



Press Release

J.D. Power Asia Pacific Reports: Audi Ranks Highest in Satisfying New-Vehicle Buyers in China with the Sales Process

Three Chinese Brands Rank above the Industry Average

SHANGHAI: 28 August 2008 — Audi ranks highest in satisfying customers with the new-vehicle sales and delivery process in China, according to the J.D. Power Asia Pacific 2008 China Sales Satisfaction Index (SSI) StudySM released today.

The annual China SSI study measures customer satisfaction with the new-vehicle purchase experience in the China market. Seven factors are examined to determine overall customer satisfaction with the sales experience. In order of importance, they are: delivery process; delivery timing; dealer facility; salesperson; paperwork; deal; and sales initiation. SSI performance is reported as an index score based on a 1,000-point scale, where a higher overall SSI score indicates greater customer satisfaction with the new-vehicle sales process.

Audi achieves a score of 847 and performs particularly well in three of seven factors: delivery process, delivery timing, and paperwork. In a tie, FAW and Mercedes-Benz each score 841 to follow Audi in the rankings. Lexus ranks fourth with a score of 840.

“Audi demonstrates a consistently high level of SSI performance across all factor areas and across its dealer network,” said Dr. Mei Songlin, general manager of research at J.D. Power Asia Pacific China operations. “FAW differentiates itself by providing a particularly high level of service, particularly in comparison with other domestic brands. Mercedes-Benz dealers demonstrate strength in strictly and consistently implementing a superior customer experience in the delivery process.”

The study finds that developing strong distribution networks can be a critical differentiating factor for automotive brands, particularly in light of intensifying competition in the China auto sector, which features more automotive brands than any other market in the world. In addition, while recommendations from friends and relatives are influential for consumers in any market, their influence is particularly strong in China, where more than 80 percent of new-vehicle owners are first-time buyers.

“Based on our experiences in China and other markets, a highly satisfactory sales experience tends to increase customer loyalty and create positive perceptions of both the vehicle brand and its dealers,” said Mei. “High levels of customer satisfaction also tend to increase word of mouth purchase advocacy, which eventually helps future sales.”

The study also finds that three Chinese brands—FAW, Wuling and Zhonghua—rank above the SSI industry average in 2008, up from one Chinese brand in 2007.

“Chinese vehicle brands—many of which are still quite new to the market—are increasingly recognizing the importance of improving customer satisfaction and are focusing on providing highly satisfying sales experiences to their customers,” said Mei.

The study also includes the following key findings:

- Approximately 10 percent of customers say they are “delighted” (providing a rating of 10 on a 10-point scale) with their overall sales experience at the dealer in 2008, up from 5 percent in 2007.
- The percentage of new-vehicle buyers who make their purchase-decisions based primarily on recommendations from friends or relatives has increased from 40 percent in 2004 to 69 percent in 2008.

- Approximately 52 percent of “delighted” customers say they “definitely would” recommend their vehicle brand, but only 27 percent of customers who are merely “pleased” (providing a rating of 8 or 9 on a 10-point scale) say the same.
- Approximately 63 percent of vehicle owners in China used the Internet to shop for their new vehicle in 2008, compared with just 38 percent in 2004.

The China Sales Satisfaction Index Study is a consumer-driven measure of sales satisfaction based on evaluations received from new-vehicle owners in China during the first two to six months of ownership. The 2008 study is based on responses from 8,954 new-vehicle owners and covers 45 makes sold in 26 major cities throughout China. The fieldwork for the study was conducted between February and May 2008.

About J.D. Power Asia Pacific

J.D. Power in the Asia Pacific region has offices in Tokyo, Singapore and China conducting customer satisfaction research and providing consulting services in the automotive, information technology and finance industries. Together, the three offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: songlin_mei@jdpower.com.sg.

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, 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.

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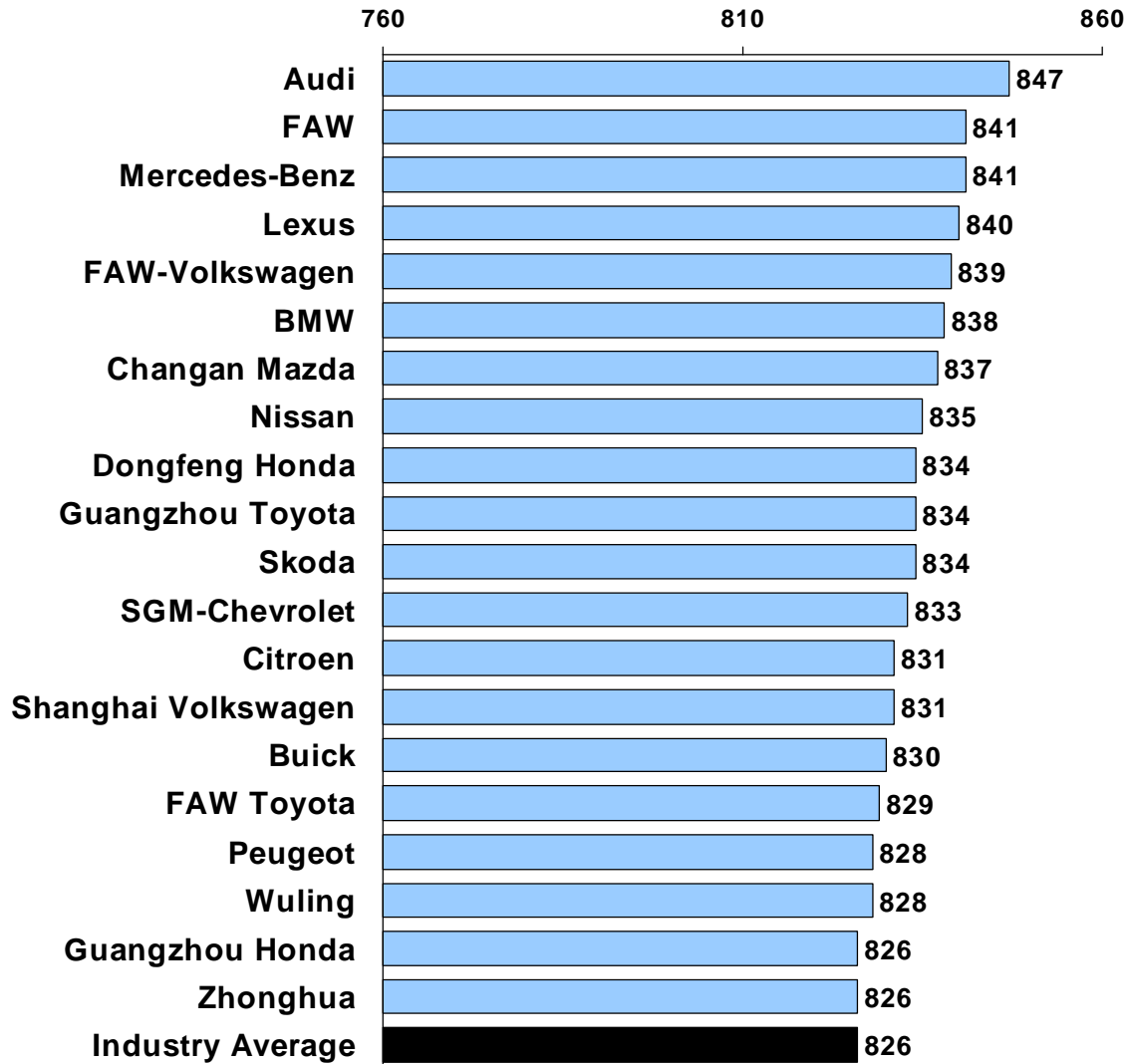
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J.D. Power Asia Pacific 2008 China Sales Satisfaction Index (SSI) StudySM

Above Industry Average Nameplates Sales Satisfaction Index Ranking

(Based on a 1,000-point scale)

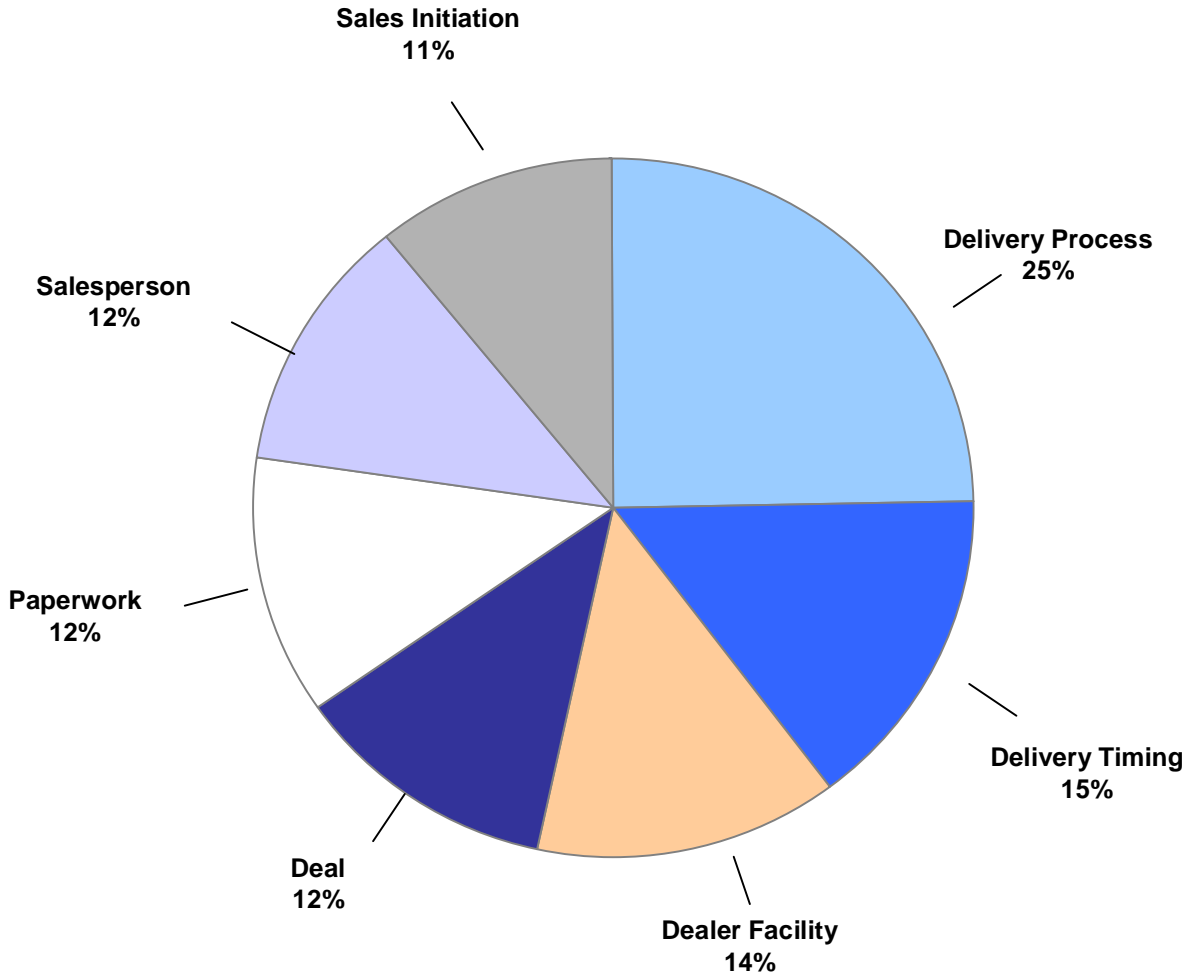


Source: J.D. Power Asia Pacific 2008 China Sales Satisfaction Index (SSI) StudySM

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J.D. Power Asia Pacific 2008 China Sales Satisfaction Index (SSI) StudySM

Factors Comprising Overall Satisfaction



NOTE: Percentages may not total 100 due to rounding.

Source: J.D. Power Asia Pacific 2008 China Sales Satisfaction Index (SSI) StudySM

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