



Press Release

J.D. Power Asia Pacific Reports: Proactive Communication with Customers is Critical to Increasing Maintenance Visits For Automotive Dealer Service Facilities in Japan

Lexus Ranks Highest in Customer Satisfaction with Dealer Service in Japan for a Third Consecutive Year

TOKYO: 30 October 2009 — Automotive dealer service facilities that proactively communicate with customers at least once every two to three months may be able to substantially increase the number of service visits as well as overall satisfaction, according to the J.D. Power Asia Pacific 2009 Japan Customer Service Index (CSI) StudySM released today.

The study, now in its eighth year, measures overall customer satisfaction with service performed at automotive dealer facilities, based on five factors. In order of importance, they are: service representative (34%); service system/process (19%); facility (16%); service content (16%); and service charge (15%). Overall customer satisfaction is reported as an index score based on a 1,000-point scale.

This study finds that a majority of customers—81 percent—indicate they solely use the dealership from which they purchased their vehicle for routine maintenance. Among customers who receive reminders for routine maintenance from the dealer at least once every two to three months, 88 percent say they visited the dealer for service. This rate declines slightly to 85 percent when customers receive reminders once every six months. However, when customers do not receive service reminders, the dealer visit rate averages only 67 percent.

“Maintaining regular contact with customers and providing them with satisfying service are both critical to fostering loyalty to dealer service facilities,” said Hiroaki Endo, general manager at J.D. Power Asia Pacific, Tokyo. “Particularly since demand for new vehicles is currently low, dealers that focus on increasing service visits may be able to help offset some of their decrease in sales revenue.”

Among the 18 brands included in the study, Lexus ranks highest with an overall CSI score of 780 and performs particularly well in all five factors that comprise the overall customer satisfaction index. Following Lexus in the rankings are BMW (645) and Audi and Mercedes-Benz (in a tie with a score of 634 each).

Overall satisfaction averages 596 in 2009. Among import brands, satisfaction averages 609, and averages 598 for domestic registered vehicles and 587 for mini-cars.

This study finds that, among highly satisfied customers (satisfaction scores averaging 800 points or higher) 34 percent say they “definitely would” repurchase from the same dealer, compared with the industry average of 11 percent. Among customers with particularly low levels of satisfaction (averaging 500 points or lower) only 4 percent say the same.

The 2009 Japan Customer Service Index (CSI) Study is based on responses from 11,857 customers who have owned their vehicles for 15 to 51 months. The survey was fielded between June and July 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: cc-group@jdpower.co.jp

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. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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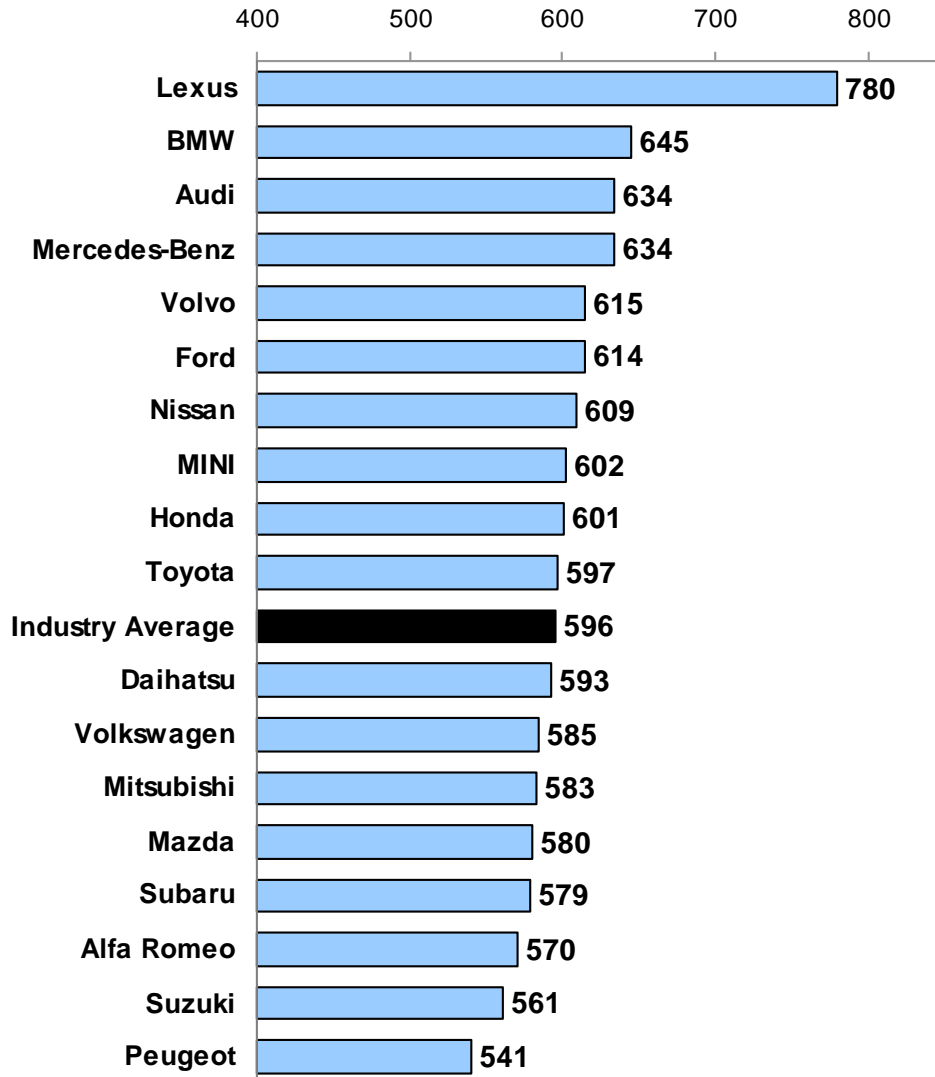
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Customer Service Index (CSI) StudySM

Customer Service Index Ranking

(Based on a 1,000-point scale)



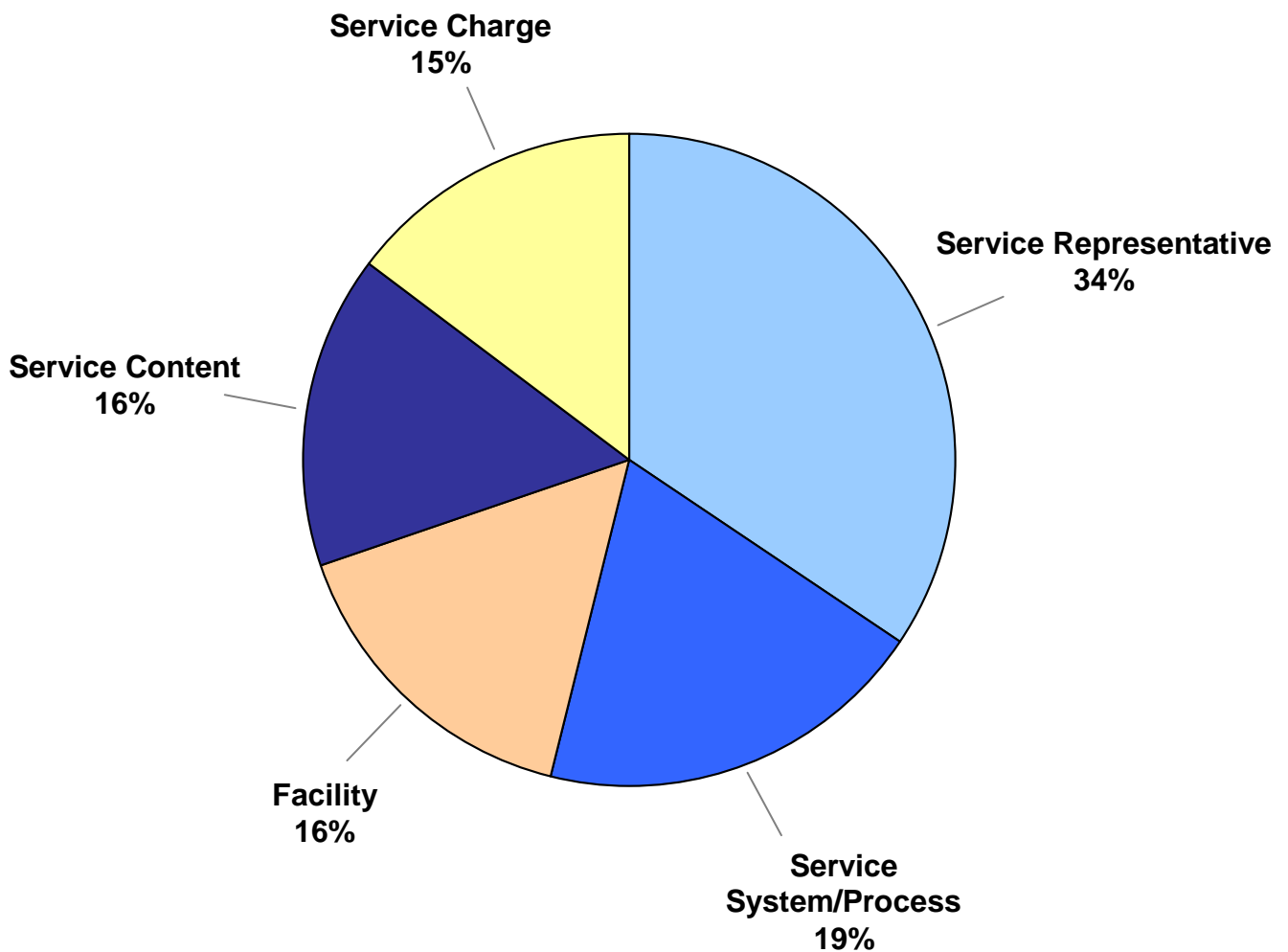
Included in the study but not ranked due to small sample size are: Chevrolet, Chrysler, Citroen, Fiat, Jaguar, Land Rover, Porsche and Renault.

Source: J.D. Power Asia Pacific 2009 Japan Customer Service Index (CSI) StudySM

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J.D. Power Asia Pacific 2009 Japan Customer Service Index (CSI) StudySM

Factors Contributing to Overall Satisfaction



Source: J.D. Power Asia Pacific 2009 Japan Customer Service Index (CSI) StudySM

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