



**J.D. Power and Associates and *What Car?* Report:
Toyota Prius Ranks Highest in Satisfying Customers in the UK for a Second Consecutive Year**

Lexus Leads Nameplate Rankings for an Eighth Consecutive Year

LONDON: 8 May 2008 – Toyota’s hybrid car, the Prius, is the highest-ranking model in the J.D. Power and Associates/*What Car?* 2008 UK Car Customer Satisfaction Index (CSI) StudySM released today.

The Prius earns a score of 901 on a 1,000-point scale, with owners reporting particularly high satisfaction with the model’s quality and reliability.

“The Prius already has iconic status because of its green credentials; now it’s demonstrating that it’s also the watchword for reliability and satisfaction,” said Steve Fowler, editor of *What Car?* “It delivers on many of the points that matter most to car buyers today: it’s environmentally friendly and reasonably frugal, yet it’s also reliable and a great car to own.”

In the nameplate rankings, luxury Japanese brand Lexus ranks highest for an eighth consecutive year, receiving a customer satisfaction score of 866. Lexus continues to perform particularly well in three of four key measures: quality/reliability, service satisfaction and vehicle appeal. Rounding out the top five manufacturers are Škoda (846), Honda (844), Toyota (836) and Jaguar (833).

Honda receives three model segment awards for the Jazz (small car), FR-V (MPV) and CR-V (SUV). Two Toyota models rank highest in their respective vehicle segments: the Prius (upper medium car) and the Aygo (basic car). Other models receiving awards are the Škoda Octavia (lower medium car) and Jaguar S-Type (executive/luxury car).

“Honda distinguishes itself by garnering the greatest number of segment awards in the 2008 study and also by placing among the top three nameplates,” said Martin Volk, senior research manager at J.D. Power and Associates. “While Lexus maintains its position as the top-ranked nameplate, two non-premium nameplates, Škoda and Honda, also place among the top three, which is a testament to the continued efforts of these car makers to provide an excellent vehicle ownership experience.”

The 2008 UK Car Customer Satisfaction Index (CSI) Study is based on the evaluations of more than 16,000 UK car owners after an average of two years of ownership. The study includes 28 brands and 100 models. Owners provide detailed evaluations of their vehicles and dealers, which covers 77 attributes grouped in four measurements of satisfaction. In order of importance, they are: quality and reliability (30%); vehicle appeal (28%), which includes performance, design, comfort and features; dealer service satisfaction (22%); and ownership costs (19%), which includes fuel consumption, insurance and costs of service/repair.

J.D. Power and Associates conducts CSI studies around the world, including Europe (France, Germany, United Kingdom); North America (Canada, Mexico, United States); Asia Pacific (China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Taiwan, Thailand); and Africa (South Africa).

The annual J.D. Power and Associates/*What Car?* study is designed to give consumers access to reliable and accurate information about many different vehicle models, and helps manufacturers provide high levels of satisfaction to their customers. More comprehensive study results are published exclusively in the July issue

of *What Car?* on sale Thursday, May 8, 2008.¹

About J.D. Power and Associates

The European headquarters of J.D. Power and Associates is located in Guildford, UK. With world headquarters in Westlake Village, California, U.S.A., J.D. Power and Associates is a global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training 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.

About The McGraw-Hill Companies:

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, *BusinessWeek* and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2007 were \$6.8 billion. Additional information is available at <http://www.mcgraw-hill.com>.

About *What Car?*

What Car? has been Britain's best guide to buying a car for more than 30 years. Its blend of authoritative road tests, ground-breaking investigations, consumer surveys, money-saving advice and comprehensive data are referred to by more new and used car buyers than any other magazine. Over a quarter of UK car buyers consult *What Car?* before making a decision.

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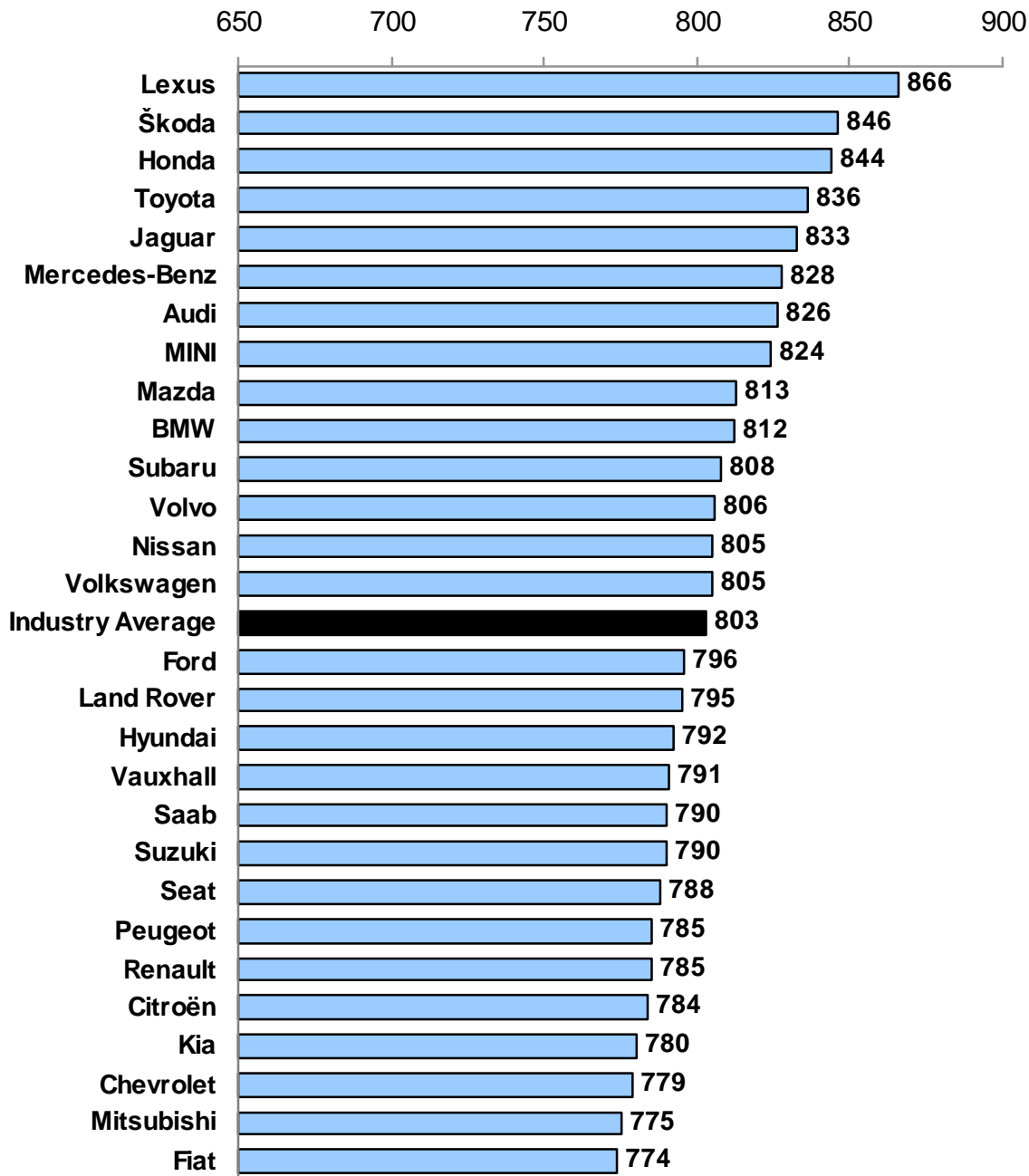
NOTE: Three charts follow.

¹Study results published in *What Car?* use some segment names that differ from J.D. Power and Associates' segment names. These include: city car (for basic car segment); supermini (for small car segment); small family car (for lower medium car segment); family car (for upper medium car segment); executive car (for executive/luxury car segment); and 4x4 (for SUV segment).

J.D. Power and Associates 2008 UK Car Customer Satisfaction Index (CSI) StudySM

CSI Nameplate Index Ranking

(Based on a 1,000-point scale)



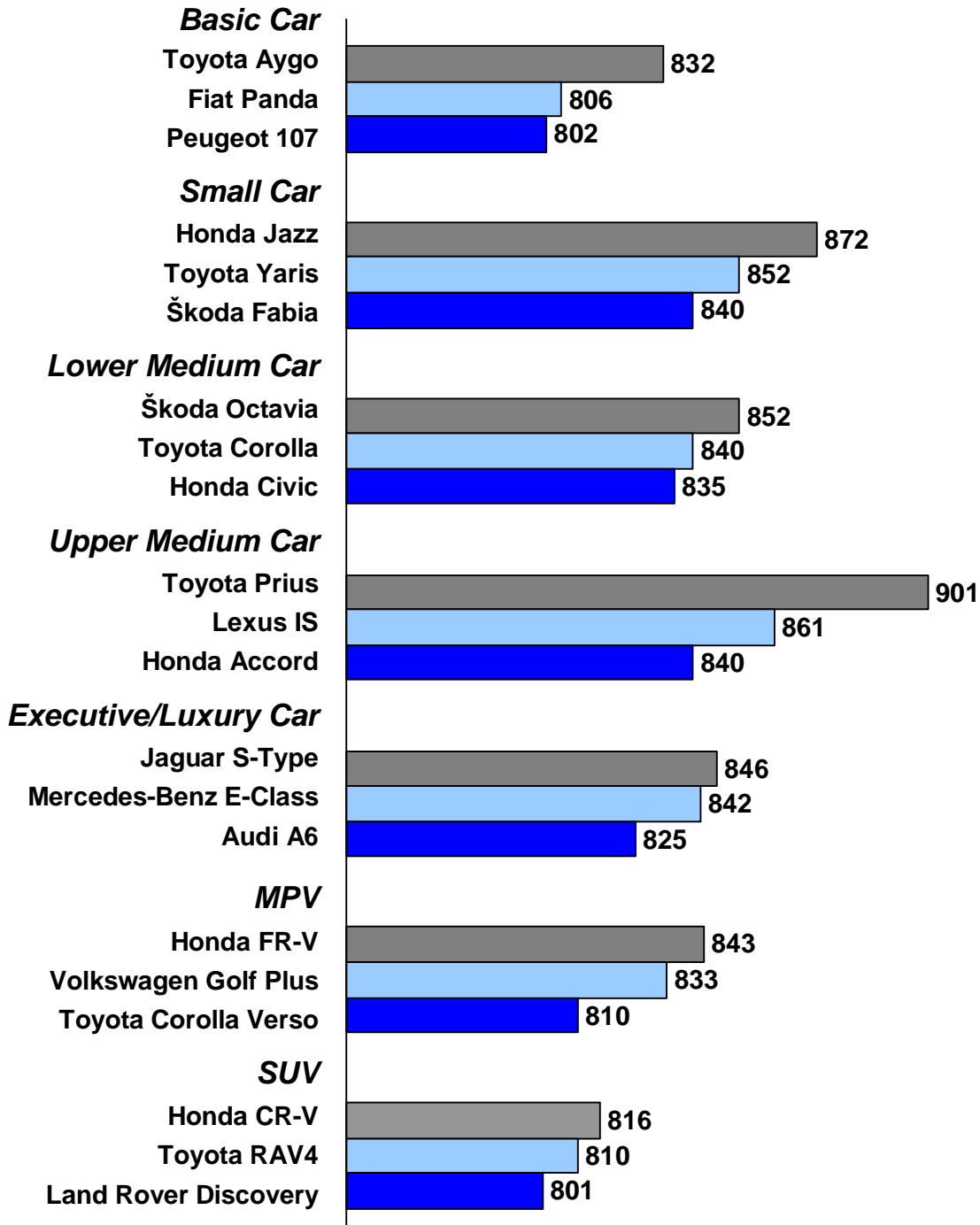
Included in the study, but not ranked due to small sample size are: Alfa Romeo, Chrysler, Daihatsu, Jeep, MG Rover, Porsche and smart.

Source: J.D. Power and Associates 2008 UK Car Customer Satisfaction Index (CSI) StudySM

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Top Three Models per Segment Overall CSI

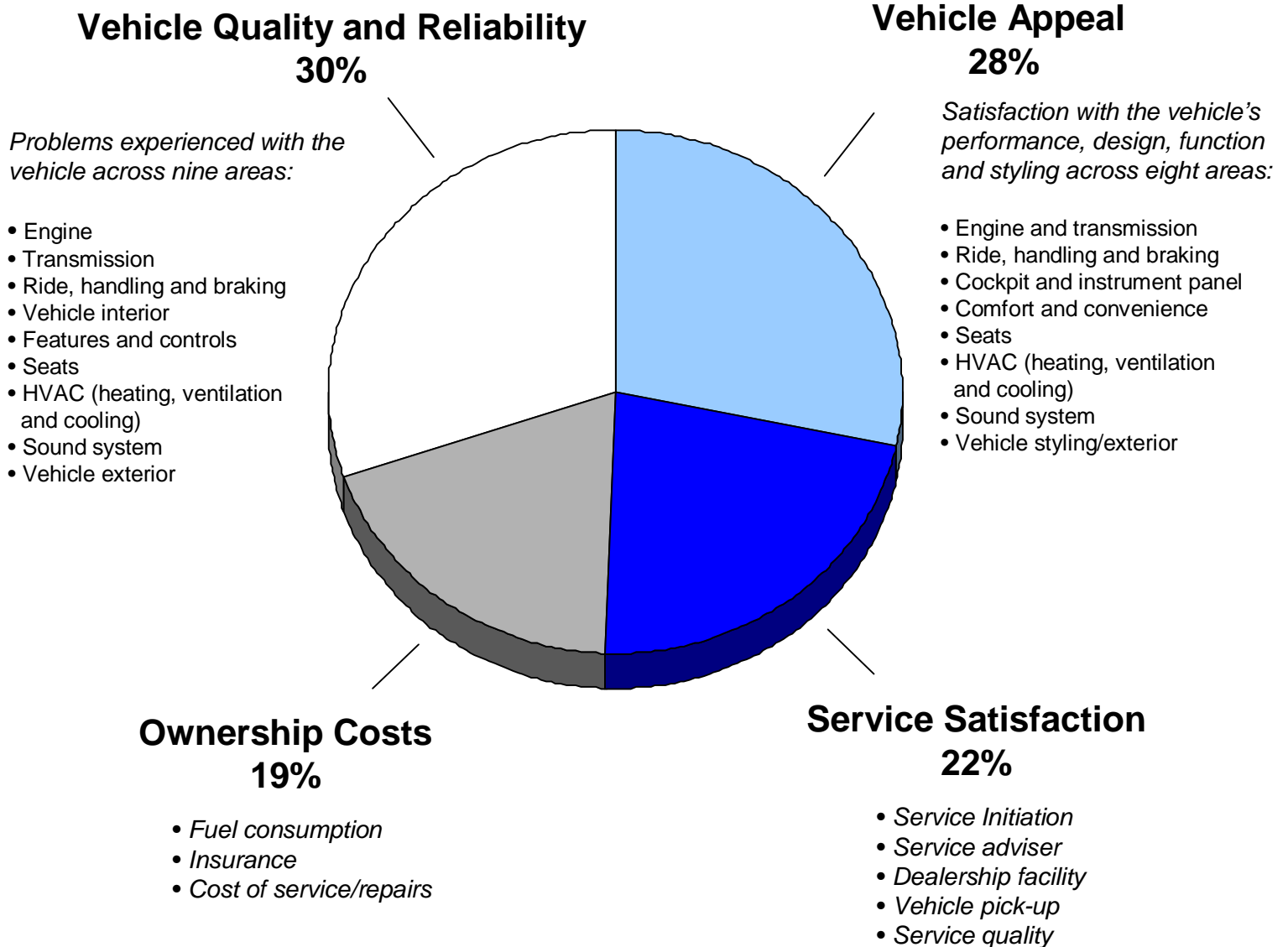


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Factors Contributing to Overall Customer Satisfaction



NOTE: Percentages may not total 100 due to rounding

Source: J.D. Power and Associates 2008 UK Car Customer Satisfaction Index (CSI) StudySM

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