



Press Release

J.D. Power and Associates Reports: Buick and Jaguar Tie to Rank Highest for Vehicle Dependability

Toyota Motor Corporation Captures Ten Segment Awards; Ford Motor Company Garners Four

WESTLAKE VILLAGE, Calif.: 19 March 2009 — Buick and Jaguar each rank highest in vehicle dependability in a tie, according to the J.D. Power and Associates 2009 Vehicle Dependability StudySM (VDS) released today. Buick improves from a sixth-place ranking in 2008, while Jaguar improves from 10th place. Following in the top five rankings this year are Lexus, Toyota and Mercury.

Toyota garners five segment awards—more than any other nameplate in 2009—for the Highlander, Prius, Sequoia, Solara and Tundra. Lexus follows with four segment awards for the ES 330 (in a tie with the Acura RL), GX 470, LS 430 and SC 430. Lincoln captures two awards for the Mark LT and Zephyr. Models by Acura, Buick, Dodge, Ford, Honda, Mazda, Mercury, Nissan and Scion each rank highest in one segment.

“Buick has ranked among the top 10 nameplates each year since the study was last redesigned in 2003, while Jaguar has moved rapidly up the rankings,” said David Sargent, vice president of automotive research at J.D. Power and Associates. “Lexus remains a very strong competitor in long-term quality. In particular, the Lexus LS 430 sets the industry standard for dependability, with fewer problems reported than any other model in the study.”

The study, which measures problems experienced by original owners of three-year-old (2006 model year) vehicles, has been redesigned to include 202 different problem symptoms across all areas of the vehicle. Overall dependability is determined by the level of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality. The study is used extensively by vehicle manufacturers worldwide to help design and build better vehicles—which typically retain higher resale values—and by consumers to help them make more-informed choices for both new and used vehicles.

“In the current economic climate, consumers are delaying new-vehicle purchases and keeping their vehicles longer—the average age of a vehicle at trade-in has increased to 73 months in 2009 from 65 months in 2006,” said Sargent. “This makes vehicle dependability even more critical. Automakers have improved long-term dependability by an average of 10 percent each year since the inception of the study, which is a testament to the industry’s commitment to continuously improve and sustain quality, especially long-term quality. Making improvements in long-term quality not only satisfies customers who are holding onto their vehicles longer, but it will also influence their decisions when they return to the new-vehicle market or are seeking to purchase a pre-owned vehicle.”

The study finds that the frequency and severity of component replacement has a particularly strong impact on customer loyalty intentions. Component areas for which the impact is greatest include engine and transmission. When engine components are replaced or rebuilt, just 11 percent of customers state that they definitely intend to purchase or lease another vehicle of the same make, compared with nearly 40 percent among owners who report replacing no components.

The study also finds that Buick, Lincoln, Mercury and Jaguar owners are less likely to replace components than owners of other vehicle brands. While component replacement rates are similar for premium and non-premium makes, there are notable differences between vehicle segments. Owners of models in the premium sporty vehicle segment are least likely to replace components, while owners of models in the van segment are most likely to replace components.

The 2009 Vehicle Dependability Study is based on responses from more than 46,000 original owners of 2006 model-year vehicles. The study was fielded in October 2008.

Find more detailed findings on vehicle dependability as well as model photos and specs by reading an article and reviewing brand and segment dependability ratings at JDPower.com.

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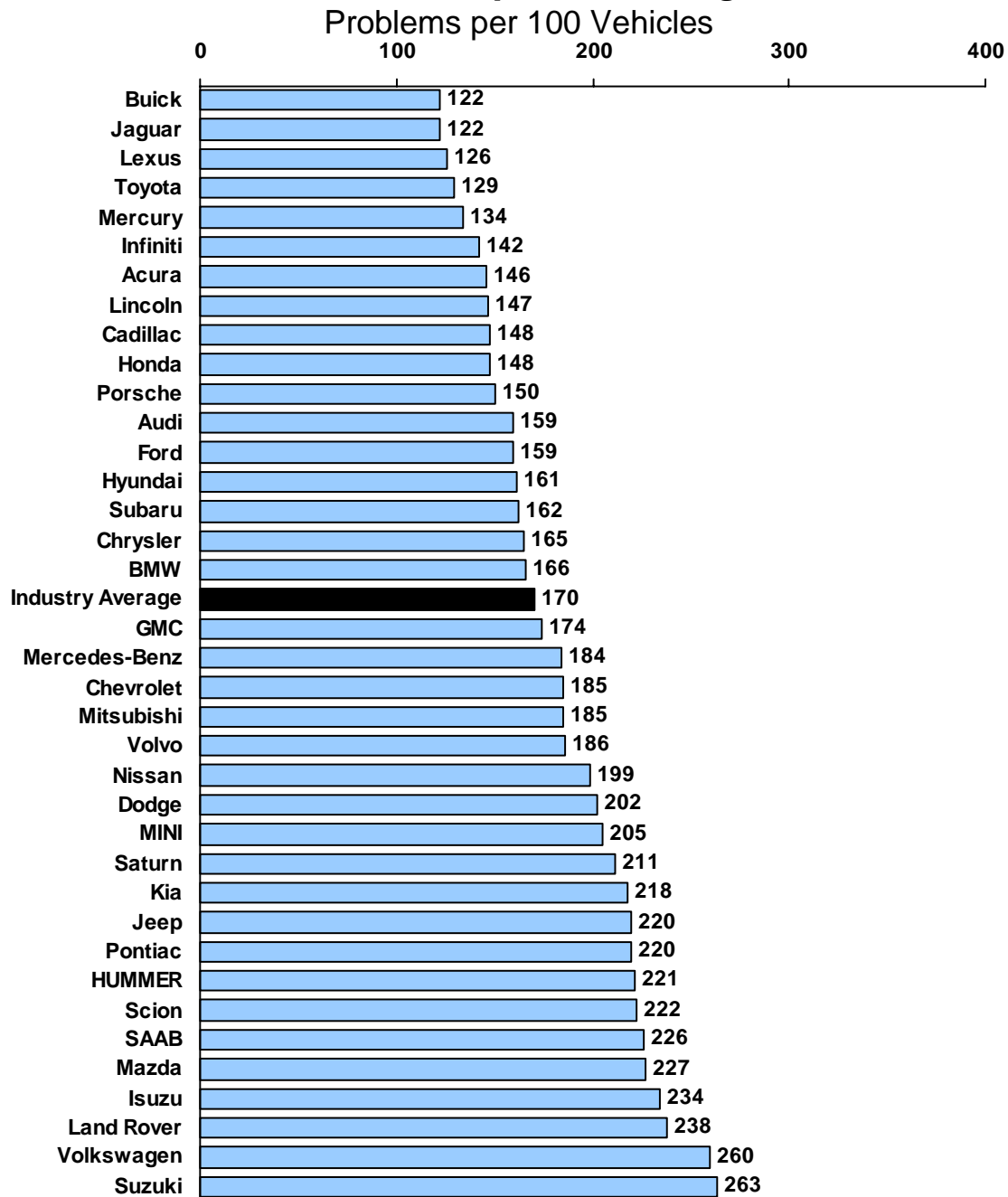
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NOTE: Three charts follow.

J.D. Power and Associates 2009 Vehicle Dependability StudySM (VDS)

2009 Nameplate Ranking



Source: J.D. Power and Associates 2009 Vehicle Dependability StudySM

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J.D. Power and Associates 2009 Vehicle Dependability StudySM (VDS)

Top Three Models per Segment Car Segments

Sub-Compact Car	Compact Premium Sporty Car
Highest Ranked: Scion xA Suzuki Aerio Chevrolet Aveo	Highest Ranked: Nissan 350Z Mercedes-Benz SLK-Class Acura RSX
Compact Car	Entry Premium Vehicle
Highest Ranked: Toyota Prius Toyota Matrix Pontiac Vibe	Highest Ranked: Lincoln Zephyr Cadillac CTS Infiniti G-Series
Compact Sporty Car	Midsize Premium Car
Highest Ranked: Mazda MX-5 Miata Subaru Impreza Pontiac Solstice Convertible	Highest Ranked: Acura RL (tie) Lexus ES 330 (tie) Infiniti M-Series
Midsize Sporty Car	Large Premium Car
Highest Ranked: Toyota Solara Chevrolet Monte Carlo Ford Mustang	Highest Ranked: Lexus LS 430 Lincoln Town Car Cadillac DTS
Midsize Car	Premium Sporty Car
Highest Ranked: Buick LaCrosse Toyota Camry Mercury Milan	Highest Ranked: Lexus SC 430 Porsche 911 Chevrolet Corvette
Large Car	
Highest Ranked: Mercury Grand Marquis Buick Lucerne Mercury Montego	

**For more detailed findings on vehicle quality and dependability performance,
visit www.jdpower.com**

Source: J.D. Power and Associates 2009 Vehicle Dependability StudySM

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Top Three Models per Segment *Truck / Multi-Activity Vehicle (MAV) Segments*

Compact MAV	Midsize Pickup
Highest Ranked: Honda Element Honda CR-V Mitsubishi Outlander	Highest Ranked: Ford Ranger Honda Ridgeline Toyota Tacoma
Midsize MAV	Van
Highest Ranked: Toyota Highlander Toyota 4Runner Buick Rainier	Highest Ranked: Dodge Caravan Ford Freestar Toyota Sienna
Large MAV	Midsize Premium MAV
Highest Ranked: Toyota Sequoia Chevrolet Tahoe Ford Expedition	Highest Ranked: Lexus GX 470 Acura MDX Lexus RX 330/RX400h
Large Pickup	Large Premium MAV
Highest Ranked: Toyota Tundra Ford F-150 LD GMC Sierra LD	Highest Ranked: Lincoln Mark LT Land Rover Range Rover Sport Lincoln Navigator

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