

J.D. Power Reports:

Growing Usage of Safety Technologies in New Vehicles Contributes to Increasing Vehicle Appeal

Porsche Ranks Highest in APEAL for an 11th Consecutive Year;
Chevrolet, Ford and Porsche Each Receive Three Segment-Level Awards

WESTLAKE VILLAGE, Calif.: 22 July 2015 — The safety-related technologies that manufacturers are increasingly equipping their new vehicles with are making those vehicles more appealing to their owners, according to the J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM released today.

The APEAL Study, now in its 20th year, is the industry benchmark for new-vehicle appeal, examining how gratifying a new vehicle is to own and drive. Owners evaluate their vehicle across 77 attributes, which combine into an overall APEAL Index score that is measured on a 1,000-point scale. The overall APEAL score has increased by 4 points year over year to 798 in 2015.

The study finds that some safety features can contribute to a significant boost in APEAL scores. For example, the overall score among owners of vehicles with blind-spot monitoring and warning systems is 38 points higher than among those without them.

“Unlike other technologies, such as voice recognition, that can be challenging to operate, most safety features provide information in a more intuitive way, giving owners a greater sense of security,” said **Renee Stephens, vice president of U.S. automotive quality at J.D. Power**. “Not only are models increasingly offering systems that improve safety and visibility, but owners are also using them on a regular basis. This can go a long way toward generating positive feelings about their vehicle overall.”

- The study finds that 36 percent of owners have blind-spot monitoring and warning systems in their vehicle (up 7 percentage points from 2014); 21 percent have lane-departure warning systems (up 5 percentage points); 46 percent have park assist/backup warning (up 4 percentage points); and 25 percent have collision avoidance/alert systems (up 4 percentage points).
- Furthermore, 69 percent of owners who have blind-spot warning systems and 62 percent with park assist systems indicate they use them every time they drive.
- Only 15 percent of owners say they have had previous experience with blind-spot warning systems, and only 39 percent say their dealer explained the feature to them upon vehicle delivery.
- According to the J.D. Power 2015 U.S. Tech Choice Study,SM consumers are willing to spend substantially more on vehicles that include certain safety features. For example, respondents in that study indicate a willingness to pay a market price of \$750, on average, for blind-spot detection and prevention systems.

APEAL Gap Narrows between Premium and Non-Premium Brands

While premium brands historically perform significantly higher than non-premium brands in the APEAL Index, study findings show that the gap between the two in 2015 is the smallest it's been in the past 10 years, narrowing by 16 percent since 2006. The average APEAL Index score in the non-premium segment (790) has improved by 5 points from 2014, while the average score in the premium segment (841) has improved by only 1 point.

“Over the past several years, we have seen non-premium brands increasingly offer the types of in-vehicle technologies that used to be available only to premium buyers,” said Stephens. “The positive impact these technologies have on owners is more pronounced among non-premium owners. In fact, owners of non-premium vehicles that include the latest technology¹ register higher APEAL scores by 50 points, compared with just a 29-point increase among owners of premium vehicles with the same technologies.”

Highest-Ranked Nameplates and Models

Porsche ranks highest in APEAL for an 11th consecutive year, with a score of 874 index points. Porsche is followed in the rankings by **Jaguar** (855), **BMW** (854), **Mercedes-Benz** (853) and **Audi** (852). **MINI** is the highest-ranking non-premium brand in the study with a score of 825.

The following brands receive multiple model-level APEAL awards:

Chevrolet (three): Colorado, Corvette and Sonic

Ford (three): C-Max, Expedition and F-150

Porsche (three): Cayenne, Cayman and Macan

Audi (two): A3 and Q3

BMW (two): 4 Series and 6 Series

Dodge (two): Challenger and Charger

Mazda (two): CX-5 and MAZDA6

MINI (two): Cooper and Countryman

Other models receiving awards are **Fiat** 500; **GMC** Sierra HD; **Infiniti** QX80; **Kia** Sedona; **Mercedes-Benz** S-Class; **Nissan** Murano; and **Volkswagen** Golf.

The APEAL 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. It complements the J.D. Power Initial Quality StudySM (IQS), which focuses on problems experienced by owners during the first 90 days of ownership. The 2015 U.S. APEAL Study is based on responses gathered between February and May 2015 from more than 84,000 purchasers and lessees of new 2015 model-year cars and light trucks who were surveyed after 90 days of ownership.

Find detailed information on vehicle quality, as well as model photos and specs, at www.jdpower.com/performance

Media Relations Contacts

John Tews; J.D. Power; Troy, Mich.; 248-680-6218; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules www.jdpower.com/about-us/press-release-info

About McGraw Hill Financial www.mhfi.com

###

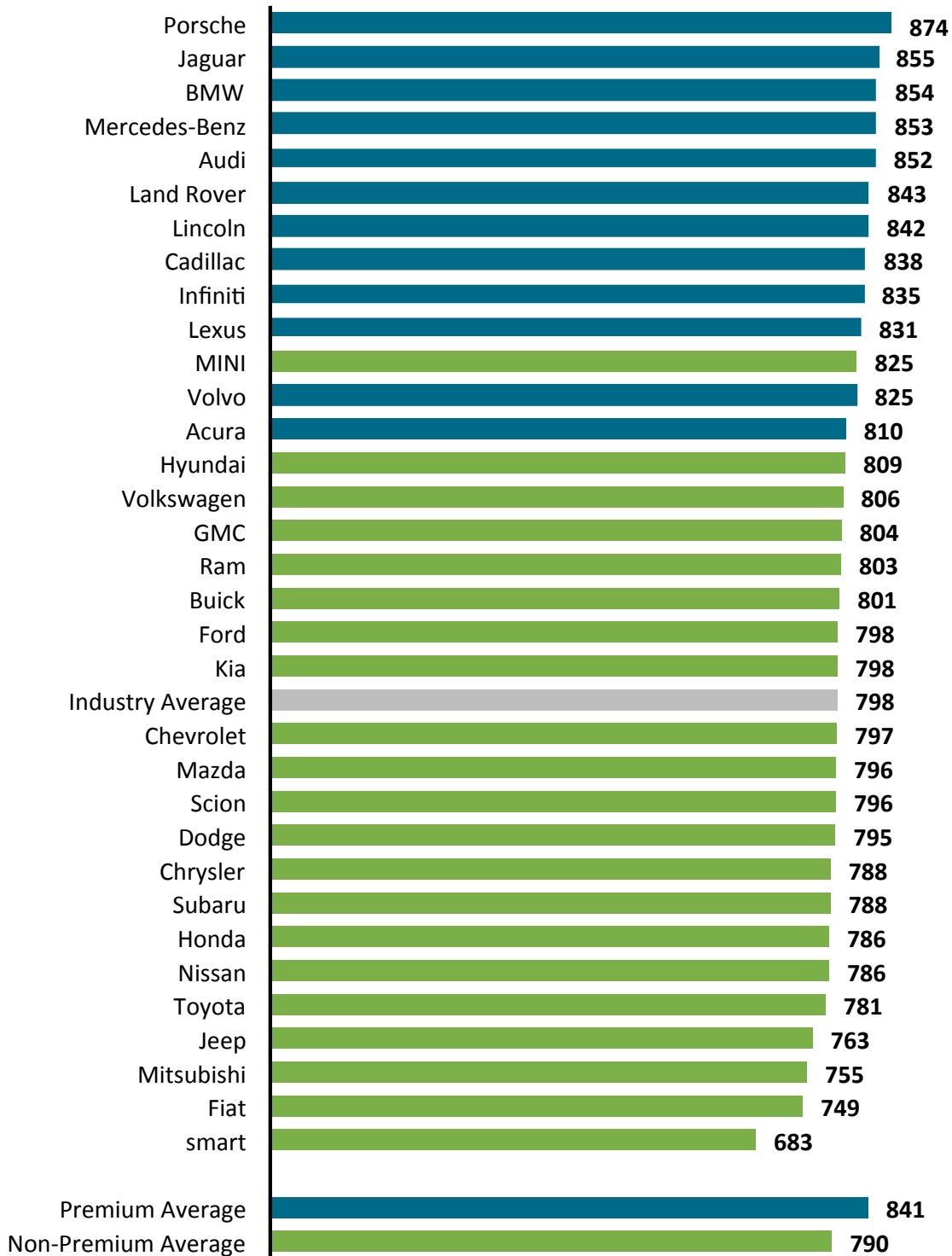
NOTE: Three charts follow.

(Page 2 of 2)

¹ Vehicles equipped with blind-spot monitoring/warning system, navigation system, and park assist/backup warning

J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

2015 APEAL Nameplate Index Ranking (Based on a 1,000-point scale)



Source: J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated 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 survey results without the express prior written consent of J.D. Power.

J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

Top Three Models per Segment Car Segments

City Car* Highest Ranked: Fiat 500	Midsized Car Highest Ranked: Mazda MAZDA6 Hyundai Sonata (tie) Nissan Altima (tie)
Small Car Highest Ranked: Chevrolet Sonic Kia Rio Ford Fiesta	Midsized Sporty Car* Highest Ranked: Dodge Challenger Ford Mustang
Small Premium Car Highest Ranked: Audi A3 BMW 2 Series Mercedes-Benz CLA-Class	Midsized Premium Car Highest Ranked: BMW 6 Series Audi A7 Infiniti Q70
Compact Car Highest Ranked: Volkswagen Golf Subaru WRX Volkswagen Beetle	Midsized Premium Sporty Car* Highest Ranked: Chevrolet Corvette Porsche 911
Compact Sporty Car* Highest Ranked: MINI Cooper	Large Car Highest Ranked: Dodge Charger Chevrolet Impala Chrysler 300 (tie) Toyota Avalon (tie)
Compact Premium Car Highest Ranked: BMW 4 Series Mercedes-Benz C-Class Lexus RC	Large Premium Car* Highest Ranked: Mercedes-Benz S-Class
Compact Premium Sporty Car* Highest Ranked: Porsche Cayman Porsche Boxster	

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

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

Source: J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated 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 survey results without the express prior written consent of J.D. Power.

J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

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

Small SUV

Highest Ranked: MINI Countryman

Volkswagen Tiguan
Buick Encore

Small Premium SUV

Highest Ranked: Audi Q3

Land Rover Range Rover Evoque
Mercedes-Benz GLA-Class

Compact SUV

Highest Ranked: Mazda CX-5

GMC Terrain
Subaru Forester

Compact Premium SUV

Highest Ranked: Porsche Macan

BMW X4
Audi Q5

Compact MPV*

Highest Ranked: Ford C-Max

Kia Soul

Midsize SUV

Highest Ranked: Nissan Murano

Toyota Highlander
Buick Enclave

Midsize Premium SUV

Highest Ranked: Porsche Cayenne

BMW X5
Audi Q7 (tie)
BMW X6 (tie)

Midsize Pickup*

Highest Ranked: Chevrolet Colorado

GMC Canyon

Minivan

Highest Ranked: Kia Sedona

Honda Odyssey
Toyota Sienna

Large SUV

Highest Ranked: Ford Expedition

Chevrolet Tahoe
GMC Yukon

Large Premium SUV

Highest Ranked: Infiniti QX80

Land Rover Range Rover
Lincoln Navigator

Large Light Duty Pickup

Highest Ranked: Ford F-150

Ram 1500 LD
GMC Sierra LD

Large Heavy Duty Pickup

Highest Ranked: GMC Sierra HD

Chevrolet Silverado HD (tie)
Ford Super Duty (tie)

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

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

Source: J.D. Power 2015 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated 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 survey results without the express prior written consent of J.D. Power.