



Press Release

J.D. Power Asia Pacific Reports: Nissan Moco Ranks Highest in Mini-Car Initial Quality in Japan

TOKYO: 31 August 2009 – The Nissan Moco ranks highest in mini-car initial quality in Japan, according to the J.D. Power Asia Pacific 2009 Japan Mini-Car Initial Quality Study (IQS).SM

Now in its ninth year, the study is a customer-driven measure of problems experienced during the first two to seven months of ownership, based on evaluations by owners. The study captures problems in two distinct categories—quality of design and defects and malfunctions. The study also examines more than 200 problem areas affecting quality across nine categories: vehicle exterior; driving experience; features/controls/displays; audio/entertainment/navigation; seats; heating, ventilation and air conditioning (HVAC); vehicle interior; engine/transmission; and other problems. All problems are summarized as the number of reported problems per 100 vehicles (PP100), with lower scores indicating a lower rate of problem incidences and higher quality.

Overall initial quality averages 118 PP100 in 2009, improving from 125PP100 in 2008. Categories with the highest problem rates include engine/transmission (25.6PP100); vehicle exterior (19.1PP100); and features/controls/displays (19.0PP100). Although there is a relatively high rate of problem incidence with engines and transmissions, the problem rate in 2009 has improved by 5.9 PP100 from 2008.

Other frequently mentioned problem areas include: opening/closing of driver seat/passenger seat doors (2.9PP100); opening/closing of trunk/hatchback door (2.2PP100); and wind noise (2.2PP100). The three most frequently cited design-related problems in 2009 remain the same from 2008: inadequate engine power when the air conditioner is in use (8.1PP100); poor fuel economy (3.6PP100); and inconvenience of the air conditioner switches (3.3PP100).

The Nissan Moco ranks highest in mini-car initial quality with a score of 81 PP100. Following the Nissan Moco in the rankings are the Daihatsu Mira (90 PP100) and the Subaru Stella (97 PP100).

Four models that are either new entries to the market or have been redesigned performed above industry average: the Daihatsu Move Conte, the Mazda AZ-Wagon, the Honda Life and the Suzuki Wagon-R. In addition, the redesigned models have improved problem rates compared to the previous generation models.

The study finds that owners in 2009 report steadily improving perceptions of fuel economy. For the past two years, increasing proportions of owners have reported being satisfied with their vehicle's fuel economy. Furthermore, even among owners who report receiving poor fuel economy, owner-reported mileage has improved by 0.85 kilometers per liter, compared with 2007.

“Due to cost consciousness and environmental awareness resulting from soaring gasoline prices and the global recession, every year customers have increased expectations on the fuel economy front,” said Hiroaki Endo, general manager at J.D. Power Asia Pacific, Tokyo. “Although manufacturers appear to be making positive strides in meeting customer expectations in this important area, further efforts to improve fuel economy are required.”

The 2009 Japan Mini-Car Initial Quality Study is based on responses from 4,298 new-vehicle owners who purchased their vehicles between October 2008 and March 2009. The study was fielded in May and June 2009.

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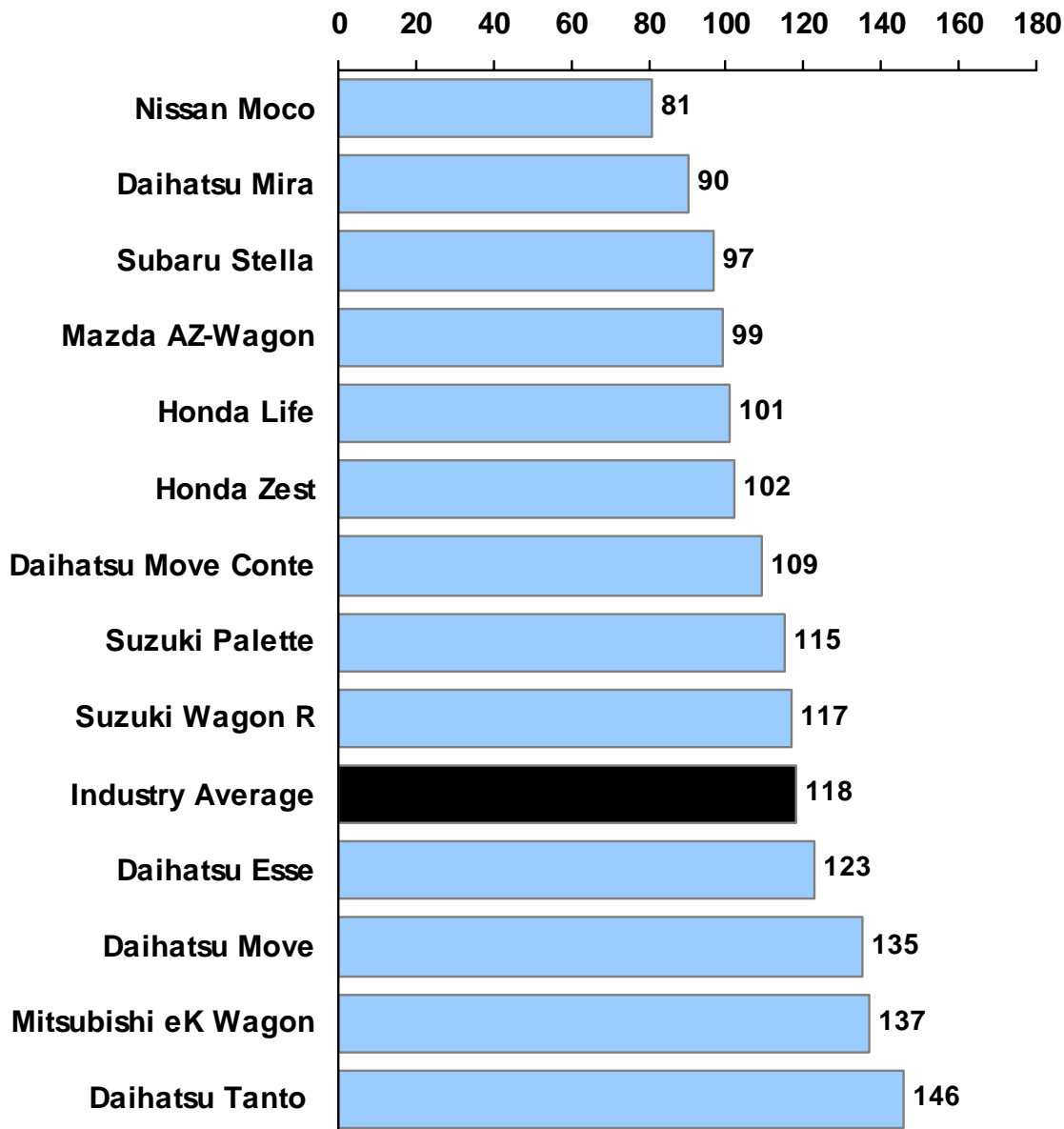
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NOTE: One chart follows.

J.D. Power Asia-Pacific 2009 Japan Mini-Car Initial Quality StudySM (IQS)

Initial Quality Model Ranking Problems Per 100 Vehicles

(Lower score reflects better quality performance)



Source: J.D. Power Asia Pacific 2009 Japan Mini-Car Initial Quality StudySM (IQS)

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