**Vehicle Seat-Related Problems Should be Mitigated Early in Design Process, J.D. Power Finds**

Chevy and BMW Brands Lead the Way for Seat Quality

**TROY, Mich.: 20 Aug. 2020** — According to the J.D. Power 2020 U.S. Seat Quality and Satisfaction Study,SM released today, vehicle owners say the leading issue with seat quality is their seats have insufficient range of adjustment—an issue that should be addressed early in the design process.

“In addition to insufficient range of adjustment, the vast majority of seat problems cited by vehicle owners are also design-related,” said Brent Gruber, senior director of global automotive quality at J.D. Power. “If seat manufacturers and car brands can incorporate customer feedback earlier in the design process, many of these issues can be mitigated prior to reaching the market. Specifically, brands like Chevy and BMW—which have multiple award-winning vehicles this year—have optimized relationships with their seat manufacturers to leverage quality and innovation coupled with a keen understanding of owner needs and expectations for seat comfort and adjustability.”

Seat quality is measured by the number of problems experienced per 100 vehicles during the first 90 days of ownership, with a lower score reflecting higher quality.

The 2020 U.S. Seat Quality and Satisfaction Study is based on responses from 87,282 purchasers and lessees of new 2020 model-year vehicles who were surveyed after 90 days of ownership. The study was fielded from February through May 2020.


See the online press release at http://www.jdpower.com/pr-id/2020105.

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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NOTE: Three charts follow.
Top Three Seats per Segment

**Overall Quality**

Problems per 100 Vehicles (PP100)

Mass Market Car Segments

**Mass Market Compact Car**

<table>
<thead>
<tr>
<th>Seat Manufacturer</th>
<th>Problems per 100 Vehicles (PP100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lear Corporation (Chevrolet Sonic)</td>
<td>2.5</td>
</tr>
<tr>
<td>Hyundai Transys (Hyundai Accent)</td>
<td>7.4</td>
</tr>
<tr>
<td>Hyundai Seat Division (Hyundai Veloster)</td>
<td>8.0</td>
</tr>
<tr>
<td>Hyundai Transys (Kia Forte)</td>
<td>8.0</td>
</tr>
</tbody>
</table>

**Mass Market Midsize/Large Car**

<table>
<thead>
<tr>
<th>Seat Manufacturer</th>
<th>Problems per 100 Vehicles (PP100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lear Corporation (Chevrolet Impala*)</td>
<td>6.6</td>
</tr>
<tr>
<td>Lear Corporation (Ford Fusion)</td>
<td>8.8</td>
</tr>
<tr>
<td>Tachi-S Co., Ltd. (Nissan Maxima)</td>
<td>8.9</td>
</tr>
</tbody>
</table>

**Notes:** *Lear Corporation's ranking in the Mass Market Midsize/Large Car segment is for its seats supplied for the Chevrolet Impala at the Oshawa Flex Line, Canada assembly plant.

Source: J.D. Power 2020 U.S. Seat Quality and Satisfaction Study

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J.D. Power
2020 U.S. Seat Quality and Satisfaction Study™

Top Three Seats per Segment
Overall Quality
Problems per 100 Vehicles (PP100)

Mass Market SUV & Truck/Van Segments

**Mass Market Compact SUV**
- Magna (Chevrolet Equinox*) 4.2
- Lear Corporation (Hyundai Tucson**) 5.8
- Hyundai Seat Division (Hyundai Kona) 6.4

**Mass Market Midsize/Large SUV**
- Bridgewater Interiors, LLC (Honda Pilot) 7.5
- Magna (Ford Edge) 7.7
- Adient (Nissan Pathfinder) 8.0

**Mass Market Truck/Van**
- Bridgewater Interiors, LLC (Ram 1500) 3.9
- TS Tech Co., Ltd. (Honda Ridgeline) 6.6
- Lear Corporation (Chevrolet Silverado) 6.8

Notes: *Magna’s ranking in the Mass Market Compact SUV segment is for its seats supplied for the Chevrolet Equinox at the Ingersoll, Ontario, Canada (CAMI) assembly plant.

** Lear Corporation’s ranking in the Mass Market Compact SUV segment is for its seats supplied for the Hyundai Tucson at the Ulsan 5 Plant, Korea assembly plant.

Source: J.D. Power 2020 U.S. Seat Quality and Satisfaction Study™

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