

# 2014 AutoPacific Vehicle Satisfaction Awards

## Vehicle Satisfaction Award Helps Buyers Choose the Best Vehicles

AutoPacific's 2014 Vehicle Satisfaction Awards (VSA) are based on over 92,000 surveys completed in the 1st Quarter of 2014 by owners of new cars and light trucks in the United States. They purchased their new vehicles from September through December 2013.

The VSAs are based solely on owner input. These results based on the numbers - the owner ratings. AutoPacific does not have a vote. We only do the arithmetic.

AutoPacific's VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners are with their vehicles. The VSAs are also very different from awards based upon subjective journalist evaluations.

AutoPacific measures **owner satisfaction**. In many cases, an extremely satisfying vehicle is not the car or truck that has the best absolute build quality. Rather, vehicle satisfaction is derived from the overall ownership experience.

AutoPacific's Vehicle Satisfaction Award is an accurate measurement of how satisfied new car and light truck buyers are with their recently purchased vehicle.



### Category Winners

Category	Winner
Premium Luxury Car	Mercedes-Benz S-Class
Executive Luxury Car	Lincoln MKS
Aspirational Luxury Car	BMW 3-Series GT
Large Car	Chevrolet Impala
Luxury Mid-Size Car	Lincoln MKZ
Mid-Size Car	Kia Optima
Premium Compact Car	Mercedes-Benz CLA
Compact Car	Kia Soul
Economy Car	Chevrolet Sonic
Sports Car	Chevrolet Corvette
Sporty Car	Chevrolet Camaro
Hybrid/EV Car	Lincoln MKZ Hybrid
Light Duty Pickup	GMC Sierra 1500
Heavy Duty Pickup	Ford F-Series Super Duty
Luxury/Large SUV	Infiniti QX80
Mid-Size SUV	Jeep Grand Cherokee
Premium Luxury Crossover SUV	BMW X5
Luxury Crossover SUV	Cadillac SRX
Large Crossover SUV	GMC Acadia
Premium Mid-Size Crossover SUV	Toyota Highlander
Mid-Size Crossover SUV	Nissan Rogue
Compact Crossover SUV	Hyundai Tucson
Minivan	Honda Odyssey

Highest VSA Score - Ever  
President's Award Winner  
2014 Mercedes-Benz S-Class

**2014 Overall Winner: Mercedes-Benz S-Class**

### Brand Rankings

	Rank	Brand	Score
Premium Brands	1	Lincoln	739
	2	Cadillac	713
	3	Lexus	708
	4	Land Rover	706
	5	Audi	703
	5	BMW	703
	7	Mercedes-Benz	698
	8	Infiniti	682
	8	Porsche	682
		10	Acura
Popular Brands	1	GMC	694
	2	Buick	682
	3	Kia	678
	4	Chrysler	669
	4	Chevrolet	667
	6	Hyundai	663
	7	Ford	662
	8	Toyota	661
	8	Ram	661
	10	Honda	654

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Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
<b>Premium Luxury Car</b>			<b>Luxury Mid-Size Car</b>			<b>Premium Compact Car</b>		
1	Mercedes-Benz S-Class	794	1	Lincoln MKZ	729	1	Mercedes-Benz CLA	660
2	Porsche Panamera	748	2	Lexus ES	727	2	Buick Verano	652
3	BMW 7-Series	745	3	Nissan Maxima	698	3	Acura ILX	643
4	Lexus LS	744	4	Acura TSX	677	4	Subaru Impreza WRX	590
5	Hyundai Equus	741				5	Mitsubishi Lancer EVO	541
			memo	Volkswagen CC (2013)	686			
<b>Executive Luxury Car</b>			<b>Mid-Size Car</b>			memo MINI 2-Door 651		
1	Lincoln MKS	763	1	Kia Optima	707	Volkswagen GTI (2013) 608		
2	Acura RLX	756	2	Ford Fusion	696	<b>Compact Car</b>		
3	BMW 5-Series	744	3	Hyundai Sonata	687	1	Kia Soul	681
4	Cadillac CTS Sedan	728	4	Chevrolet Malibu	684	2	Volkswagen Beetle	667
5	Audi A6	727	4	Nissan Altima	684	3	Toyota Corolla	658
6	Cadillac XTS	715	6	Toyota Camry	683	3	Fiat 500L	658
7	Lexus GS	713	7	Volkswagen Passat	682	4	Kia Forte	656
8	Mercedes-Benz E-Class	698	8	Mazda6	674	6	Mitsubishi Lancer	639
9	Jaguar XF	660	9	Honda Accord	665	7	Mazda3	638
10	Infiniti Q70	658	10	Subaru Legacy	654	8	Chevrolet Cruze	615
memo	Volvo S80 (2013)	725	11	Chrysler 200	644	8	Ford Focus	615
<b>Aspirational Luxury Car</b>			12	Dodge Avenger	627	10	Volkswagen Jetta	609
1	BMW 3-Series GT	734	<b>Sports Car</b>			11	Subaru Impreza	572
2	BMW 4-Series	698	1	Porsche Boxster	712	memo Nissan cube (2013) 655		
3	Mercedes-Benz C-Class	697	1	Chevrolet Corvette	712	Hyundai Elantra (2013) 647		
4	Volvo XC70	695	3	Mercedes-Benz SLK	699	Honda Civic (2013) 633		
5	Cadillac CTS Coupe/Wgn	692	4	Porsche Cayman	678	Dodge Dart (2013) 626		
5	Audi A4	692	5	MINI Coupe	652	Nissan Sentra (2013) 603		
7	Lexus IS	671	6	Nissan 370Z	631	<b>Economy Car</b>		
8	Audi A5	666	7	Mazda MX-5 Miata	605	1	Chevrolet Sonic	618
9	Acura TL	661	<b>Sporty Car</b>			2	Nissan Versa	607
9	Cadillac ATS	661	1	Chevrolet Camaro	658	3	Ford Fiesta	603
11	Infiniti Q50	660	1	Scion tC	653	4	smart fortwo	582
12	BMW 3-Series	633	3	Dodge Challenger	646	5	Scion iQ	578
Memo	Hyundai Genesis (2013)	700	4	Ford Mustang	624	6	Toyota Yaris	576
	Volvo XC70 (2013)	695	5	Subaru BRZ	574	7	Chevrolet Spark	553
	Volvo S60 (2013)	668	6	Scion FR-S	568	8	Mitsubishi Mirage	527
	BMW 1-Series (2013)	625	memo Hyundai Veloster (2013) 657			memo Fiat 500 (2013) 594		
	Infiniti Q60 (2013)	593	Hyundai Genesis Cpe (2013) 619			Hyundai Accent (2013) 589		
<b>Large Car</b>			<b>Hybrid Truck</b>			Kia Rio (2013) 587		
Rank	Vehicle	Score	1	Subaru Crosstrek Hybrid	632	Scion xD (2013) 578		
1	Chevrolet Impala	742	2	Toyota Prius v	627	Honda Fit (2013) 560		
2	Chrysler 300	721	memo Lexus RX450h (2013) 700			Mazda 2 (2013) 552		
3	Buick LaCrosse	700	Ford C-Max (2013) 655					
4	Dodge Charger	696	Toy Highlander HEV (2013) 621					
5	Ford Taurus	691	Toyota RAV4 EV (2013) 568					
memo	Hyundai Azera (2013)	724						
	Toyota Avalon (2013)	712						

**NOTE:** Results for 2013 Model Year Vehicles are Included in the 2014 Model Year Research Because of Availability. Scores Are Shown Where Sample Sizes Allow

# 2014 AutoPacific Vehicle Satisfaction Awards

Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
<b>Light Duty Pickup</b>			<b>Premium Luxury Crossover SUV</b>			<b>Mid-Size Crossover SUV</b>		
1	GMC Sierra 1500	723	1	BMW X5	768	1	Nissan Rogue	695
2	Toyota Tundra	697	2	Lincoln MKT	767	2	Honda CR-V	675
3	Chevrolet Silverado 1500	696	3	Audi Q7	742	3	Jeep Cherokee	667
4	Ram 1500	682	4	Mercedes-Benz GL	739	4	Subaru Forester	659
5	Honda Ridgeline	663	5	Porsche Cayenne	731	5	Mitsubishi Outlander	654
6	Nissan Titan	653	6	Mercedes-Benz ML	710	6	Ford Escape	650
7	Toyota Tacoma	611	7	Infiniti QX70	702	7	Mazda CX-5	648
			7	Infiniti QX60	701			
memo	Ford F-150 (2013)	676	9	Volkswagen Touareg	678	memo	Toyota RAV4 (2013)	666
	Nissan Frontier (2013)	601				<b>Compact Crossover SUV</b>		
<b>Heavy Duty Pickup</b>			<b>Luxury Crossover SUV</b>			1	Hyundai Tucson	671
1	Ford F-Series Super Duty	697	1	Cadillac SRX	748	2	MINI Countryman	663
2	GMC Sierra Heavy Duty	658	2	Lexus RX350	727	3	Buick Encore	661
3	RAM Heavy Duty	657	3	Buick Enclave	711	4	Mitsubishi Outlander Sport	637
4	Chevrolet Silverado HD	656	3	Mercedes-Benz GLK	711	5	Subaru XV Crosstrek	636
			5	Audi Q5	705	6	Volkswagen Tiguan	634
<b>Luxury/Large SUV</b>			6	Volvo XC60	696	7	Jeep Compass	612
1	Infiniti QX80	738	7	BMW X3	692	8	Jeep Patriot	593
2	*Cadillac Escalade	738	8	Acura MDX	691			
3	Lexus LX	735	9	Acura RDX	631	memo	Kia Sportage (2013)	663
4	*Chevrolet Suburban	733	10	Volkswagen Touareg	682		Nissan Juke (2013)	627
5	Lexus GS	724	11	Infiniti QX50	672	<b>Minivan</b>		
6	Range Rover Sport	723	12	BMW X1	671	1	Honda Odyssey	700
7	*GMC Yukon	715				2	Toyota Sienna	681
8	*GMC Yukon XL	715	memo	Range Rover Evoque ('13)	701	3	Chrysler Town & Country	669
9	Nissan Armada	708		Volvo XC90 (2013)	658	4	Dodge Grand Caravan	603
10	Ford Expedition	708	<b>Premium Mid-Size Crossover SUV</b>					
11	Toyota Sequoia	700	1	Toyota Highlander	728	memo	Nissan Quest (2013)	684
12	*Chevrolet Tahoe	694	2	Hyundai Santa Fe	707		Ford Transit Connect (2013)	688
13	Ford Expedition EL	677	3	Hyundai Santa Fe Sport	706		Mazda5 (2013)	585
			4	Kia Sorento	694	<b>Hybrid Car/EV</b>		
memo	Land Rover LR4 (2013)	674	5	Toyota Venza	692	1	Lincoln MKZ Hybrid	741
	Toyota Land Cruiser (2013)	667	6	Dodge Durango	690	2	Buick LaCrosse eAssist	704
			7	Honda Crosstour	687	3	Toyota Avalon Hybrid	699
	*Replaced. Not eligible.		8	Ford Explorer	681	4	Lexus ES300h	698
<b>Mid-Size SUV</b>			9	Honda Pilot	677	4	Infiniti Q50 Hybrid	681
1	Jeep Grand Cherokee	680	10	Nissan Pathfinder	667	6	Honda Accord HEV/PHEV	665
2	Toyota 4Runner	673	11	Chevrolet Equinox	662	7	Ford Fusion HEV/Energi	655
3	Toyota FJ Cruiser	620	12	Dodge Journey	653	7	Toyota Camry Hybrid	652
4	Jeep Wrangler	586	13	Subaru Outback	648	9	Chevrolet Volt	628
			14	GMC Terrain	647			
memo	Nissan Xterra (2013)	584	15	Subaru Tribeca	641	memo	Kia Optima Hybrid (2013)	669
							Hyundai Sonata Hybrid ('13)	656
<b>Large Crossover SUV</b>			memo	Ford Edge (2013)	700		Lexus CT200h (2013)	632
1	GMC Acadia	730		Nissan Murano (2013)	680		Toyota Prius (2013)	535
2	Ford Flex	718					Honda CR-Z (2013)	600
3	Chevrolet Traverse	697					VW Jetta Hybrid (2013)	598
							Honda Civic Hybrid (2013)	583
memo	Mazda CX-9 (2013)	624					Honda Insight (2013)	582
							Toyota Prius c (2013)	573

remaining Hybrid/EV Cars

Nissan Leaf (2013)	559
Fiat 500e (2013)	557



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## Category Rankings

Rank	Vehicle Category	Score
1	Premium Luxury Car	763
2	Premium Luxury Crossover SUV	733
3	Executive Luxury Car	728
4	Luxury/Large SUV	718
5	Large Car	717
6	Large Crossover SUV	713
7	Luxury Mid-Size Car	708
8	Luxury Crossover SUV	708
9	Sports Car	691
10	Aspirational Luxury Car	681
11	Mid-Size Car	680
12	Premium Mid-Size Crossover SUV	679
12	Light Duty Pickup	679
14	Heavy Duty Pickup	677
15	Mid-Size Crossover SUV	666
	<b>Industry Average</b>	<b>665</b>
16	Minivan	656
17	Hybrid Crossover SUV	650
18	Premium Compact Car	642
18	Mid-Size SUV	639
18	Sporty Car	637
21	Compact Crossover SUV	636
22	Compact Car	633
23	Hybrid/EV Car	629
24	Economy Car	591

## Methodology

The 2014 Vehicle Satisfaction Awards are based on scores developed using results from AutoPacific's national New Vehicle Satisfaction Survey. Respondents to this survey are owners of new 2014 model year cars and light trucks purchased from September through December 2013. The questionnaire was administered in January through April 2014. Respondents rate 50 attributes for importance in the purchase decision and satisfaction after purchase. Over 92,000 respondents provided input for these awards.

## Vehicle Satisfaction Award Calculations

The score used in the Vehicle Satisfaction Awards is not an index. It is a numerical score resulting from the multiplication of the importance and satisfaction ratings for each of the 50 attributes. A 5-point scale is used for each measurement, so the maximum possible score for each attribute is 25 points. The maximum number of points possible is 1,250 (50 attributes x 25 points). The total score is then normalized to 1,000 through simple factoring.

## Use VSA to Strengthen Vehicle and Brand Messages

Use of the AutoPacific Vehicle Satisfaction Award has proven to be extremely beneficial in communicating the excellence of a vehicle. Data demonstrating the level of satisfaction an owner has with their new vehicle helps establish credibility for the vehicle and the brand. In April 2011, a VehicleVoice Internet survey found that 38% of respondents are positively influenced by owner-based awards like the VSA when deciding on a car.

## VehicleVoice

AutoPacific supplements its Vehicle Satisfaction Survey with results from its VehicleVoice automotive Internet survey panel. VehicleVoice (<http://www.vehiclevoice.com>) allows rapid response input to critical automotive industry issues.

Detailed results from the Vehicle Satisfaction Awards have been communicated to the public via the VehicleVoice news site at <http://www.vehiclevoice.com>.

## More AutoPacific Awards

### IDEAL VEHICLE AWARD

The Ideal Vehicle Award (IVA) measures which vehicles best met the requirements of their buyers. IVA winners were best at targeting their buyers with product attributes attractive to them.

### 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.

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