



Press Release

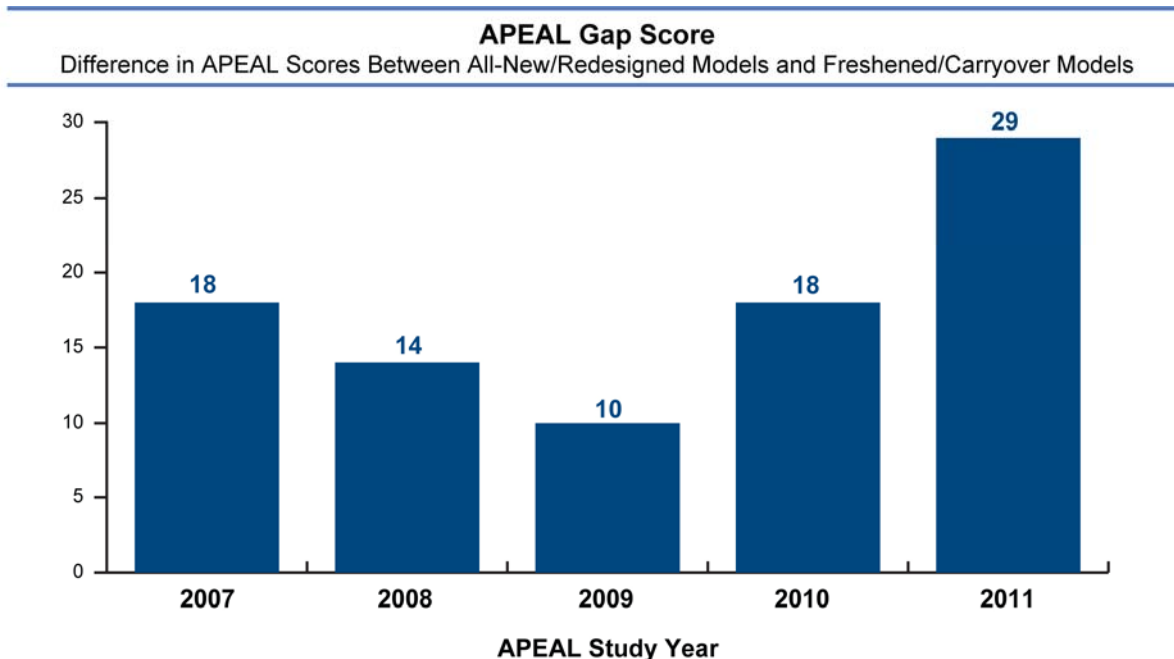
J.D. Power and Associates Reports: Automakers Face up to Tough Market Conditions by Offering the Most Appealing Lineup of New Vehicles in History

BMW and Dodge Each Receive Three Segment-Level Awards; Ford and Honda Receive Two Each

WESTLAKE VILLAGE, Calif.: 27 July 2011 — As the auto industry battles through another difficult year, vehicle manufacturers are fighting to win customers by offering the most appealing vehicles in history, according to the J.D. Power and Associates 2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM released today.

Vehicle Appeal at a Historic High

The study finds that overall vehicle appeal has reached an all-time high since the study's inception in 1996, with the industry average increasing to 781 on a 1,000-point scale (up from 778 in 2010). Furthermore, recently launched all-new and redesigned models are substantially more appealing than their carryover counterparts, widening the gap in score for a second consecutive year. In 2011, the gap is 29 points, compared with 18 points in 2010 and 10 points in 2009. This improvement is partially driven by higher ratings for vehicle styling and fuel economy provided by owners of recently launched vehicles.



Source: J.D. Power and Associates US Automotive Performance, Execution and Layout (APEAL) Study,SM 2007-2011

“The auto industry has taken a battering during the past few years,” said David Sargent, vice president of global vehicle research at J.D. Power and Associates. “However, it is clear that throughout this period, automakers have never lost sight of the fact that survival—and ultimately success—only comes from winning over customers in the showroom. Offering highly appealing vehicles is one of the primary means to succeed.”

Vehicle Appeal and Initial Quality

While the J.D. Power and Associates 2011 Initial Quality StudySM (IQS), which was released in June, found that all-new and redesigned models have more problems, on average, than do carryover models, the 2011 APEAL Study finds that these same models are more likely to offer the styling, performance and features that customers are looking for.

“There are two sides of the quality coin: things gone right and things gone wrong,” said Sargent. “Both are of critical importance, and models that perform well on both measures generate higher levels of recommendation and, ultimately, higher loyalty to the brand. In general, customers are also willing to pay more for vehicles that combine high appeal with high initial quality.”

Model-Level and Nameplate Rankings

BMW and Dodge each capture three segment-level awards. BMW models receiving awards are the X3, Z4 Roadster and 5 Series, while Dodge receives awards for the Challenger, Charger and Durango. The Charger, Durango, X3 and 5 Series are all redesigned for the 2011 model year. Ford and Honda capture two model-level awards each, with Ford receiving awards for the all-new Fiesta and F-150 LD and Honda receiving awards for the Ridgeline and redesigned Odyssey.

Also receiving awards are the Chevrolet Volt, Hyundai Equus, Land Rover Range Rover, Lexus IS, MINI Countryman, Nissan Armada, Porsche Cayenne, Scion xB, Suzuki Kizashi and Volkswagen GTI. Of these, the Countryman, Equus and Volt are all-new models, while the Cayenne is redesigned. The Equus achieves the highest APEAL score of any model in the industry in 2011. This is the first year that a model other than the BMW 7 Series, Lexus LS or Mercedes-Benz S-Class has led the overall model ranking.

Three models rank highest in their respective segments in both the 2011 APEAL Study and the 2011 IQS: the Dodge Challenger, Ford F-150 LD and Honda Ridgeline.

Porsche is the highest-ranking nameplate in the 2011 APEAL Study for a seventh consecutive year. Hyundai improves from 2010 more than any other nameplate this year, while Jeep and Chrysler also improve considerably.

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 2011 APEAL Study is based on responses gathered between February and May 2011 from more than 73,000 purchasers and lessees of new 2011 model-year cars and 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.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. 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.

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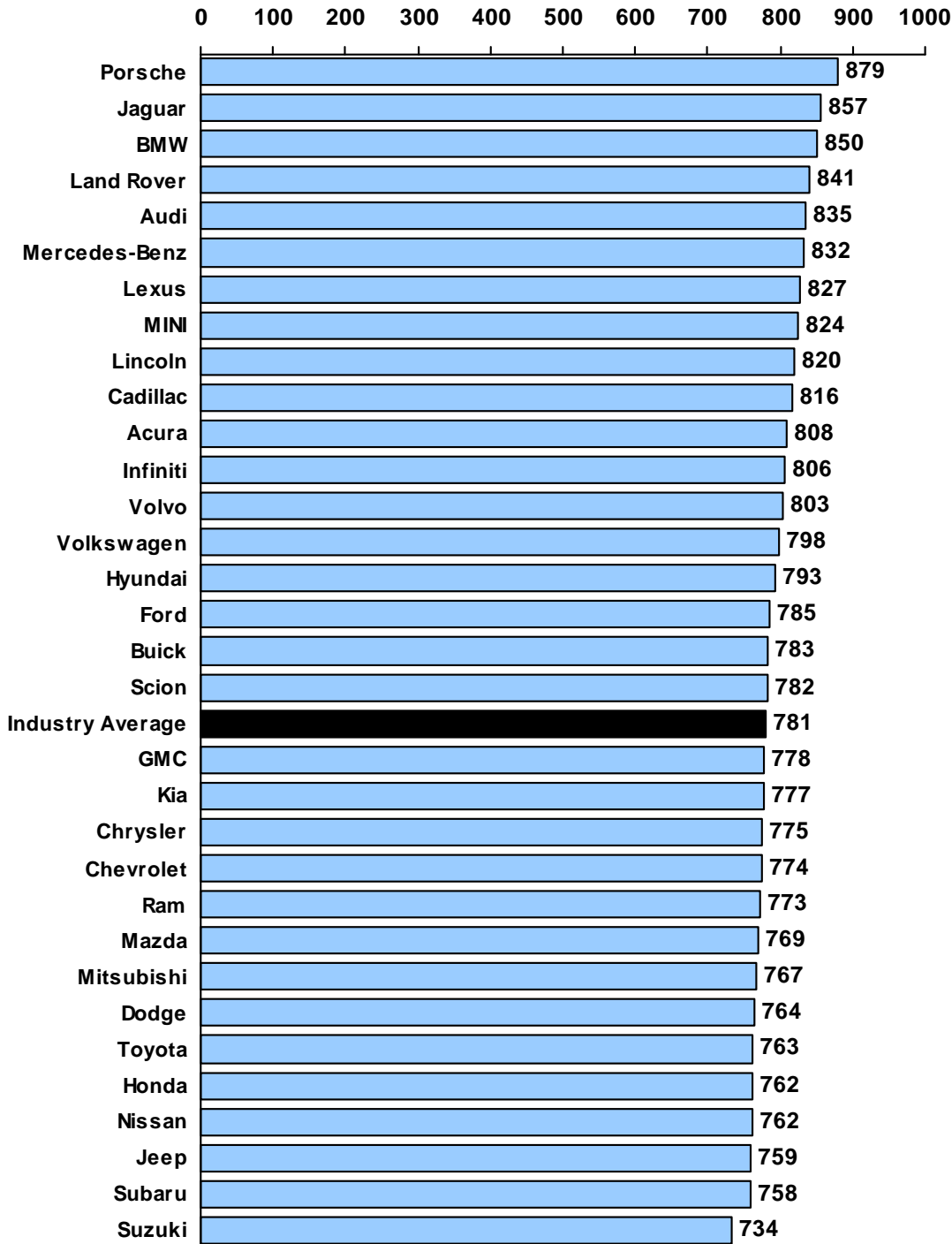
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NOTE: Three charts follow.

J.D. Power and Associates 2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

2011 APEAL Nameplate Ranking

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

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2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

Top Three Models per Segment

Car Segments

<p>Sub-Compact Car</p> <p>Highest Ranked: Ford Fiesta Mazda MAZDA2 Honda Fit</p>	<p>Midsized Sporty Car*</p> <p>Highest Ranked: Dodge Challenger Chevrolet Camaro</p>
<p>Compact Car</p> <p>Highest Ranked: Chevrolet Volt Volkswagen Golf Mitsubishi Lancer</p>	<p>Midsized Premium Car*</p> <p>Highest Ranked: BMW 5 Series</p>
<p>Compact Sporty Car*</p> <p>Highest Ranked: Volkswagen GTI MINI Cooper</p>	<p>Large Premium Car</p> <p>Highest Ranked: Hyundai Equus BMW 7 Series Audi A8</p>
<p>Compact Premium Sporty Car*</p> <p>Highest Ranked: BMW Z4 Roadster Mercedes-Benz E-Class Convertible/Cabriolet</p>	<p>Midsized Car</p> <p>Highest Ranked: Suzuki Kizashi Hyundai Sonata Kia Optima</p>
<p>Entry Premium Car</p> <p>Highest Ranked: Lexus IS BMW 3 Series (tie) Volkswagen CC (tie)</p>	<p>Large Car</p> <p>Highest Ranked: Dodge Charger 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 2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

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

Compact Crossover/SUV	Midsize Premium Crossover/SUV
Highest Ranked: MINI Countryman Volkswagen Tiguan Hyundai Tucson	Highest Ranked: Porsche Cayenne BMW X6 Audi Q7
Compact MPV*	Large Premium Crossover/SUV
Highest Ranked: Scion xB Kia Soul	Highest Ranked: Land Rover Range Rover Land Rover Range Rover Sport Mercedes-Benz GL Class
Entry Premium Crossover/SUV	Large Pickup
Highest Ranked: BMW X3 Audi Q5 Volvo XC60	Highest Ranked: Ford F-150 LD Chevrolet Avalanche Ford F-250/F-350 Super Duty
Midsize Crossover/SUV	Midsize Pickup
Highest Ranked: Dodge Durango Ford Flex Ford Explorer	Highest Ranked: Honda Ridgeline Nissan Frontier Toyota Tacoma
Large Crossover/SUV	Minivan*
Highest Ranked: Nissan Armada Chevrolet Tahoe Ford Expedition	Highest Ranked: 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 2011 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

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