



Press Release

J.D. Power and Associates Reports: Domestic Models Outperform Imports in Vehicle Appeal for the First Time in 13 Years

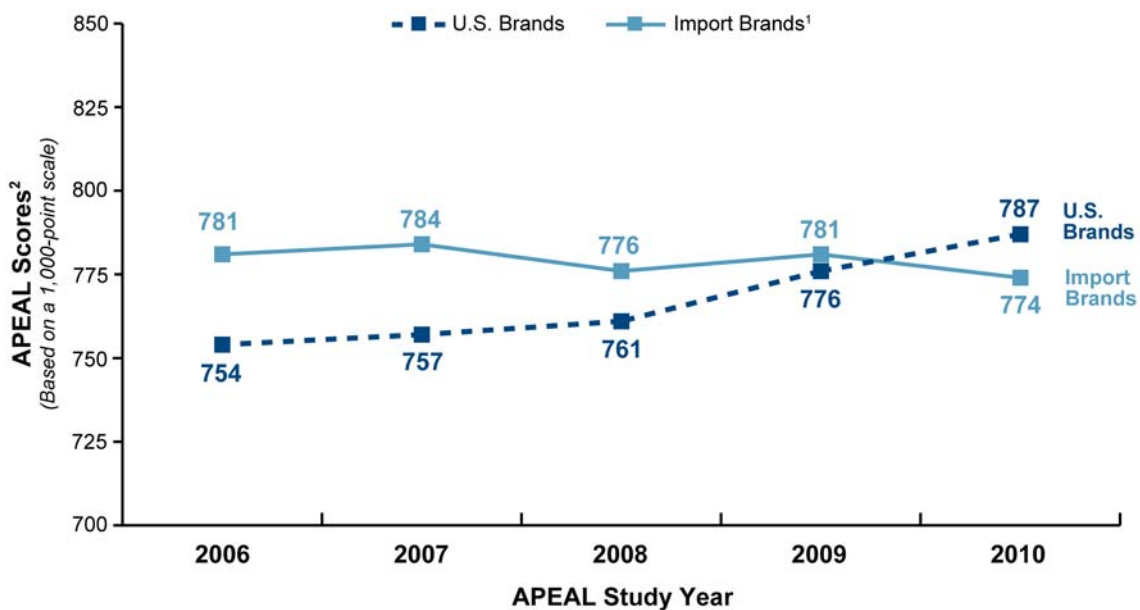
Ford Receives Five Segment-Level Awards; Audi, BMW, Chevrolet, Mercedes-Benz and Volkswagen Receive Two Each

WESTLAKE VILLAGE, Calif.: 15 July 2010 — For the first time since 1997, domestic auto brands, collectively, have surpassed import brands as a whole in vehicle appeal, according to the J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM released today.

In 2010, the APEAL score for U.S. domestic brands averages 787 on a 1,000-point scale—13 points higher than the score for import brands (automakers headquartered in Europe or Asia Pacific). By comparison, in 2009, import brands outpaced domestic brands by five points. Among premium models, import nameplates continue to retain a notable edge, but mass-market models from domestic brands outperform those from import brands.

Domestic brands have been improving steadily in vehicle appeal during the past four years, with the greatest improvement occurring between 2008 and 2010. Improvement in 2010 is driven primarily by high-performing models from Ford Motor Company and General Motors Corporation, including several models that are all-new or have undergone major redesigns.

Appeal of U.S. and Import Brands, 2006 - 2010



¹ Import brands include automakers headquartered in Europe or Asia Pacific.

² Higher score reflects better appeal performance.

Source: J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) Study,SM 2006-2010.

“Domestic automakers have performed three important actions during the past two years that have led to their gains,” said David Sargent, vice president of global vehicle research at J.D. Power and Associates. “Firstly, they have retired many models that demonstrated low appeal. They have also introduced new, highly appealing models to their lineups, and finally, they have improved their existing models through freshenings and redesigns.”

New models introduced by import brands between 2008 and 2010 have similar APEAL scores as models retired by these import automakers during the same period (averaging 784 vs. 781, respectively). In contrast, newly introduced domestic models have strongly outperformed the models retired by domestic brands (803 vs. 758, on average).

Historically, vehicle models achieving high APEAL scores have been shown to generate faster sales, higher profit margins, and less need for cash incentives. High levels of vehicle appeal also have a strong influence on customer recommendation rates. Among the most highly satisfied owners (APEAL scores averaging 950 or higher), 97 percent say they “definitely will” recommend their vehicle. However, among the least-satisfied owners (scores averaging below 400), only 8 percent say the same.

“When new-vehicle buyers go through the shopping process, vehicle appeal, along with price and perceptions of quality, is of major importance,” said Sargent. “Attributes such as exterior styling are primary determinants of whether a model makes the customer’s consideration list in the first place, while other attributes—particularly those related to the interior of the vehicle—are critical in determining which model is ultimately purchased.”

APEAL Model-Level and Nameplate Rankings

Ford captures five segment-level awards—more than any other vehicle brand in 2010—for the Expedition, Explorer Sport Trac, Flex, Fusion and Taurus. Audi, BMW, Chevrolet, Mercedes-Benz and Volkswagen each garner two awards. Audi receives awards for the Q5 and Q7. BMW models receiving awards are the 3 Series and 5 Series. Chevrolet receives awards for the Avalanche and Camaro, while Mercedes-Benz earns awards for the E-Class Coupe and S-Class (for a fourth consecutive year) and Volkswagen receives awards for the GTI and Routan. The Mercedes-Benz S-Class achieves the highest APEAL score of any model in the industry.

Also receiving awards are the GMC Terrain; Honda Fit; Land Rover Range Rover; MINI Cooper (for a third consecutive year); and Nissan Cube.

Only two models rank highest in their respective segments in both the 2010 APEAL Study and the 2010 Initial Quality Study (IQS) released in June—the Chevrolet Avalanche and Ford Taurus.

Five award recipients in 2010 are all-new models: the Audi Q5; Chevrolet Camaro; GMC Terrain; Mercedes-Benz E-Class Coupe; and Nissan Cube. According to the J.D. Power Web Intelligence Division, at the time of its launch, the Chevrolet Camaro generated particularly high volumes of online discussion centered on new-vehicle appeal. Compared with other new models released in 2010, discussion volume for the Camaro is twice that of the second-most-discussed model.

Porsche is the highest-ranking nameplate in APEAL for a sixth consecutive year. Suzuki improves more than any other nameplate in 2010, compared with 2009.

The APEAL Study examines how gratifying a new vehicle is to own and drive, based on owner evaluations of more than 80 vehicle attributes. The 2010 APEAL Study is based on responses gathered between February and May 2010 from more than 76,000 purchasers and lessees of new 2010 model-year cars and trucks who were surveyed after the first 90 days of ownership. The APEAL Study complements the recently released J.D. Power and Associates Initial Quality StudySM (IQS), which focuses on problems experienced by owners during the first 90 days of ownership.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. 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 and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies:

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a global information and education company providing knowledge, insights and analysis in the financial, education and business information sectors through leading brands including Standard & Poor's, McGraw-Hill Education, Platts, and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2009 were \$5.95 billion. Additional information is available at <http://www.mcgraw-hill.com/>.

J.D. Power and Associates Media Relations Contacts:

Angela Bianchi; Troy, Mich.; (248) 312-4729; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. www.jdpower.com/corporate

#

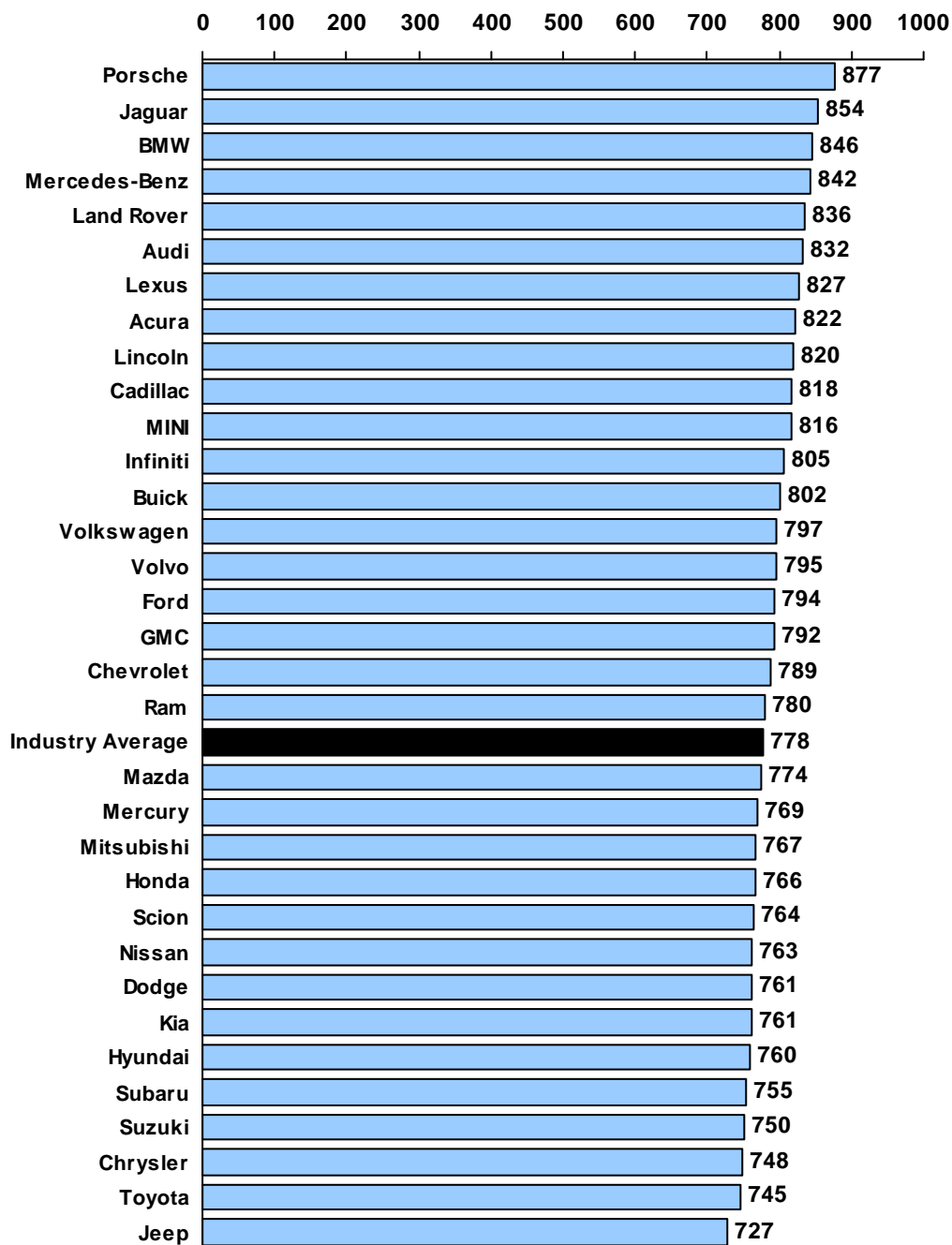
(Page 3 of 3)

NOTE: Three charts follow.

J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

2010 APEAL Nameplate Ranking

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.

J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

Top Three Models per Segment Car Segments

| | |
|--|---|
| <p>Sub-Compact Car</p> <p>Highest Ranked: Honda Fit Scion xD Toyota Yaris</p> | <p>Midsized Sporty Car*</p> <p>Highest Ranked: Chevrolet Camaro Dodge Challenger</p> |
| <p>Compact Car</p> <p>Highest Ranked: MINI Cooper Volkswagen Golf Volkswagen Jetta</p> | <p>Midsized Premium Car</p> <p>Highest Ranked: BMW 5 Series Mercedes-Benz E-Class Sedan Jaguar XF</p> |
| <p>Compact Sporty Car*</p> <p>Highest Ranked: Volkswagen GTI</p> | <p>Large Premium Car</p> <p>Highest Ranked: Mercedes-Benz S-Class Porsche Panamera Lexus LS 460</p> |
| <p>Compact Premium Sporty Car*</p> <p>Highest Ranked: Mercedes-Benz E-Class Coupe</p> | <p>Midsized Car</p> <p>Highest Ranked: Ford Fusion Buick LaCrosse Volkswagen Passat</p> |
| <p>Entry Premium Car</p> <p>Highest Ranked: BMW 3 Series BMW 1 Series Acura TL (tie) Audi A4/5 (tie) Mercedes-Benz C-Class (tie)</p> | <p>Large Car*</p> <p>Highest Ranked: Ford Taurus Nissan Maxima</p> |

**For more detailed findings on new-vehicle APEAL performance,
visit www.jdpower.com**

NOTE: For a segment award to be issued, there must be at least three models with sufficient sample that comprise 80 percent of market sales within an award segment. There were only two premium sporty car models with sufficient sample size. Thus, no premium sporty car awards have been presented.

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

Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.

J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

Top Three Models per Segment *Truck / Multi-Activity Vehicle (MAV) Segments*

| | |
|--|---|
| Compact Crossover/SUV | Midsize Premium Crossover/SUV |
| Highest Ranked: GMC Terrain Volkswagen Tiguan Chevrolet Equinox | Highest Ranked: Audi Q7 Porsche Cayenne BMW X5 |
| Compact MPV | Large Premium Crossover/SUV |
| Highest Ranked: Nissan Cube Chevrolet HHR Kia Soul | Highest Ranked: Land Rover Range Rover Mercedes-Benz GL-Class Land Rover Range Rover Sport |
| Entry Premium Crossover/SUV* | Large Pickup* |
| Highest Ranked: Audi Q5 Mercedes-Benz GLK-Class | Highest Ranked: Chevrolet Avalanche Ford F-150 LD |
| Midsize Crossover/SUV | Midsize Pickup |
| Highest Ranked: Ford Flex Honda Accord Crosstour Buick Enclave | Highest Ranked: Ford Explorer Sport Trac Honda Ridgeline Nissan Frontier |
| Large Crossover/SUV* | Minivan* |
| Highest Ranked: Ford Expedition Nissan Armada | Highest Ranked: Volkswagen Routan Honda Odyssey |

For more detailed findings on new-vehicle APEAL performance, visit www.jdpower.com

NOTE: For a segment award to be issued, there must be at least three models with sufficient sample that comprise 80 percent of market sales within an award segment. There were no large van models with sufficient sample size. Thus, no large van awards have been presented.

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

Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.