Top 10 Problems Affecting Automotive Multimedia Experience are Design-Related, J.D. Power Finds

TROY, Mich.: 10 Sept. 2020 [Rank charts updated 14 Sept. 2020] — With the top 10 problems with automotive multimedia systems being design-related, owner satisfaction with such systems is among the least satisfying aspects of the vehicle experience, according to the J.D. Power 2020 U.S. Multimedia Quality and Satisfaction Study,SM released today.

“The majority of frequently occurring problems with multimedia and infotainment systems are design-related issues, many of which could be addressed through software updates to work out the bugs,” said Brent Gruber, senior director of global automotive quality at J.D. Power.

While upgradeability and software updates can keep multimedia systems relevant and problem free, the study finds that over-the-air (OTA) updates can create more problems and be a big source of dissatisfaction. Study data shows that owner satisfaction drops by 173 index points (on a 1,000-point scale) when OTA problems are experienced.

“This is very concerning considering the rapid growth of remote update capabilities for multimedia and infotainment systems,” Gruber said. “In theory, the added convenience of fixing notable industry problems on the fly sounds great, but manufacturers need to ensure that the solution isn’t creating more headaches for owners in an area that is already highly problematic.”

Top-performing vehicles in each segment are as follows:

- Midsize/Large: Dodge Challenger
- Midsize/Large Premium: BMW X6
- Small/Compact: Nissan Sentra
- Small/Compact Premium: Genesis G70

The 2020 U.S. Multimedia 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.


To view the online press release, please visit http://www.jdpower.com/pr-id/2020111.

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: Four charts follow.
### J.D. Power
#### 2020 U.S. Multimedia Quality and Satisfaction Study℠

**Overall Multimedia Customer Quality and Satisfaction Index Ranking**
*(Based on a 1,000-point scale)*

**Top Three Series per Segment**

#### Midsize/Large
- Dodge Challenger: 938
- Kia Telluride: 920
- Dodge Charger: 919

#### Midsize/Large Premium
- BMW X6: 934
- Lincoln Navigator: 925
- Cadillac Escalade: 923

#### Small/Compact
- Nissan Sentra: 914
- Chevrolet Sonic: 910
- Toyota C-HR: 909

#### Small/Compact Premium
- Genesis G70: 922
- Lincoln Corsair: 909
- BMW X4: 907
- Jaguar E-Pace: 907

*Source: J.D. Power 2020 U.S. Multimedia Quality and Satisfaction Study℠*

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**Small/Compact Premium**

- **MOBIS (Genesis G70)**: 922
- **Sourcing Not Available (Lincoln Corsair)**: 909
- **Sourcing Not Available (BMW X4)**: 907
- **Harman International (Jaguar E-Pace)**: 907

Note: No awards are issued in situations where a supplier or single supplier cannot be identified. Segments without Multimedia System Supplier awards this year include Midsize/Large, Midsize/Large Premium and Small/Compact.

Source: J.D. Power 2020 U.S. Multimedia Quality and Satisfaction Study℠
Overall Multimedia Customer Quality and Satisfaction Index Ranking

(Based on a 1,000-point scale)

Navigation Suppliers for Top Three Series per Segment

**Midsize/Large**

Hyundai MnSOFT (Hyundai Sonata) 928

Sourcing Not Available (Chevrolet Blazer) 927

Hyundai MnSOFT (Hyundai Palisade) 927

**Small/Compact Premium**

Telenav (Lincoln Corsair) 927

Sourcing Not Available (Cadillac XT4) 927

Sourcing Not Available (BMW X4) 926

Note: No awards are issued in situations where a supplier or single supplier cannot be identified. Segments without Navigation Supplier awards this year include Small/Compact and Midsize/Large Premium.

Source: J.D. Power 2020 U.S. Multimedia Quality and Satisfaction StudySM

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2020 U.S. Multimedia Quality and Satisfaction Study™

Overall Multimedia Customer Quality and Satisfaction Index Ranking
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Speaker Suppliers for Top Three Series per Segment

**Midsize/Large**
- Alps Alpine Co., LTD (Dodge Challenger) 959
- Sourcing Not Available (Nissan Armada) 948
- Sourcing Not Available (Nissan Maxima) 945

**Midsize/Large Premium**
- Harman International (Lincoln Navigator) 959
- Sourcing Not Available (Cadillac Escalade) 958
- Sourcing Not Available (BMW X6) 957

**Small/Compact Premium**
- Harman International (Genesis G70) 946
- Alps Alpine Co., LTD (Jaguar E-Pace) 942
- Sourcing Not Available (Lincoln Corsair) 940

Note: No awards are issued in situations where a supplier or single supplier cannot be identified. Segments without Speaker Supplier awards this year include Small/Compact.

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

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