

## Large Crossover SUV

Rank	Vehicle	Score
1	Ford Flex	1226
2	GMC Acadia	1189
3	Chevrolet Traverse	1164
memo	Mazda CX-9 (2012)	1157

## Minivan

Rank	Vehicle	Score
1	Chrysler Town & Country	1230
2	Honda Odyssey	1218
3	Dodge Grand Caravan	1191
4	Toyota Sienna	1169
memo	Nissan Quest (2012)	1095
	Mazda5 (2012)	1085

## Premium Mid-Size Crossover SUV

Rank	Vehicle	Score
1	Chevrolet Equinox	1228
2	Ford Edge	1211
3	Toyota Venza	1208
4	Subaru Outback	1207
5	Honda Pilot	1203
6	GMC Terrain	1193
7	Ford Explorer	1189
8	Hyundai Santa Fe Sport	1187
9	Toyota Highlander	1175
10	Nissan Pathfinder	1173
11	Dodge Durango	1166
12	Kia Sorento	1146
13	Dodge Journey	1132
memo	Nissan Murano (2012)	1196
	Honda Crosstour (2012)	1095

## Mid-Size Crossover SUV

Rank	Vehicle	Score
1	Ford Escape	1188
2	Subaru Forester	1184
3	Mazda CX-5	1161
4	Honda CR-V	1158
5	Nissan Rogue	1074
memo	Toyota RAV4 (2012)	1182
	Mitsubishi Outlander (2012)	1091

## Compact Crossover SUV

Rank	Vehicle	Score
1	Subaru XV Crosstrek	1164
2	Mini Countryman	1160
3	Kia Sportage	1143
4	Hyundai Tucson	1331
5	Jeep Compass	1107
6	Nissan Juke	1078
7	Jeep Patriot	1077
8	Mitsubishi Outlander Sport	1074

# 2013 AutoPacific Ideal Vehicle Awards

## Category Rankings

Rank	Vehicle Category	Score
1	Light Duty Pickup	1217
2	Sports Car	1213
2	Heavy Duty Pickup	1213
4	Luxury Crossover SUV	1199
5	Large SUV	1194
6	Premium Mid-Size Crossover SUV	1191
7	Luxury SUV	1187
7	Minivan	1187
9	Aspirational Luxury Car	1184
10	Mid-Size Car	1180
11	Large Crossover SUV	1179
12	Luxury Car	1175
	<b>Industry Average</b>	<b>1168</b>
13	Hybrid Crossover SUV	1166
14	Mid-Size SUV	1164
15	Large Car	1156
15	Luxury Mid-Size Car	1156
17	Sporty Car	1154
18	Mid-Size SUV	1151
19	Premium Compact Car	1139
20	Compact Crossover SUV	1124
21	Economy Car	1122
22	Compact Car	1112
23	Hybrid/EV Car	1083

## Methodology

The 2013 Ideal Vehicle Awards are based on scores developed using results from AutoPacific's national New Vehicle Satisfaction Survey. Respondents to this survey are owners of new 2013 model year cars and trucks purchased from September through December 2012. The questionnaire was administered in January and March 2013. Respondents rate 15 vehicle attributes concerning their desire for change. Those vehicles wanting the LEAST CHANGE win the IVA for their class. Over 52,000 respondents provided input for these awards.

## Ideal Vehicle Award Score Attributes

Respondents rate 15 attributes indicating whether they want them to be changed (larger, smaller, more or less) or not changed (stay the same) after having driven their vehicle for 90 days. These attributes all pertain directly to the product itself.

## Ideal Vehicle Award Score Calculations

Ideal Vehicle Award winners are determined by calculating a simple score for each vehicle, with the highest scoring vehicle in each product segment taking an award. The award is calculated by adding the percent of customers wanting NO CHANGES to each of the 15 attributes and applying a 100-point scale for each attribute. The maximum Ideal Vehicle Award score is 1,500 points (15 attributes X 100 percentage points).

## Use IVA to Strengthen Vehicle and Brand Messages

Use of the AutoPacific Ideal Vehicle Award has proven to be extremely beneficial in communicating the excellence of a vehicle and the brand. IVA data identify those carmakers that best understand their customers and come closest to creating the vehicle that their core buyer group desires. In April 2011, a VehicleVoice Internet survey found that 38% of respondents are positively influenced by owner-based awards like the IVA when deciding on a car.

## VehicleVoice

A majority of the respondents to the 2013 Vehicle Satisfaction Survey completed their survey on the Internet through AutoPacific's VehicleVoice Automotive Internet Survey tool. VehicleVoice (<http://www.vehiclevoice.com>) allows rapid response input on automotive industry issues.

## Contact AutoPacific

For questions regarding the Vehicle Satisfaction Awards, or inquiries pertaining to our products and services, please use the information below to contact us.

Use of the Ideal Vehicle Award in advertising – broadcast, print or online – is subject to an attribution agreement with AutoPacific.

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### VEHICLE SATISFACTION AWARD

The Vehicle Satisfaction Award measures which vehicles best satisfy their buyers. Measuring how important each of 48 attributes is to the buyers and how satisfied they are with each attribute, AutoPacific calculates objective scores for each vehicle.

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