

## Automotive Performance, Execution and Layout (APEAL) Study



### VEHICLE BRANDS THAT ENRICH CONSUMERS' LIVES WILL THRIVE. THOSE THAT JUST SATISFY BASIC NEEDS WILL NOT.

Vehicle owners experience their vehicles in different ways. Capturing these unique experiences in the early days of vehicle ownership provides automakers and suppliers with a competitive advantage in promoting and improving the key passion points that drive satisfaction. To achieve this, automakers and suppliers must fully understand customer requirements, how owners rate their experiences with their new vehicle, and what is missing. Are your teams hitting the mark?

### THE SOLUTION

The **J.D. Power Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>** examines new-vehicle owners' assessments of their experiences with their new vehicle after 90 days of ownership. The study data provides insight on experiences with design, performance, safety, usability, comfort, perceived quality, and other factors.

APEAL is based on more than 40 vehicle attributes in 10 experience groups:

1. Walking up to your vehicle
2. Setting up and starting your vehicle
3. Getting in and out of the vehicle
4. Your vehicle's interior
5. Your vehicle's powertrain
6. Your vehicle's driving feel
7. Your vehicle keeping you safe
8. Using the infotainment system
9. Your vehicle's driving comfort
10. Fuel usage

### VEHICLE LIFECYCLE

APEAL insight drives decision-making in virtually every stage of the product lifecycle.



### THE BENEFITS

Study subscribers gain insights into new owners' experiences with their vehicle's design, content, perceived quality, performance and fitness for purpose, which helps automakers and suppliers understand:

1. Which vehicle features and characteristics will excite and delight new-vehicle shoppers?
2. What are the systematic strengths/weaknesses of an automaker's models against key competitors?
3. What vehicle characteristics should marketing messages focus on?
4. How well does a new vehicle perform versus targets and core competitors? What lessons can be learned for future launches?
5. Where should product priorities be placed for future model development?