

Two-Wheeler Owners in India Have High Satisfaction with Their Vehicles, J.D. Power Finds

TVS Receives Four APEAL Awards; Suzuki Receives One Award

DELHI: 13 March 2024 – Two-wheeler owners in India have a high degree of satisfaction with their new two-wheelers, according to the J.D. Power 2023 India Two-Wheeler APEAL StudySM (2WAPEAL), released today. Nearly one-third (32%) of two-wheeler owners say that their vehicle’s overall satisfaction is higher than what they expected.

These owners have a significantly higher satisfaction score—858 (on a 1,000-point scale)—than the industry average of 840. Interestingly, the highest proportion of owners who say their overall satisfaction exceeds expectations are owners of electric two-wheelers (E-scooters) at 36%. E-scooter owners also have higher average satisfaction (892) than owners of gas-powered scooters (856) or owners of motorcycles (855).

“The E-scooter market in India has seen exponential growth,” said **Sandeep Pande, lead of the automotive practice India at NielsenIQ**. “The current models in the market have been launched by manufacturers with a lot of thought to user experience and performance and the customers are acknowledging and appreciating those efforts.”

Following are additional key findings of the 2024 study:

- **Charging and connectivity drive EV owners satisfaction:** Intuitively, key drivers of product satisfaction for E-scooter owners are charging, pickup and performance along with connectivity. Collectively, these two categories contribute 30% towards a customer’s satisfaction with their E-scooter. Incidentally, connectivity is also the category whose APEAL score is the lowest among E-scooter owners (852 vs. 868 for overall APEAL).
- **E-scooter owners are sensitive about Seats:** E-scooter owners also put considerable importance to their seats, with a 19% weightage, which is higher than gas-powered scooters (15%). The top two elements among owners of E-scooters that drive satisfaction with seats are material quality and seat styling and comfort.

Highest-Ranking Models

- **TVS Jupiter** ranks highest in the scooter economy segment with a score of 839.
- **Suzuki Burgman** ranks highest in the scooter executive segment with a score of 856.
- **TVS Radeon** ranks highest in the motorcycle economy segment with a score of 859.
- **TVS Raider** ranks highest in the motorcycle executive segment with a score of 853.
- **TVS Apache RTR 2V** ranks highest in the motorcycle premium segment with a score of 852.

The study measures owners' satisfaction with their two-wheelers across various vehicle systems. The study covers 52 individual product level attributes across vehicle systems such as seats; looks and styling; controls, switches and locks; engine and transmission; fuel economy; and ride and handling. For electric two-wheelers, an additional category of connectivity is included.

The 2024 India Two-Wheeler APEAL (2WAPEAL) is based on responses from 6,912 new two-wheeler owners who purchased their vehicle from March through November 2023. The study was fielded from August through December 2023. NielsenIQ conducted face-to-face surveys in 40 major cities in India, asking more than 200 questions of two-wheeler owners about their product experience in their initial months post purchase. After conducting the surveys, the responses were cleaned for data quality and calculated. Brands included in the study are ranked according to aggregate score out of 1,000 index points, with a higher score indicating better performance,

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Media Relations Contacts

Sinchita Mukherjee, NielsenIQ; sinchita.mukherjee@nielseniq.com

Geno Effler, J.D. Power; media.relations@jdpa.com; +1-714-621-6224

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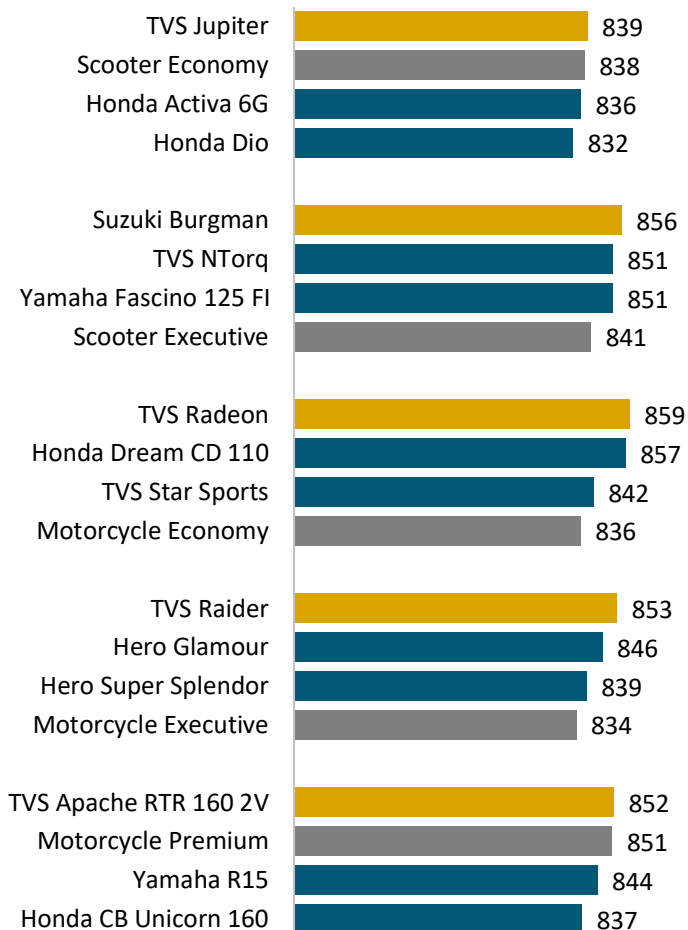
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NOTE: One chart follows.

J.D. Power 2024 India Two-Wheeler APEAL StudySM (2WAPEAL)

Top Three Models per Segment

(Based on a 1,000-point scale)



Note: Only the top three models per segment are shown above. Official rankings are published only for segments with at least three models with sufficient sample and at least one with a 2WAPEAL score better than segment average. No official rankings are published for Motorcycle Upper Executive, Motorcycle Premium Plus and Electric 2W segments.

Source: J.D. Power 2024 India Two-Wheeler APEAL StudySM (2WAPEAL)

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