

Vehicle Dealer Service Drives Customer Loyalty, J.D. Power Study Finds

Volvo Ranks Highest in Customer Satisfaction among Premium Brands;
Toyota Ranks Highest among Volume Brands

MUNICH: 28 June 2016 — Providing a satisfying vehicle service experience has a profound positive effect on intended service and sales loyalty for dealerships, according to the J.D. Power 2016 Germany Customer Service Index (CSI) Study,SM released today.

Among customers who are delighted with their dealer service experience (overall satisfaction scores of 900 or higher on a 1,000-point scale), 82% say they “definitely will” return to the same service facility for future paid service. When satisfaction slips just slightly from delighted to satisfied (800-899), intended loyalty drops to 60%.

“The dealership service department can greatly influence customer satisfaction and dealership loyalty,” said **Dr. Axel Sprenger, head of European automotive operations at J.D. Power**. “Providing a first-class service experience is critical to retaining service customers and attracting new customers, not only for service, but also when they are in the market to buy another vehicle.”

Since vehicle service is often the most recent experience a customer has had at the dealership, the service department can be instrumental in driving sales, according to the study survey. Nearly three-fourths of customers who are delighted with their service experience say they “definitely will” purchase or lease their next new vehicle from the servicing dealer. When service satisfaction drops to between 800 and 899 points, intended purchase loyalty dips to 44% and plummets to 23% when it’s between 600 and 799 points.

“The service experience is a great way to build advocates, as happy customers are likely to recommend the dealership and brand to their peers,” said Sprenger. “Social media expands that sphere of influence, making it much easier for customers to share their dealer service experience with an audience that extends well beyond family and friends.”

Satisfaction and Brand Rankings

Overall customer satisfaction with dealer service averages 747 points in the premium brand segment in 2016, a 2-point decline from 2015, and 732 in the volume brand segment, a 5-point drop.

Volvo ranks highest among premium brands, with a score of 767, which is a 22-point improvement from 2015 when it ranked second. **Toyota** ranks highest among volume brands, with a score of 772, followed by **Mazda** with a score of 765 and **Peugeot** with 754.

2016 Germany CSI Study Methodology

The study, now in its second year in Germany, explores customer satisfaction with their service dealer by examining five measures (listed in order of importance): service quality (26%); service initiation (23%); service advisor (19%); vehicle pick-up (18%); and service facility (14%). Satisfaction is calculated on a 1,000-point scale. The study results are based on 9,874 respondents who registered their new vehicle from February 2013 through April 2015. The study was fielded from February through April 2016.

See the online press release at <http://www.jdpower.com/press-releases/2016-germany-customer-service-index-csi-study>.

Media Relations Contacts

Patricia Kneis; Edelman GmbH; München; +49-(0)89-41 301-822; patricia.kneis@edelman.com

John Tews; J.D. Power; Troy, Mich., USA; +1 248-680-6218; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules www.jdpower.com/about-us/press-release-info

#

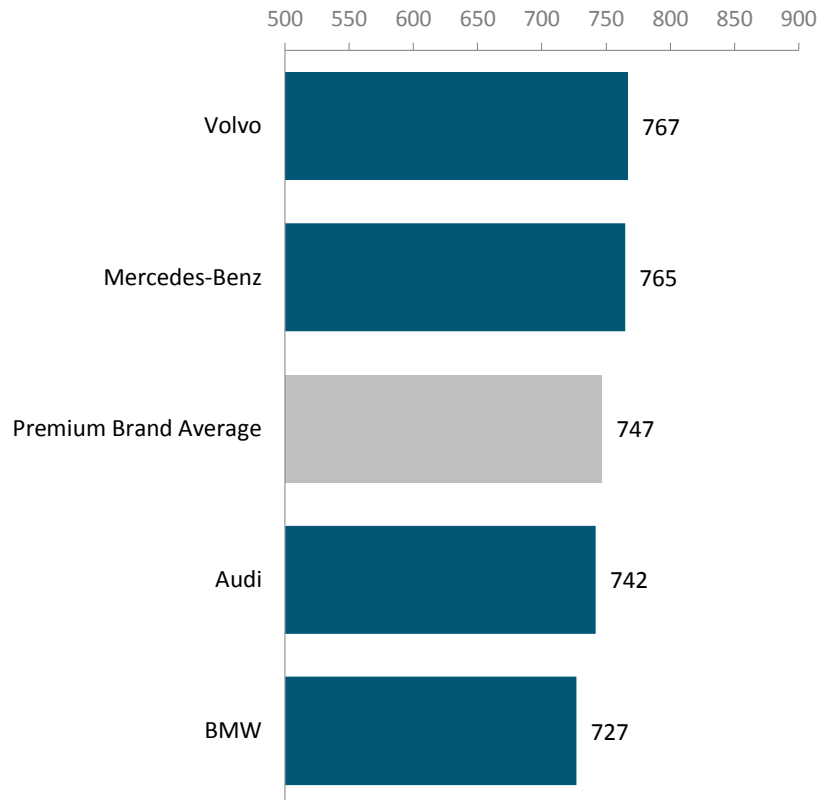
(Page 2 of 2)

NOTE: Two charts follow.

J.D. Power 2016 Germany Customer Service Index (CSI) StudySM

Customer Service Index Ranking Premium Brands

(Based on a 1,000-point scale)



Note: Land Rover and Porsche are included in the study but not ranked due to insufficient sample size.

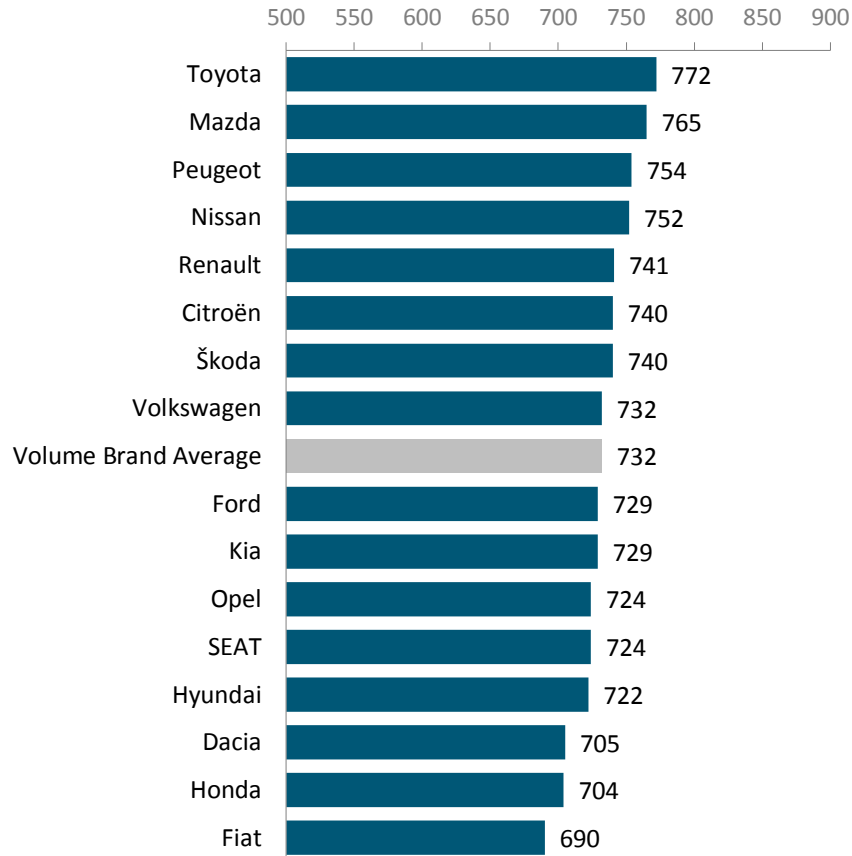
Source: J.D. Power 2016 Germany Customer Service Index (CSI) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2016 Germany Customer Service Index (CSI) StudySM

Customer Service Index Ranking Volume Brands

(Based on a 1,000-point scale)



Note: Included in the study but not ranked due to small sample size are MINI, Mitsubishi, smart and Suzuki. Jeep is included in the study but is not ranked due to insufficient sample size.

Source: J.D. Power 2016 Germany Customer Service Index (CSI) StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.