



Press Release

J.D. Power Asia Pacific Reports: Honda Zest Ranks Highest in Appeal among Mini-Car Models in Japan

New Models Rank Particularly High in Appeal

TOKYO: 29 September 2009 – The Honda Zest ranks highest in vehicle appeal among mini-car owners in Japan, according to the J.D. Power Asia Pacific 2009 Japan Mini-Car Automotive Performance, Execution and Layout (APEAL) Study.SM

The study, now in its ninth year, measures an important dimension of mini-car owner satisfaction by determining what excites and gratifies owners about their vehicle's performance and design during the first two to seven months of ownership. Overall APEAL scores are based on owner evaluations in 10 factors of vehicle performance and design: vehicle exterior; vehicle interior; storage and space; audio/entertainment/navigation system; seats; heating, ventilation and cooling (HVAC); driving dynamics; engine/transmission; fuel economy; and visibility and driving safety.

Among the 13 ranked mini-car models, the Honda Zest ranks highest with a score of 693 on a 1,000-point scale and performs particularly well in the vehicle exterior, vehicle interior, and heating, ventilation and cooling factors. Following the Honda Zest closely in the rankings is the Daihatsu Move Conte (692). Rounding out the top five are the new Suzuki Wagon R (690), the new Honda Life (688) and the Daihatsu Tanto (677).

"Each of the four highest-ranked models in 2009 are new market entries," said Hiroaki Endo, general manager at J.D. Power Asia Pacific, Tokyo. "In addition, the strong performance of customized models that contain special exterior and drive performance features, compared with standard models indicates that new-vehicle owners may be becoming more demanding."

In recent years, many mini-car manufacturers have introduced numerous customized models. In the study, owners of customized models account for one-third of respondents. These customized models are becoming increasingly popular with women between 20 and 40 years of age. The study finds that APEAL scores for customized vehicles are typically higher among women than among men.

"Vehicle models that appeal to the increasingly diverse sense of values and sensibilities of women are faring well in the market," said Endo. "It will be critical for manufacturers to continue to meet the expectations of this important group of customers."

The 2009 Japan Automotive Performance, Execution and Layout Study is based on responses from 4,298 mini-car owners who purchased their new vehicles between October 2008 and March 2009. The study was fielded in May and June 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 consulting 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: shizue_hidaka@jdpower.co.jp

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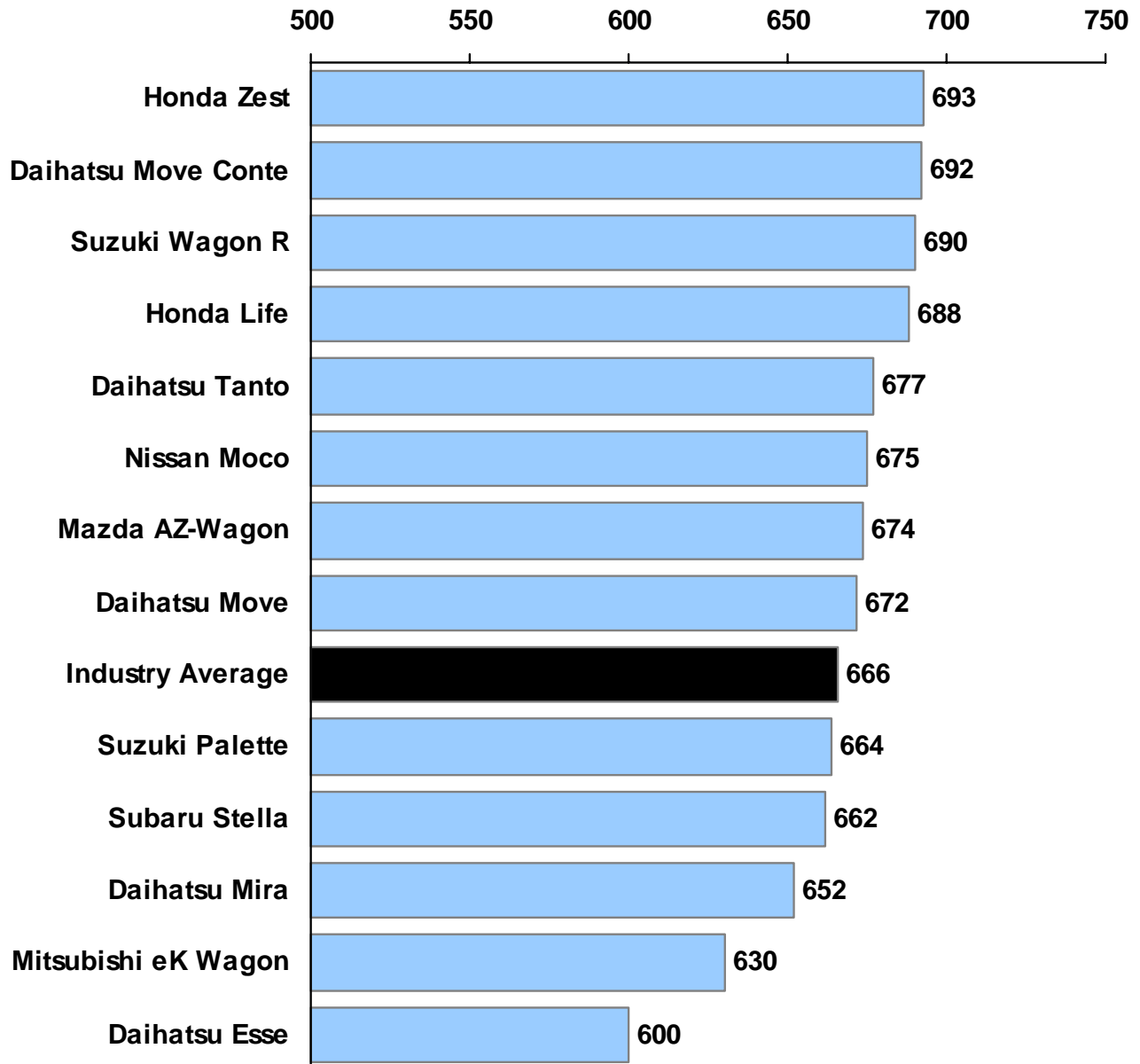
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Mini-Car Automotive Performance, Execution and Layout (APEAL) StudySM

Model Rankings
(Based on a 1,000-point scale)

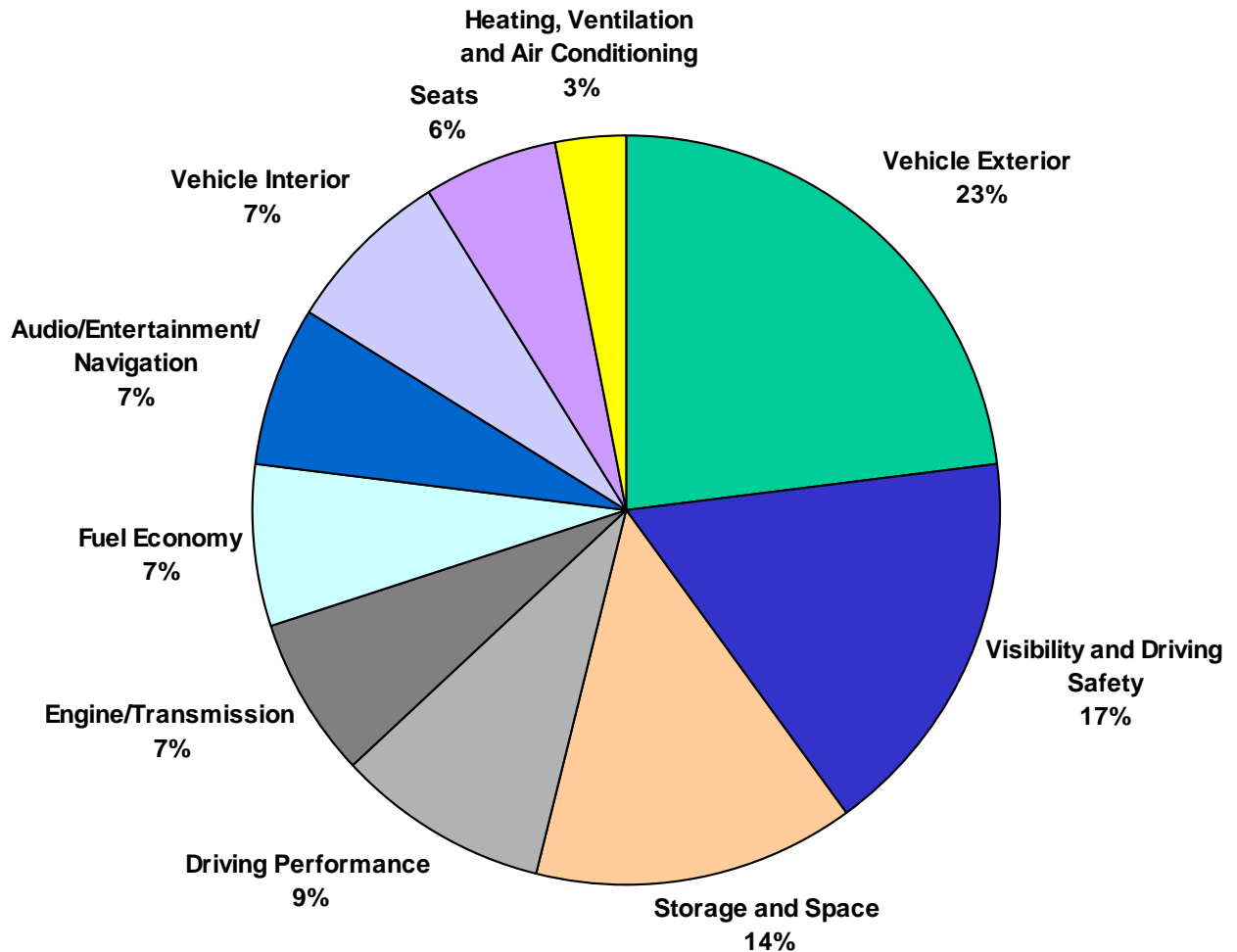


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Factors Contributing to Overall Satisfaction



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