

Satisfaction with Websites is Volatile but Automotive Manufacturer Websites Shine, J.D. Power Finds

Alfa Romeo Website Ranks Highest in Premium Segment; Ram Ranks Highest in Mass Market Segment

TROY, Mich.: 18 July 2023 – Overall satisfaction with automotive manufacturer websites has been steadily increasing since 2022, according to the J.D. Power 2023 U.S. Manufacturer Website Evaluation StudySM –Summer, released today. Specifically, satisfaction is 724 (on a 1,000-point scale) in the premium segment, up 2 points from the 2023 MWES–Winter and up 13 points from the 2022 MWES–Summer. Satisfaction in the mass market segment is 713, up 5 points from the 2023 MWES–Winter and up 8 points from the 2022 MWES–Summer.

“Website satisfaction can be volatile and automotive websites are not immune to changing preferences,” said **Jon Sundberg, director of digital solutions at J.D. Power**. “However, manufacturers have shown to be very agile when it comes to website design and ensuring their sites meet modern standards, more so than many other industries, as exemplified through the study data.”

The J.D. Power U.S. Manufacturer Website Evaluation Study is a semiannual study that measures customer satisfaction of automotive manufacturer websites during the process of shopping for a new vehicle by examining four key measures (in order of importance): information/content; visual appeal; navigation; and speed.

Study Rankings

Alfa Romeo ranks highest among premium manufacturer websites with a score of 755. **BMW** (749) ranks second and **Infiniti** (745) ranks third.

Ram ranks highest among mass market manufacturer websites with a score of 735. **GMC** (729) ranks second and **Jeep** (728) ranks third.

The U.S. Manufacturer Website Evaluation Study, initially released in 1999, is based on responses from 10,202 new-vehicle shoppers who indicate they will be in the market for a new vehicle within the next 24 months. The study was fielded in April-May 2023.

For more information about the U.S. Manufacturer Website Evaluation Study, visit <https://www.jdpower.com/business/resource/us-manufacturer-website-evaluation-study>

See the online press release at <http://www.jdpower.com/pr-id/2023072>.

About J.D. Power

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.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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About J.D. Power and Advertising/Promotional Rules: <http://www.jdpower.com/business/about-us/press-release-info>

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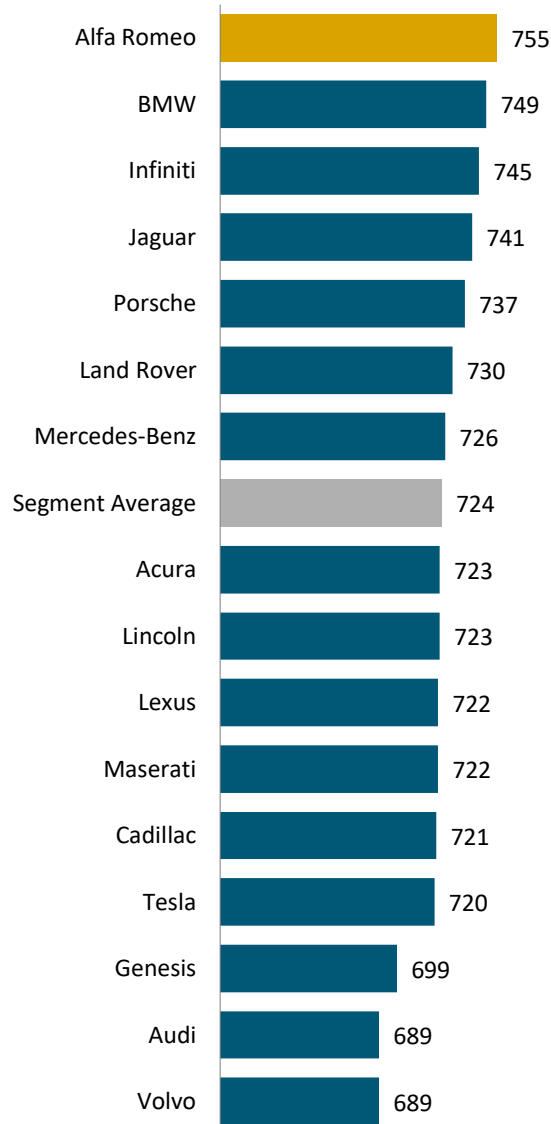
NOTE: Two charts follow.

J.D. Power 2023 U.S. Manufacturer Website Evaluation StudySM — Summer

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Premium Manufacturer Websites



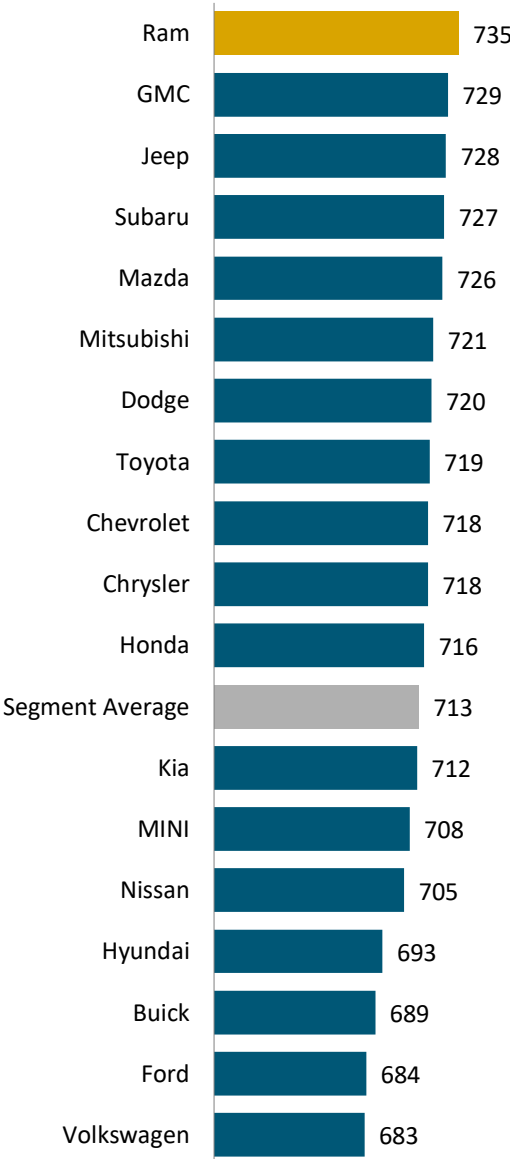
Source: J.D. Power 2023 U.S. Manufacturer Website Evaluation StudySM – Summer

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J.D. Power 2023 U.S. Manufacturer Website Evaluation StudySM — Summer

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

Mass Market Manufacturer Websites



Source: J.D. Power 2023 U.S. Manufacturer Website Evaluation StudySM – Summer

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