

**J.D. Power Reports:  
Automakers Struggle to Impress Owners with Increased Usefulness of In-Vehicle Technologies  
And Features on All-New and Redesigned Models**

Dodge and Porsche Each Receive Three Segment-Level Awards;  
Audi, Ford, Mercedes-Benz and Nissan Each Receive Two

**WESTLAKE VILLAGE, Calif.: 23 July 2014** — Although manufacturers are putting more and more technologies and functionality in their new and redesigned models, satisfaction with these features is not significantly higher among owners of those models than among owners of carryover models, according to the J.D. Power 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup> released today.

The APEAL Study, now in its 19<sup>th</sup> year, serves as the industry benchmark for new-vehicle appeal. Owners evaluate their vehicle across 77 attributes, which combine into an overall APEAL score that is measured on a 1,000-point scale.

The study finds that APEAL scores for all-new and redesigned models continue to see a lift in APEAL scores compared with carryover models (805 vs. 791, respectively). However, while satisfaction in areas such as fuel economy and the feel and styling of the interior is higher among owners of all-new and redesigned models than among owners of carryover models, there is less differentiation in terms of the usefulness of the controls and functions for navigation, voice recognition and other technology applications.

“Manufacturers often look to new features and technologies to keep their vehicles fresh and attractive, but designing systems that consumers find intuitive and easy to use has been a challenge,” said Renee Stephens, vice president of U.S. automotive at J.D. Power. “Newly launched models surpass carryovers in impressing owners with the look and feel of the vehicle. But as we also see in our 2014 Initial Quality Study, owners are not as comfortable with the functionality of the features. To differentiate new models from the pack, automakers must continue to design systems that are not just attractive, but also intuitive and easy to use.”

The overall APEAL score in 2014 averages 794, which is a 1-point decrease from 2013. Fuel economy is the only category in which there has been improvement year over year (+6 points), which is due in part to an average decline of 3 percent in fuel prices during the survey period, compared with 2013. Owner-reported average mpg also improves to 25.0 mpg from 24.5 in 2013, resulting in more favorable perceptions of both driving range and mileage.

“Despite improvements this year, fuel economy continues to be the lowest-scoring category in the study by a wide margin,” said Stephens. “While many factors influence the fuel performance of a vehicle, an important factor is how the engine and transmission are tuned by the manufacturers. Automakers must find the right balance between owner expectations of fuel economy and areas that affect the driving experience, such as horsepower and transmission performance, which is not an easy task. Customers are not always happy with the trade-off between those characteristics.”

## 2014 APEAL Rankings Highlights

Porsche is the highest-ranked nameplate in APEAL for the 10<sup>th</sup> consecutive year. Hyundai ranks highest among non-premium brands in the study. Hyundai is also the highest-ranked non-premium brand in the J.D. Power 2014 Initial Quality Study<sup>SM</sup> (IQS), marking the first time a nameplate has ranked highest among non-premium brands in both APEAL and IQS in the same year.

Both Dodge and Porsche receive three segment awards each: Dodge for the Challenger, Charger and Dart; and Porsche for the 911, Boxster and Cayenne.

Receiving two segment awards each are Audi, Ford, Mercedes-Benz and Nissan: Audi for the A8 (tie) and Q5; Ford for the F-150 LD and F-250/F-350 Super Duty; Mercedes-Benz for the CLS-Class and S-Class (tie); and Nissan for the Rogue and Quest.

Also receiving awards are the BMW 4 Series; GMC Yukon; Honda Ridgeline; Hyundai Accent; Kia Soul; Land Rover Range Rover; Mazda MAZDA6; MINI Countryman; Toyota Highlander; and Volkswagen GTI.

The [APEAL Study](#) examines how gratifying a new vehicle is to own and drive. The study is used extensively by manufacturers worldwide to help them design and develop more appealing vehicles and by consumers to help them in their purchase decisions. The 2014 APEAL Study is based on responses gathered between February and May 2014 from more than 86,000 purchasers and lessees of new 2014 model-year cars and light trucks who were surveyed after the first 90 days of ownership. The APEAL Study complements the Initial Quality Study (IQS), which focuses on problems experienced by owners during the first 90 days of ownership.

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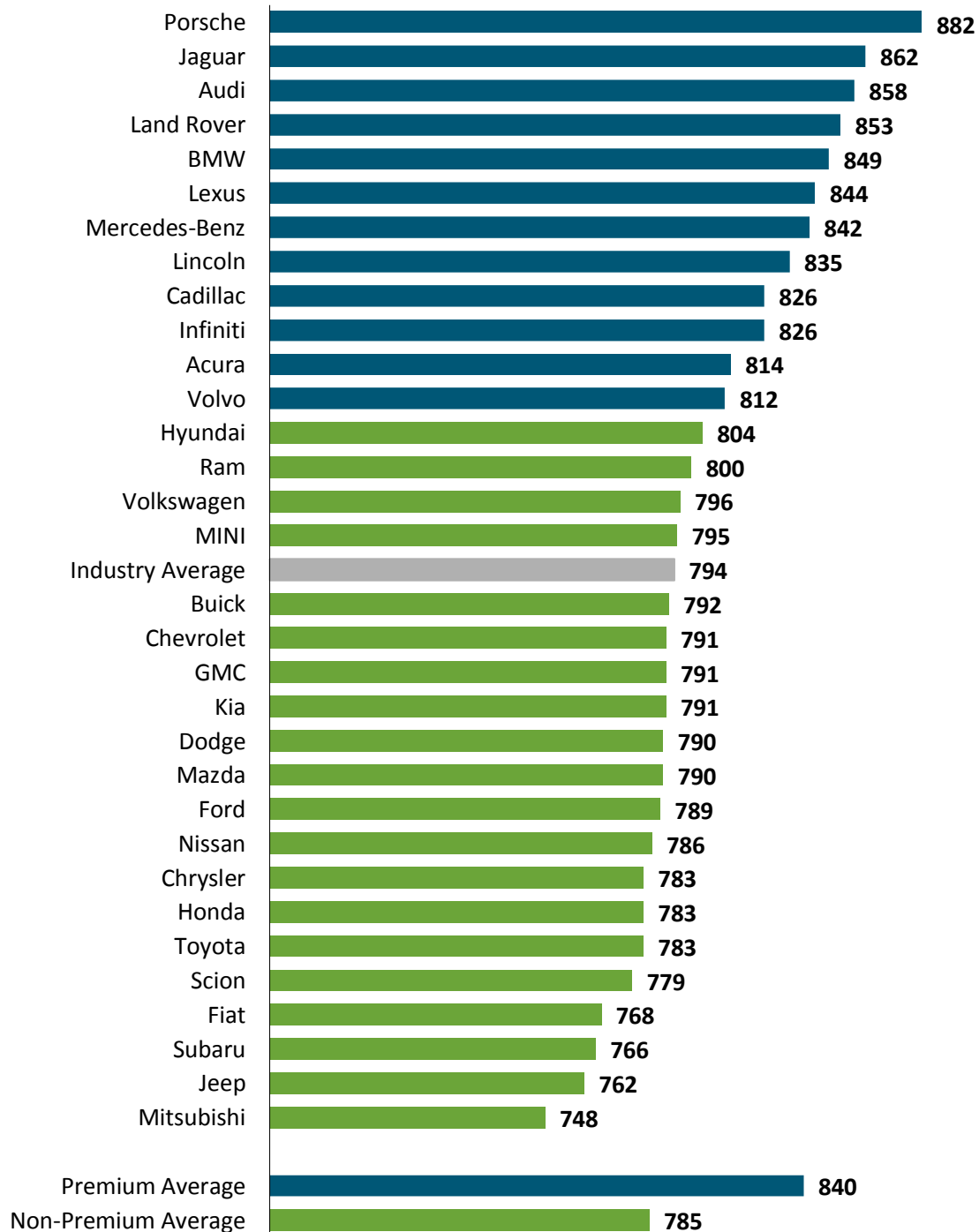
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NOTE: Three charts follow.

# J.D. Power 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>

## 2014 APEAL Nameplate Index Ranking

(Based on a 1,000-point scale)



Source: J.D. Power 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>

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# J.D. Power 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>

## Top Three Models per Segment Car Segments

<b>Small Car</b> <b>Highest Ranked: Hyundai Accent</b> Ford Fiesta Chevrolet Sonic	<b>Midsize Car</b> <b>Highest Ranked: Mazda MAZDA6</b> Kia Optima Hyundai Sonata
<b>Compact Car</b> <b>Highest Ranked: Dodge Dart</b> Volkswagen Beetle Nissan Sentra	<b>Midsize Sporty Car*</b> <b>Highest Ranked: Dodge Challenger</b>
<b>Compact Premium Car</b> <b>Highest Ranked: BMW 4 Series</b> Audi A5 Audi A4	<b>Midsize Premium Car</b> <b>Highest Ranked: Mercedes-Benz CLS-Class</b> Audi A7 Audi A6
<b>Compact Sporty Car</b> <b>Highest Ranked: Volkswagen GTI</b> Hyundai Veloster MINI Cooper	<b>Midsize Premium Sporty Car</b> <b>Highest Ranked: Porsche 911</b> Chevrolet Corvette Jaguar F-Type
<b>Compact Premium Sporty Car*</b> <b>Highest Ranked: Porsche Boxster</b> Porsche Cayman	<b>Large Car</b> <b>Highest Ranked: Dodge Charger</b> Chevrolet SS Kia Cadenza
	<b>Large Premium Car*</b> <b>Highest Ranked: Audi A8 (tie)</b> <b>Mercedes-Benz S-Class (tie)</b>

\* No other model in this segment performs above segment average.

Note: For a segment award to be issued, there must be at least three models with 80 percent of market sales in any given award segment. In the city car segment, these criteria were not met, so no award has been presented.

**For more detailed findings on new-vehicle APEAL performance,  
visit [www.jdpower.com/performance](http://www.jdpower.com/performance)**

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## Top Three Models per Segment *SUV, MPV, Van, Pickup Segments*

<b>Small SUV</b> <b>Highest Ranked: MINI Countryman</b> Buick Encore Volkswagen Tiguan	<b>Midsized Pickup*</b> <b>Highest Ranked: Honda Ridgeline</b> Nissan Frontier
<b>Compact SUV</b> <b>Highest Ranked: Nissan Rogue</b> Ford Escape Jeep Cherokee	<b>Minivan</b> <b>Highest Ranked: Nissan Quest</b> Honda Odyssey Toyota Sienna
<b>Compact Premium SUV</b> <b>Highest Ranked: Audi Q5</b> BMW X3 Mercedes-Benz GLK-Class	<b>Large SUV</b> <b>Highest Ranked: GMC Yukon</b> Nissan Armada Ford Expedition
<b>Compact MPV*</b> <b>Highest Ranked: Kia Soul</b>	<b>Large Premium SUV</b> <b>Highest Ranked: Land Rover Range Rover</b> Infiniti QX80 Mercedes-Benz GL-Class
<b>Midsized SUV</b> <b>Highest Ranked: Toyota Highlander</b> Jeep Grand Cherokee Dodge Durango	<b>Large Light Duty Pickup</b> <b>Highest Ranked: Ford F-150 LD</b> GMC Sierra LD Chevrolet Silverado LD
<b>Midsized Premium SUV</b> <b>Highest Ranked: Porsche Cayenne</b> BMW X5 Land Rover Range Rover Sport	<b>Large Heavy Duty Pickup</b> <b>Highest Ranked: Ford F-250/ F-350 Super Duty</b> Chevrolet Silverado HD (tie) Ram 2500/3500 HD (tie)

\* No other model in this segment performs above segment average.

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