



## U.S. Driving Experience and Brake Quality and Satisfaction Study

The brake system is not only the most important safety feature on any vehicle, but it is also a feature that is garnering more performance-based attention. Original equipment manufacturers and suppliers must ensure the functionality of new-vehicle brake systems to ensure passenger safety as well as owner satisfaction with performance quality.

### The Solution

The *J.D. Power U.S. Driving Experience and Brake Quality and Satisfaction Study<sup>SM</sup>* allows the ability to benchmark brake and other driving experiences/dynamics by design satisfaction “things gone right” and product quality “things gone wrong.” This vital information helps original equipment manufacturers and suppliers enhance existing brake components and develop new technologies in order to gain a competitive advantage.

### The Benefits

Study subscription provides access to the tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify any areas needing improvement, including:

- **Resource Allocation:** Direct limited R&D resources to those product attributes that contribute the most to owner satisfaction. Identify the brake attributes that drive owner needs and utilize them to define priorities for future product development.
- **Engineering:** Focus resources on specific competitive strengths and opportunities for improvement and leverage study findings to improve positioning via comparison to the highest performers. Utilize results to translate design/engineering specs into products that satisfy owners.
- **Sales/Marketing:** Promote quality and satisfaction performance, as well as demonstrate how product features meet owner needs, desires, and expectations.

## 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](http://jdpower.com)