



J.D. Power is the premier provider of automotive intelligence to an extensive client base of vehicle manufacturers, component manufacturers and suppliers, and technology companies around the world. As the industry continues to change and grow, one concept remains constant: the importance of vehicle quality and dependability.

J.D. Power offers customized component dependability insights that are based on component-level data and analytical tools and geared to organizational job functions.

Derived from the *J.D. Power U.S. Vehicle Dependability StudySM (VDS)*, subscription to data and insights are made available via mTABWeb[®] and an enhanced online platform are used to thoroughly examine the specific problems (with diagnostic detail) experienced and components replaced by original owners of 3-year-old vehicles in the following categories:

Component Dependability Data to Meet Your Supplier Needs

Seats

Examines owner-reported problems with vehicle seats, identifying problems experienced by seating location. By tying model-level information to specific seat and seat belt systems, J.D. Power provides suppliers with comprehensive dependability data regarding the seating industry.

Interior

Examines vehicle interior dependability at the model level, identifying problems—such as squeaks and rattles or wear and breakage—with various interior features or content.

Driving Experience and Brakes

Assesses braking problems experienced by owners, which enables suppliers to evaluate such problematic areas as brake noise, vibration, pedal feel, and dust for each vehicle model.

Engine and Transmission

Examines the dependability of engines and automatic, manual, and CVT transmissions. This data provides suppliers with the ability to examine the prevalence of key engine and transmission durability problems at a critical point in the ownership experience when many owners begin to consider purchasing a new vehicle.

HVAC

Evaluates the dependability of vehicle heating, ventilation, and air conditioning systems, assessing vehicle owners' experiences with such problems as broken vents, controls, and defrosters.

Multimedia

Examines the dependability of such factory-installed multimedia features as radios, speakers, hands-free communication, and navigation systems for each vehicle model.

Analytics based on component-level findings are customized to correspond to a supplier's organizational structure. Each component category includes a comprehensive overview, and the data and analytical tools are geared specifically to organizational job function, allowing the data to come to life and align with the many facets of your organization, including:

- Executive
- Engineering
- Manufacturing
- Marketing
- Sales

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

jdpower.com