



## Press Release

### **J.D. Power Asia Pacific Reports:**

**Among Aftermarket Navigation Systems, the Pioneer Carrozzeria Cyber-Navi Ranks Highest in Customer Satisfaction for In-Dash Units and the Sony nav-u Ranks Highest for Portable Navigation Devices in Japan**

**TOKYO: 8 October 2009** – The Pioneer Carrozzeria Cyber Navi ranks highest in customer satisfaction with aftermarket in-dash navigation units, while the Sony nav-u ranks highest among portable navigation devices in Japan, according to the J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study.<sup>SM</sup>

The study measures customer satisfaction with aftermarket navigation systems by examining four factors: car life support; cost; driving support; and service support. In addition to examining satisfaction with search and guidance functions, the study also evaluates in-vehicle information system capabilities such as audio/visual and telecommunications services.

Among the six manufacturers included in the ranking for in-dash navigation units, the Pioneer Carrozzeria Cyber Navi ranks highest for a second consecutive year, achieving a score of 596 on a 1,000-point scale and performing particularly well in the service support, driving support and car life support factors. Following the Pioneer Carrozzeria Cyber Navi in the segment ranking are the Panasonic Strada F Class (570) and the Pioneer Carrozzeria Raku-Navi (569).

Among manufacturers of portable navigation devices, the Sony nav-u ranks highest with a score of 552 and performs particularly well in the driving support and costs factors. Following the Sony nav-u in the rankings is the Sanyo Gorilla (540).

The study finds that owners of portable navigation devices tend to be more concerned about price than owners of aftermarket in-dash units. In addition, 65 percent of portable navigation device owners are first-time users of navigation equipment. However, despite the difference in price between portable and in-dash aftermarket navigation units, the study finds that satisfaction with in-dash units (563, on average) is notably higher than satisfaction with portable navigation devices (538, on average). Furthermore, a majority of portable device owners say that they will purchase an in-dash system for their next navigation unit. Among users of in-dash units, only 16 percent indicate they plan to purchase a portable navigation device as their next navigation unit.

“The portable navigation device market is new in Japan, and the fact that repurchase intent is particularly low among these owners indicates that this market may not grow rapidly,” Hiroyasu Hirashima, manager of J.D. Power Asia Pacific, Tokyo. “If the portable navigation device market is to attract new customers and achieve expansion and stability, it will be critical for manufacturers to raise user satisfaction and loyalty levels.”

The 2009 Japan Navigation Systems Customer Satisfaction Index Study is based on responses from 2,372 owners of in-dash aftermarket navigation systems and 1,115 owners of portable navigation devices who purchased their units between April 2007 and March 2009. The study was fielded in 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 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](http://www.jdpower.com). Media e-mail contact: [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@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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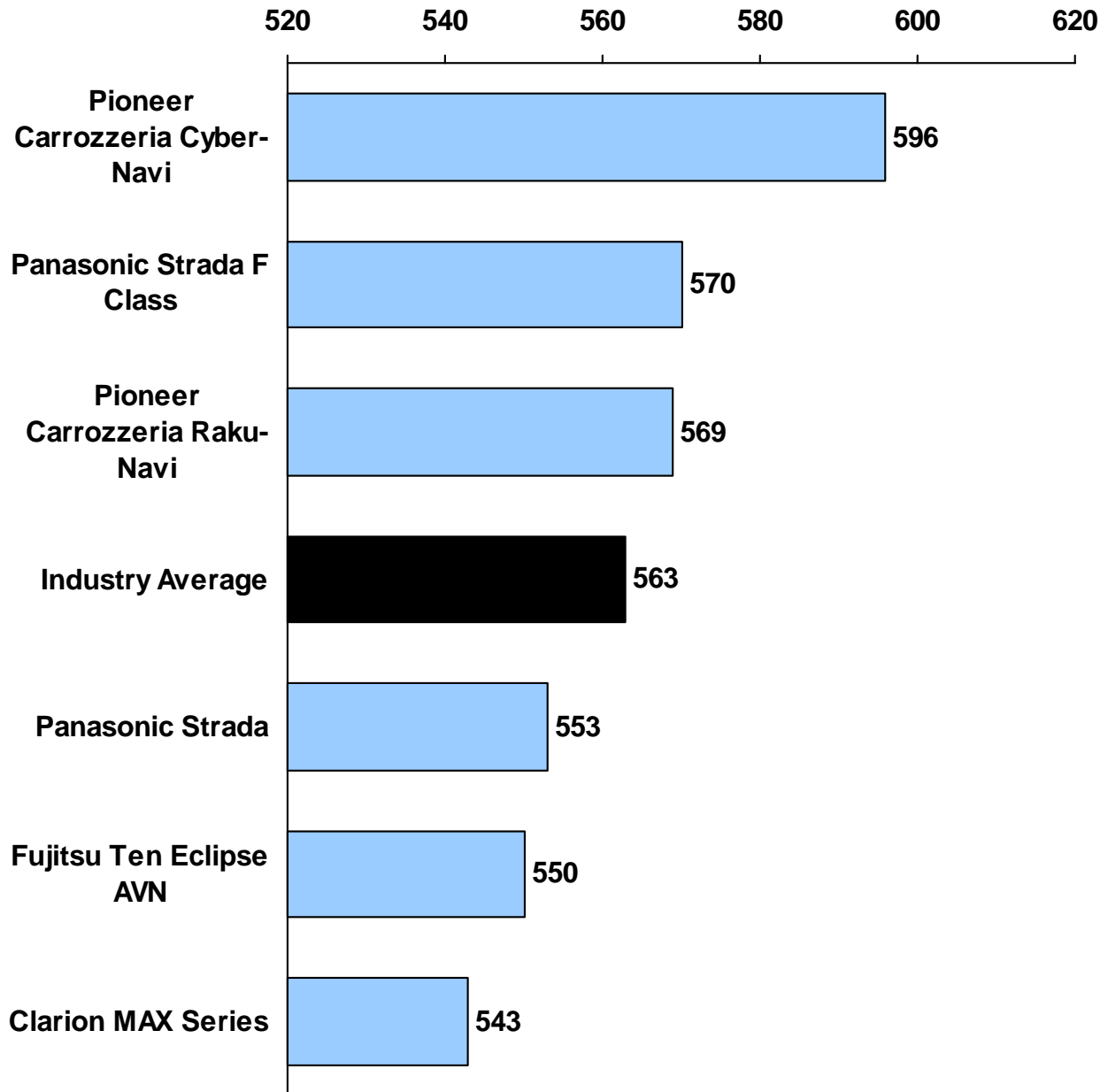
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NOTE: Three charts follow.

# J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

## Overall Customer Satisfaction with Aftermarket In-Dash Navigation Systems

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are: Alpine Mobile Media Station; Clarion Crasvia, and Kenwood HDD [Smart] Navi.

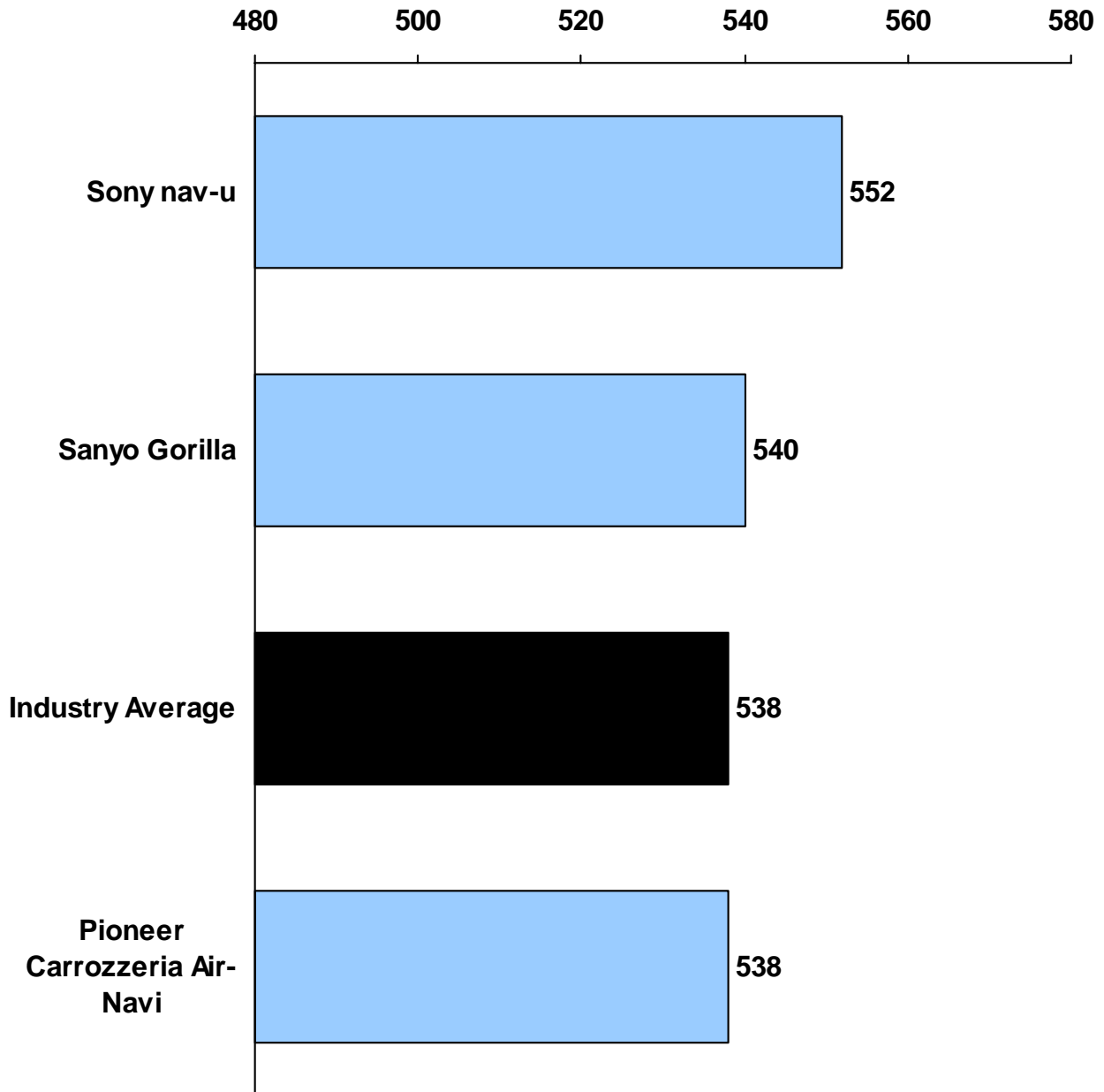
Source: J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

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# J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

## Overall Customer Satisfaction with Portable Navigation Devices

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are: Panasonic Strada Pocket; Yupiteru Yera; Garmin Nuvi Series; and Kogei Broadzone Mayowan.

Source: J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

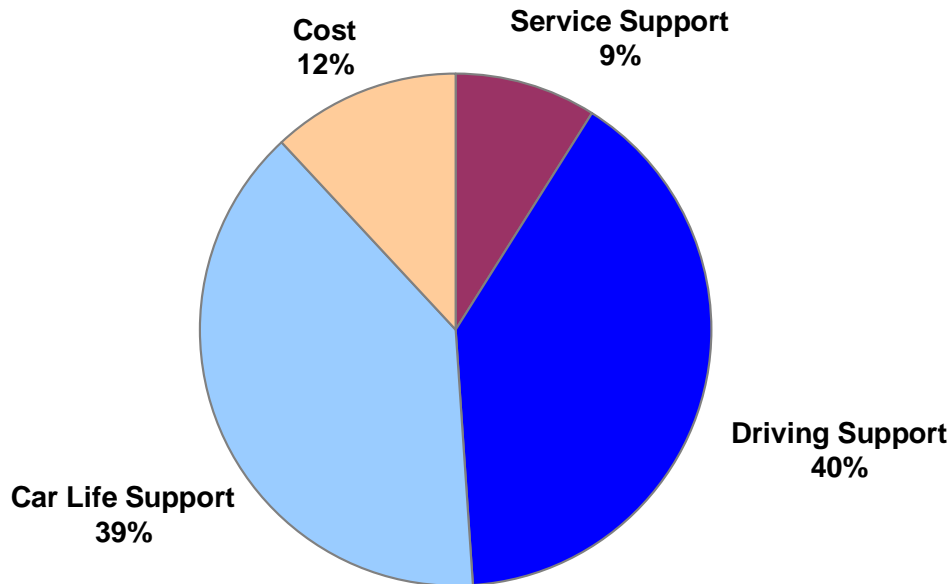
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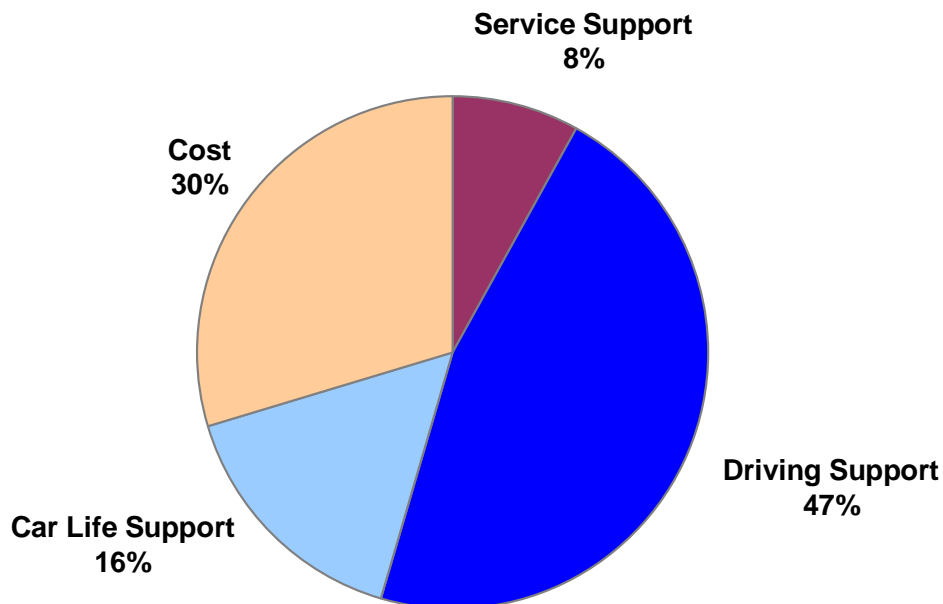
## *Factors Contributing to Overall Customer Satisfaction*

### Aftermarket In-Dash Navigation Systems



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### Portable Navigation Devices



*Note: Percentages may not total 100 due to rounding.*

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*Source: J.D. Power Asia Pacific 2009 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>*

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