

2013 AutoPacific Vehicle Satisfaction Awards

Vehicle Satisfaction Award Helps Buyers Choose the Best Vehicles

AutoPacific's 2013 Vehicle Satisfaction Awards (VSA) are based on over 52,000 surveys completed in the 1st Quarter of 2013 by owners of new cars and light trucks in the United States. They purchased their new vehicles from September through December 2012.

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
Luxury Car	Lexus LS
Aspirational Luxury Car	Hyundai Genesis
Large Car	Toyota Avalon
Luxury Mid-Size Car	Lexus ES
Mid-Size Car	Kia Optima
Premium Compact Car	Acura ILX
Compact Car	Nissan Sentra
Economy Car	Chevrolet Sonic
Sports Car	Chevrolet Corvette
Sporty Car (tie)	Hyundai Veloster
Hybrid/EV Car	Dodge Challenger
	Toyota Avalon Hybrid
Light Duty Pickup	Ford F-150
Heavy Duty Pickup	Chevrolet Silverado HD
Luxury/Large SUV	Infiniti QX56
Mid-Size SUV	Jeep Grand Cherokee
Luxury Crossover SUV	Cadillac SRX
Large Crossover SUV	Ford Flex
Premium Mid-Size Crossover SUV	Toyota Highlander
Mid-Size Crossover SUV	Mazda CX-5
Compact Crossover SUV	Kia Sportage
Minivan	Chrysler Town & Country
Hybrid/EV Crossover SUV	Lexus RX450h

2013 Overall Winner: Cadillac SRX

Brand Rankings

	Rank	Brand	Score
Premium Brands	1	Cadillac	695
	2	Lexus	675
	3	Mercedes-Benz	673
	4	Land Rover	663
	5	BMW	656
	6	Lincoln	652
	7	Jaguar	651
	7	Infiniti	651
	9	Audi	648
	10	Acura	643
Popular Brands	1	Buick	642
	2	Chrysler	638
	3	Kia	635
	4	Volkswagen	621
	4	GMC	621
	6	Hyundai	613
	7	Toyota	612
	8	Ram	610
	9	Chevrolet	608
	10	Nissan	606

2013 AutoPacific Vehicle Satisfaction Awards

Luxury Car			Luxury Mid-Size Car			Premium Compact Car		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Lexus LS	711	1	Lexus ES	680	1	Acura ILX	617
2	Hyundai Equus	700	2	Volkswagen CC	618	2	Volkswagen GTI	612
3	Lexus GS	688	2	Lincoln MKZ	618	3	Mitsubishi Lancer EVO	585
4	Cadillac XTS	682				4	Buick Verano	584
5	Mercedes-Benz E-Class	677	memo	Nissan Maxima (2012)	662	5	MINI 2-door	568
6	Lincoln MKS	666		Acura TSX (2012)	654	6	Subaru Impreza WRX	567
7	BMW 5-Series	665						
8	Audi A6	658						
9	Infiniti M	651						

Aspirational Luxury Car			Mid-Size Car			Compact Car		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Hyundai Genesis	680	1	Kia Optima	672	1	Nissan Sentra	639
2	Cadillac CTS	643	2	Chevrolet Malibu	655	2	Volkswagen Beetle	633
3	Lexus IS	636	3	Honda Accord	650	3	Kia Soul	613
4	Volvo S60	635	4	Volkswagen Passat	644	4	Volkswagen Jetta	610
5	Mercedes-Benz C-Class	634	5	Nissan Altima	626	4	Kia Forte	610
6	Cadillac ATS	631	6	Dodge Avenger	622	6	Dodge Dart	608
7	Audi A5	626	7	Hyundai Sonata	619	7	Hyundai Elantra	598
8	Audi A4	624	8	Buick Regal	616	8	Toyota Corolla	589
9	Infiniti G	622	9	Subaru Legacy	611	9	Volkswagen Golf	579
10	BMW 3-Series	611	10	Mazda6	605	10	Mazda3	576
			11	Chrysler 200	600	11	Mitsubishi Lancer	572
			12	Ford Fusion	594	11	Subaru Impreza	572
						13	Chevrolet Cruze	571
Memo	Acura TL (2012)	662	memo	Toyota Camry (2012)	643	14	Ford Focus	536
						15	Toyota Matrix	506

Large Car			Sports Car			Hybrid Car/EV		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Toyota Avalon	689	1	Chevrolet Corvette	613	memo	Nissan cube (2012)	632
2	Chrysler 300	682	2	Porsche Boxster	606		Scion xB (2012)	577
3	Hyundai Azera	668	3	Porsche 911	595		Honda Civic (2012)	553
4	Dodge Charger	652	4	Nissan 370Z	588			
5	Ford Taurus	650						
6	Buick LaCrosse	641	memo	Mazda MX-5 (2012)	547			
7	Chevrolet Impala	594						

Economy Car			Sporty Car			Hybrid Car/EV		
Rank	Vehicle	Score	Rank	Vehicle	Score	Rank	Vehicle	Score
1	Chevrolet Sonic	560	1	Hyundai Veloster	626	1	Toyota Avalon Hybrid	716
2	Chevrolet Spark	558	1	Dodge Challenger	626	2	Buick LaCrosse eAssist	696
3	smart fortwo	554	3	Scion tC	619	3	Lexus ES300h	657
4	Hyundai Accent	541	4	Chevrolet Camaro	616	4	Lincoln MKZ Hybrid	650
5	Fiat 500	540	5	Hyundai Genesis Coupe	601	4	Chevrolet Volt	634
6	Honda Fit	536	6	Ford Mustang	565	6	Toyota Camry Hybrid	624
7	Ford Fiesta	533	7	Scion FR-S	539	7	Lexus CT200h	612
8	Kia Rio	532	8	Subaru BRZ	533	7	Ford Fusion Hybrid	612
9	Scion xD	528				9	Hyundai Sonata Hybrid	587
10	Nissan Versa	511				10	Toyota Prius	582
memo	Toyota Yaris (2012)	576				11	Toyota Prius c	549
	Mazda 2 (2012)	531						
	Scion iQ (2012)	518						

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 Vehicle Satisfaction Awards

Light Duty Pickup

Rank	Vehicle	Score
1	Ford F-150	656
2	Toyota Tundra	633
3	Ram 1500	625
4	Chevrolet Silverado 1500	611
5	GMC Sierra 1500	605
6	Honda Ridgeline	592
7	Toyota Tacoma	561
memo	Nissan Titan (2012)	630
	Nissan Frontier (2012)	565

Heavy Duty Pickup

Rank	Vehicle	Score
1	Chevrolet Silverado HD	633
2	GMC Sierra HD	590
memo	Ford F-Series SD (2012)	621
	Ram HD (2012)	598

Luxury/Large SUV

Rank	Vehicle	Score
1	Infiniti QX56	686
2	Toyota Sequoia	678
3	GMC Yukon	662
4	Lexus GX	646
memo	Ford Expedition (2012)	665
	Nissan Armada (2012)	662

Mid-Size SUV

Rank	Vehicle	Score
1	Jeep Grand Cherokee	647
2	Toyota 4Runner	633
3	Toyota FJ Cruiser	604
4	Jeep Wrangler	555
5	Nissan Xterra	540

Hybrid Truck

Rank	Vehicle	Score
1	Lexus RX450h	668
2	Toyota Highlander Hybrid	621
3	Toyota Prius v	604
4	Ford C-Max	593

Luxury Crossover SUV

Rank	Vehicle	Score
1	Cadillac SRX	733
2	Mercedes-Benz GLK	723
3	Mercedes-Benz ML	702
4	Lexus RX	696
5	BMW X3	694
6	Buick Enclave	693
7	Infiniti JX	679
7	Lincoln MKX	679
9	Volkswagen Touareg	678
10	Porsche Cayenne	674
11	Infiniti FX	672
12	BMW X1	659
13	Acura RDX	644
14	Volvo XC60	642
14	Audi Q5	642
14	Volvo XC90	642
17	Infiniti EX	631

Large Crossover SUV

Rank	Vehicle	Score
1	Ford Flex	679
2	GMC Acadia	626
3	Chevrolet Traverse	624
3	Mazda CX-9	624

Premium Mid-Size Crossover SUV

Rank	Vehicle	Score
1	Toyota Highlander	661
2	Toyota Venza	656
3	Dodge Durango	654
4	Hyundai Santa Fe Sport	653
5	Kia Sorento	652
6	Nissan Pathfinder	644
7	GMC Terrain	637
8	Ford Explorer	636
9	Honda Pilot	633
10	Subaru Outback	620
11	Dodge Journey	614
12	Chevrolet Equinox	613
13	Ford Edge	605
memo	Nissan Murano (2012)	653
	Honda Crosstour (2012)	634

Mid-Size Crossover SUV

Rank	Vehicle	Score
1	Mazda CX-5	625
2	Honda CR-V	600
3	Nissan Rogue	594
4	Subaru Forester	592
5	Ford Escape	591
memo	Toyota RAV4 (2012)	611
	Mitsubishi Outlander (2012)	576

Compact Crossover SUV

Rank	Vehicle	Score
1	Kia Sportage	634
2	MINI Countryman	631
3	Volkswagen Tiguan	622
4	Hyundai Tucson	618
5	Mitsubishi Outlander Sport	609
6	Nissan Juke	586
7	Subaru XV Crosstrek	582
8	Jeep Compass	561
9	Jeep Patriot	558

Minivan

Rank	Vehicle	Score
1	Chrysler Town & Country	648
2	Honda Odyssey	639
3	Toyota Sienna	624
4	Dodge Grand Caravan	575
5	Mazda5	572
memo	Nissan Quest (2012)	622

2013 AutoPacific Vehicle Satisfaction Awards

Category Rankings

Rank	Vehicle Category	Score
1	Luxury SUV	689
2	Luxury Crossover SUV	686
3	Luxury Car	674
4	Luxury Mid-Size Car	653
5	Large SUV	651
6	Large Car	635
7	Mid-Size Car	634
8	Premium Mid-Size Crossover SUV	632
9	Large Crossover SUV	629
10	Aspirational Luxury Car	628
11	Light Duty Pickup	625
12	Heavy Duty Pickup	617
13	Sports Car	616
	Industry Average	615
14	Mid-Size SUV	606
15	Hybrid Crossover SUV	608
16	Hybrid/EV Car	608
17	Minivan	602
18	Mid-Size Crossover SUV	599
18	Compact Crossover SUV	599
18	Sporty Car	599
21	Premium Compact Car	590
22	Compact Car	579
23	Economy Car	538

Methodology

The 2013 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 2013 model year cars and light trucks purchased from September through December 2012. The questionnaire was administered in January through April 2013. Respondents rate 51 attributes for importance in the purchase decision and satisfaction after purchase. Over 52,000 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 51 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 1,275 (51 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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