



Press Release

J.D. Power and Associates Reports: Domestic Models Outperform Imports in Vehicle Appeal for the First Time in 13 Years

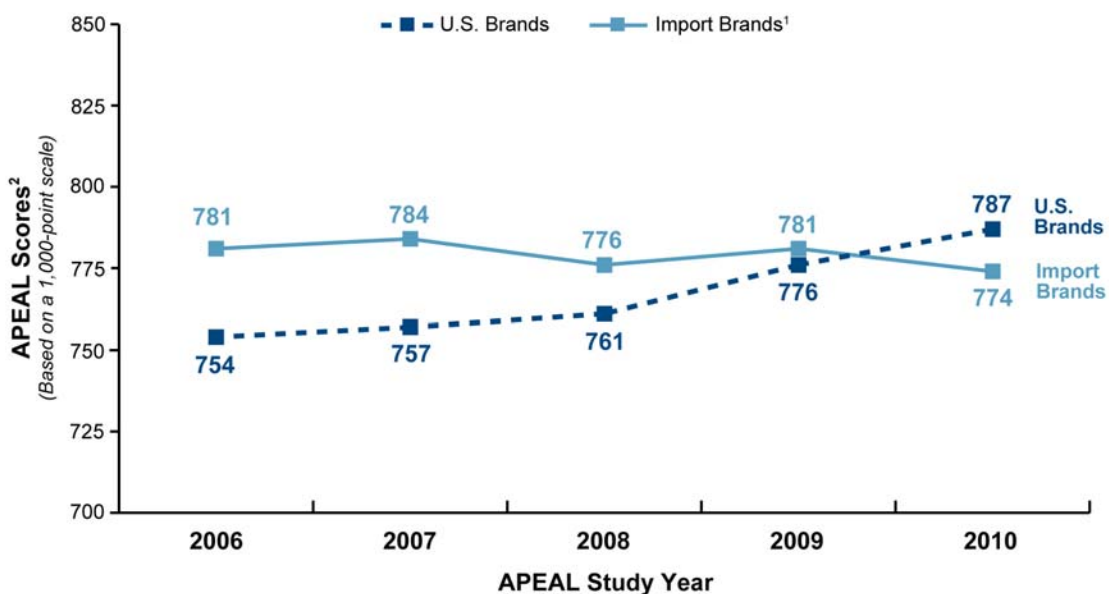
Ford Receives Five Segment-Level Awards; Audi, BMW, Chevrolet, Mercedes-Benz and Volkswagen Receive Two Each

WESTLAKE VILLAGE, Calif.: 15 July 2010 — For the first time since 1997, domestic auto brands, collectively, have surpassed import brands as a whole in vehicle appeal, according to the J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM released today.

In 2010, the APEAL score for U.S. domestic brands averages 787 on a 1,000-point scale—13 points higher than the score for import brands (automakers headquartered in Europe or Asia Pacific). By comparison, in 2009, import brands outpaced domestic brands by five points. Among premium models, import nameplates continue to retain a notable edge, but mass-market models from domestic brands outperform those from import brands.

Domestic brands have been improving steadily in vehicle appeal during the past four years, with the greatest improvement occurring between 2008 and 2010. Improvement in 2010 is driven primarily by high-performing models from Ford Motor Company and General Motors Corporation, including several models that are all-new or have undergone major redesigns.

Appeal of U.S. and Import Brands, 2006 - 2010



¹ Import brands include automakers headquartered in Europe or Asia Pacific.

² Higher score reflects better appeal performance.

Source: J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) Study,SM 2006-2010.

“Domestic automakers have performed three important actions during the past two years that have led to their gains,” said David Sargent, vice president of global vehicle research at J.D. Power and Associates. “Firstly, they have retired many models that demonstrated low appeal. They have also introduced new, highly appealing models to their lineups, and finally, they have improved their existing models through freshenings and redesigns.”

New models introduced by import brands between 2008 and 2010 have similar APEAL scores as models retired by these import automakers during the same period (averaging 784 vs. 781, respectively). In contrast, newly introduced domestic models have strongly outperformed the models retired by domestic brands (803 vs. 758, on average).

Historically, vehicle models achieving high APEAL scores have been shown to generate faster sales, higher profit margins, and less need for cash incentives. High levels of vehicle appeal also have a strong influence on customer recommendation rates. Among the most highly satisfied owners (APEAL scores averaging 950 or higher), 97 percent say they “definitely will” recommend their vehicle. However, among the least-satisfied owners (scores averaging below 400), only 8 percent say the same.

“When new-vehicle buyers go through the shopping process, vehicle appeal, along with price and perceptions of quality, is of major importance,” said Sargent. “Attributes such as exterior styling are primary determinants of whether a model makes the customer’s consideration list in the first place, while other attributes—particularly those related to the interior of the vehicle—are critical in determining which model is ultimately purchased.”

APEAL Model-Level and Nameplate Rankings

Ford captures five segment-level awards—more than any other vehicle brand in 2010—for the Expedition, Explorer Sport Trac, Flex, Fusion and Taurus. Audi, BMW, Chevrolet, Mercedes-Benz and Volkswagen each garner two awards. Audi receives awards for the Q5 and Q7. BMW models receiving awards are the 3 Series and 5 Series. Chevrolet receives awards for the Avalanche and Camaro, while Mercedes-Benz earns awards for the E-Class Coupe and S-Class (for a fourth consecutive year) and Volkswagen receives awards for the GTI and Routan. The Mercedes-Benz S-Class achieves the highest APEAL score of any model in the industry.

Also receiving awards are the GMC Terrain; Honda Fit; Land Rover Range Rover; MINI Cooper (for a third consecutive year); and Nissan Cube.

Only two models rank highest in their respective segments in both the 2010 APEAL Study and the 2010 Initial Quality Study (IQS) released in June—the Chevrolet Avalanche and Ford Taurus.

Five award recipients in 2010 are all-new models: the Audi Q5; Chevrolet Camaro; GMC Terrain; Mercedes-Benz E-Class Coupe; and Nissan Cube. According to the J.D. Power Web Intelligence Division, at the time of its launch, the Chevrolet Camaro generated particularly high volumes of online discussion centered on new-vehicle appeal. Compared with other new models released in 2010, discussion volume for the Camaro is twice that of the second-most-discussed model.

Porsche is the highest-ranking nameplate in APEAL for a sixth consecutive year. Suzuki improves more than any other nameplate in 2010, compared with 2009.

The APEAL Study examines how gratifying a new vehicle is to own and drive, based on owner evaluations of more than 80 vehicle attributes. The 2010 APEAL Study is based on responses gathered between February and May 2010 from more than 76,000 purchasers and lessees of new 2010 model-year cars and trucks who were surveyed after the first 90 days of ownership. The APEAL Study complements the recently released J.D. Power and Associates Initial Quality StudySM (IQS), which focuses on problems experienced by owners during the first 90 days of ownership.

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J.D. Power and Associates Media Relations Contacts:

Angela Bianchi; Troy, Mich.; (248) 312-4729; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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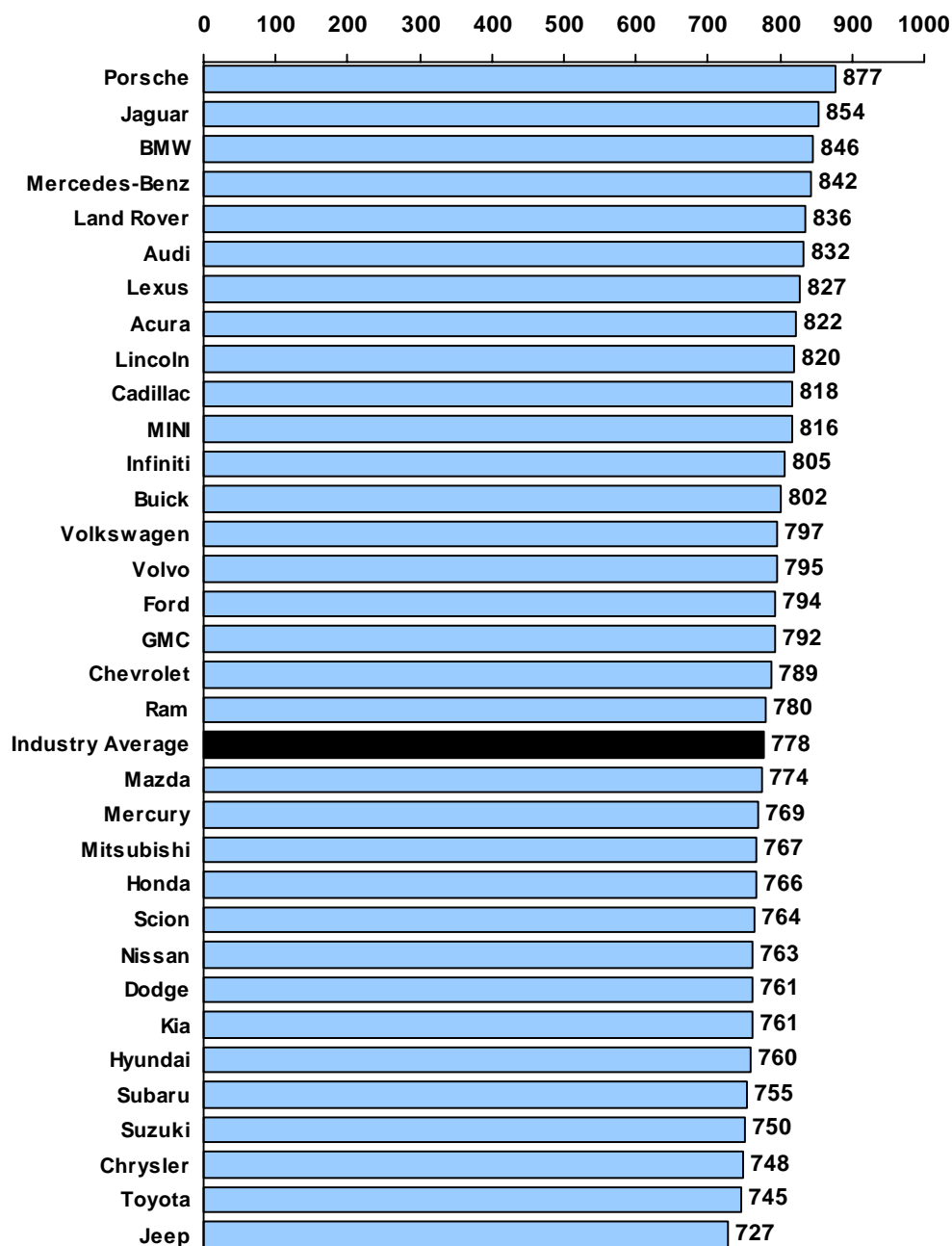
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NOTE: Three charts follow.

J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

2010 APEAL Nameplate Ranking (Based on a 1,000-point scale)



Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

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Top Three Models per Segment Car Segments

Sub-Compact Car	Midsize Sporty Car*
Highest Ranked: Honda Fit Scion xD Toyota Yaris	Highest Ranked: Chevrolet Camaro Dodge Challenger
Compact Car	Midsize Premium Car
Highest Ranked: MINI Cooper Volkswagen Golf Volkswagen Jetta	Highest Ranked: BMW 5 Series Mercedes-Benz E-Class Sedan Jaguar XF
Compact Sporty Car*	Large Premium Car
Highest Ranked: Volkswagen GTI	Highest Ranked: Mercedes-Benz S-Class Porsche Panamera Lexus LS 460
Compact Premium Sporty Car*	Midsize Car
Highest Ranked: Mercedes-Benz E-Class Coupe	Highest Ranked: Ford Fusion Buick LaCrosse Volkswagen Passat
Entry Premium Car	Large Car*
Highest Ranked: BMW 3 Series BMW 1 Series Acura TL (tie) Audi A4/5 (tie) Mercedes-Benz C-Class (tie)	Highest Ranked: Ford Taurus Nissan Maxima

**For more detailed findings on new-vehicle APEAL performance,
visit www.jdpower.com**

NOTE: For a segment award to be issued, there must be at least three models with sufficient sample that comprise 80 percent of market sales within an award segment. There were only two premium sporty car models with sufficient sample size. Thus, no premium sporty car awards have been presented.

**No other model in this segment performs above the segment average.*

Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

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

Compact Crossover/SUV	Midsize Premium Crossover/SUV
Highest Ranked: GMC Terrain Volkswagen Tiguan Chevrolet Equinox	Highest Ranked: Audi Q7 Porsche Cayenne BMW X5
Compact MPV	Large Premium Crossover/SUV
Highest Ranked: Nissan Cube Chevrolet HHR Kia Soul	Highest Ranked: Land Rover Range Rover Mercedes-Benz GL-Class Land Rover Range Rover Sport
Entry Premium Crossover/SUV*	Large Pickup*
Highest Ranked: Audi Q5 Mercedes-Benz GLK-Class	Highest Ranked: Chevrolet Avalanche Ford F-150 LD
Midsize Crossover/SUV	Midsize Pickup
Highest Ranked: Ford Flex Honda Accord Crosstour Buick Enclave	Highest Ranked: Ford Explorer Sport Trac Honda Ridgeline Nissan Frontier
Large Crossover/SUV*	Minivan*
Highest Ranked: Ford Expedition Nissan Armada	Highest Ranked: Volkswagen Routan Honda Odyssey

***For more detailed findings on new-vehicle APEAL performance,
visit www.jdpower.com***

NOTE: For a segment award to be issued, there must be at least three models with sufficient sample that comprise 80 percent of market sales within an award segment. There were no large van models with sufficient sample size. Thus, no large van awards have been presented.

**No other model in this segment performs above the segment average.*

Source: J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM

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