



Press Release

J.D. Power Asia Pacific Reports: Guangqi Honda Ranks Highest in Customer Satisfaction with Dealer Service in China

SHANGHAI: 30 July 2009 — Guangqi Honda ranks highest in customer satisfaction with authorized dealer after-sales service, according to the J.D. Power Asia Pacific 2009 China Customer Service Index Study.SM

The study, which has been redesigned in 2009, measures customer satisfaction with maintenance and repair service at authorized dealerships at 12 to 24 months of vehicle ownership and examines five key factors: service quality, vehicle pickup, service initiation, service advisor and service facility.

Guangqi Honda ranks highest in overall after-sales service satisfaction with a score of 870 on a 1,000-point scale. A joint venture between Honda and China's Guangzhou Automobile Group Co., Ltd., Guangqi Honda performs particularly well in all five factors examined in the study. Following in the rankings are Lexus (854); Mercedes-Benz (851); Roewe (846); and BMW and Dongfeng Honda (in a tie with a score of 845 each.)

"The highest-performing brands possess common strengths that include efficient processes for service delivery and consistent and high-quality execution of these process and standards," said Dr. Mei Songlin, general manager of research at J.D. Power Asia Pacific, Shanghai. "A strong combination of well-trained service advisors, facilities and processes tends to result in delivery of exceptional service experiences."

The study identifies specific key practices that contribute to high levels of customer satisfaction with the service experience. These include: providing customers with immediate access to service advisors; completing post-service paperwork and vehicle pickup within five minutes; and making follow-up contact with customers no more than three days after the service is completed.

Providing high levels of satisfaction with after-sales service creates repeat customers for both manufacturers and dealers, as customer loyalty rates are particularly high among the highest-ranked brands. For brands with the highest levels of service satisfaction, 34 percent of customers say they "definitely will" recommend their vehicle brand to friends or relatives, while 16 percent said they would repurchase the same vehicle make.

Recommendation and repurchase rates decline to 20 percent and 8 percent, respectively, among customers of brands with low levels of service satisfaction. Recommendation and repurchase rates for dealers follow similar patterns.

"High service satisfaction generally leads to revenue from returning customers who make future vehicle purchases and revisit for service," said Michael Dunne, managing director at J.D. Power Asia Pacific, Shanghai.

Passenger vehicle sales in China for the first six months of 2009 demonstrated 20 percent year-over-year growth. In addition, sales for 17 of the 20 best-selling vehicle brands have increased in the first half of 2009, compared with the first six months of 2008. While new-vehicle sales are improving, it is critically important for manufacturers to remain focused on meeting customer expectations.

"Consistent effort is required to cultivate a competitive edge in China," said Dunne. "Continuously satisfying customers remains key to achieving long-term success."

The 2009 China Customer Service Index Study includes 10,824 evaluations from new-vehicle owners who purchased their vehicles between February 2007 and May 2008, and examines 48 passenger-vehicle brands. The study was fielded between February and May 2009 in 26 major cities in China.

The China Customer Service Index Study is one of the consumer-based benchmark studies J.D. Power Asia Pacific conducts in China. The 2009 China Sales Satisfaction Index (SSI) Study, which measures satisfaction with the new-vehicle sales process, will be released in late August. The 2009 China Initial Quality Study (IQS), which measures problems experienced by new-vehicle owners during the first two to six months of ownership, will be released in late October. The 2009 China Automotive Performance, Execution and Layout (APEAL) Study, measuring what excites and delights owners about their new-vehicle's performance and design during the first two to six months of ownership, will be released in late November.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five 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: helen_rong@jdpa.com.

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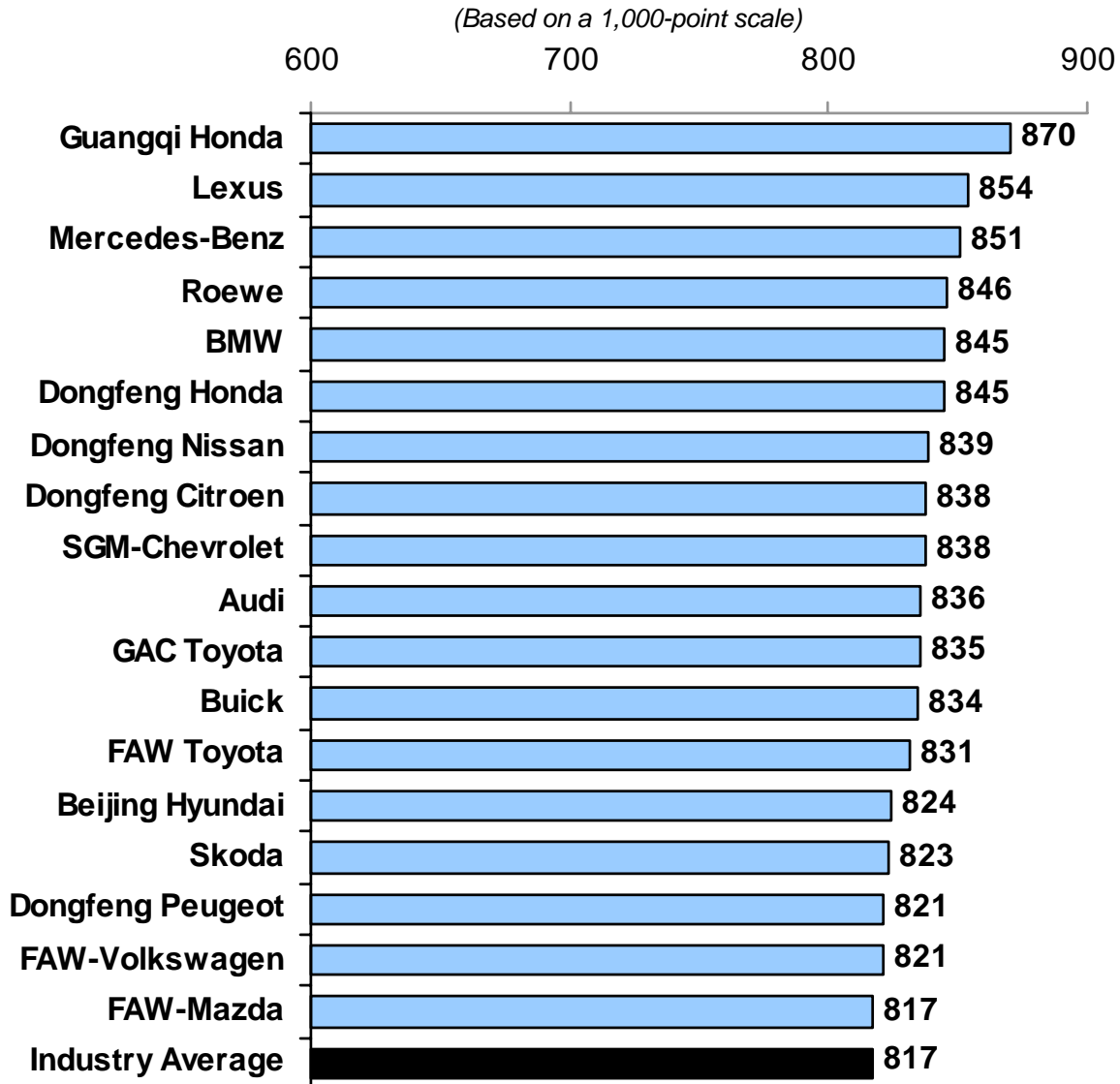
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 China Customer Service Index (CSI) StudySM

Nameplates Ranking Above Industry Average Customer Service Index Ranking

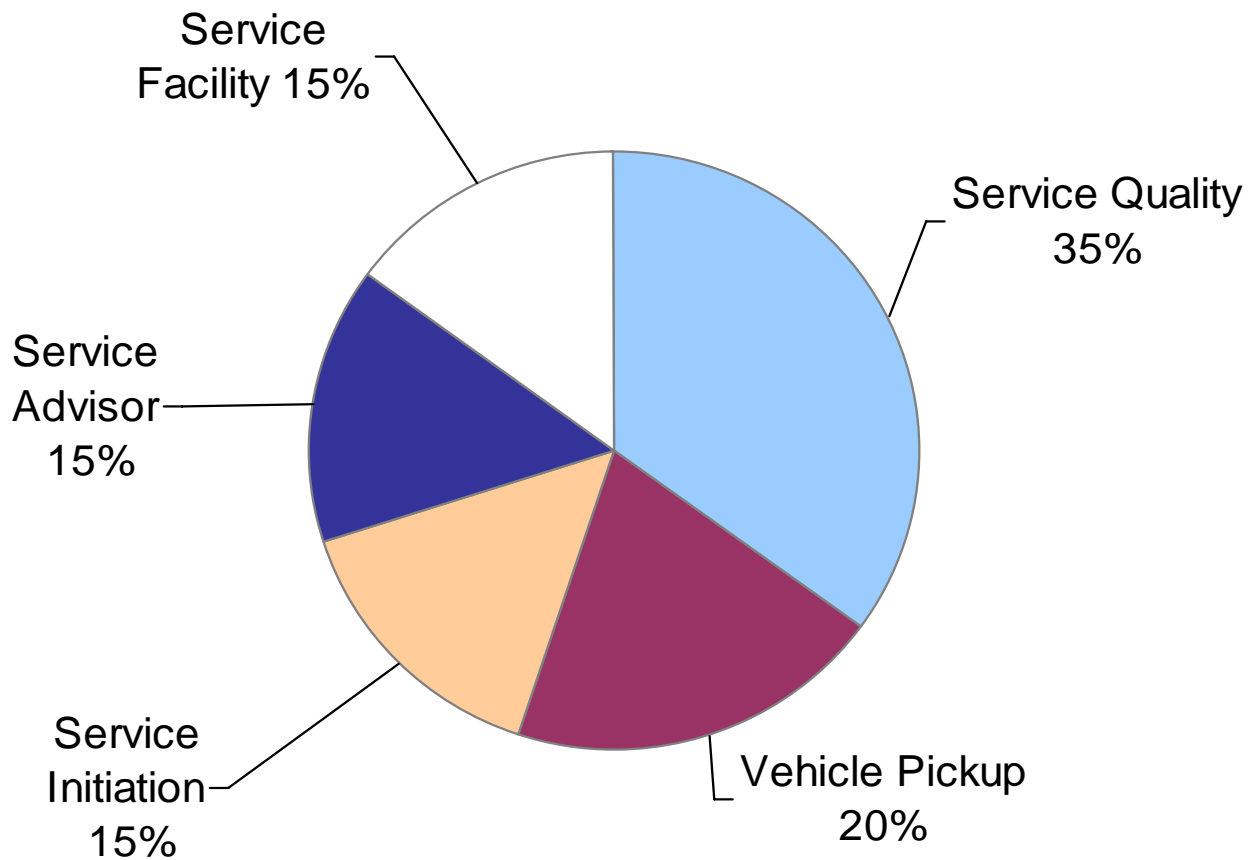


Source: J.D. Power Asia Pacific 2009 China Customer Service Index (CSI) StudySM

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J.D. Power Asia Pacific 2009 China Customer Service Index (CSI) StudySM

Factors Comprising Overall Satisfaction



Source: J.D. Power Asia Pacific 2009 China Customer Service Index (CSI) StudySM

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