

**Rise in Inventory, Vehicle Incentives Help Satisfaction Increase with Manufacturer Websites, J.D. Power Finds**Mercedes-Benz and Chevrolet Rank Highest in Respective Segments

**TROY, Mich.: 16 July 2024** – Overall satisfaction with car manufacturer websites is the highest it has been in three and a half years thanks to an increase of inventory and incentives, according to the J.D. Power 2024 U.S. Manufacturer Website Evaluation Study<sup>SM</sup> –Summer, released today.

“There were numerous macroeconomic factors, such as lack of chips and inventory, negatively influencing the auto industry during the pandemic,” said **Chelsea Duckhart, analyst of digital solutions at J.D. Power**. “Now, the auto industry is as close to normal as it has ever been and because of that, we are seeing an increase in inventory, incentives and rebates. Additionally, manufacturers are being more transparent by showing vehicles being built and delivered as well as an increase in price transparency, all things that significantly affect website satisfaction.”

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**

**Mercedes-Benz** ranks highest among premium manufacturer websites with a score of 757. **Lexus** (756) ranks second, while **BMW (751)** and **Infiniti** (751) rank third in a tie.

**Chevrolet** ranks highest among mass market manufacturer websites with a score of 758. **GMC** (744) ranks second and **Jeep** (743) ranks third.

The U.S. Manufacturer Website Evaluation Study, initially released in 1999, is based on responses from 10,471 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 May 2024.

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/2024067>.

**About J.D. Power**

**J.D. Power** is a global leader in automotive data and analytics, and provides industry intelligence, consumer insights and advisory solutions to the automotive industry and selected non-automotive industries. J.D. Power leverages its extensive proprietary datasets and software capabilities combined with advanced analytics and artificial intelligence tools to help its clients optimize business performance.

J.D. Power was founded in 1968 and 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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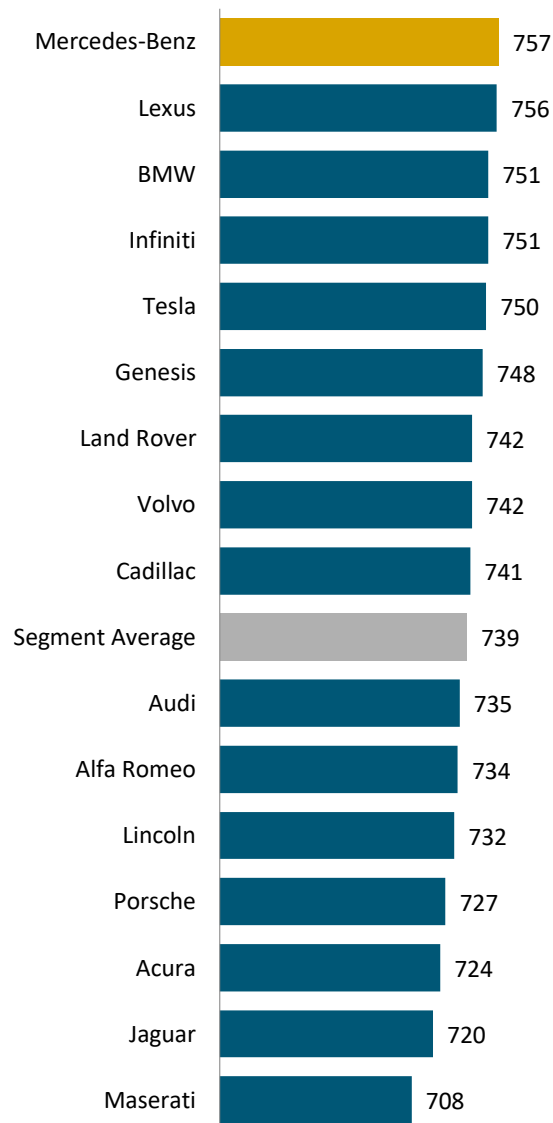
NOTE: Two charts follow.

# J.D. Power 2024 U.S. Manufacturer Website Evaluation Study<sup>SM</sup> — Summer

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Premium Manufacturer Websites



Source: J.D. Power 2024 U.S. Manufacturer Website Evaluation Study<sup>SM</sup> – Summer

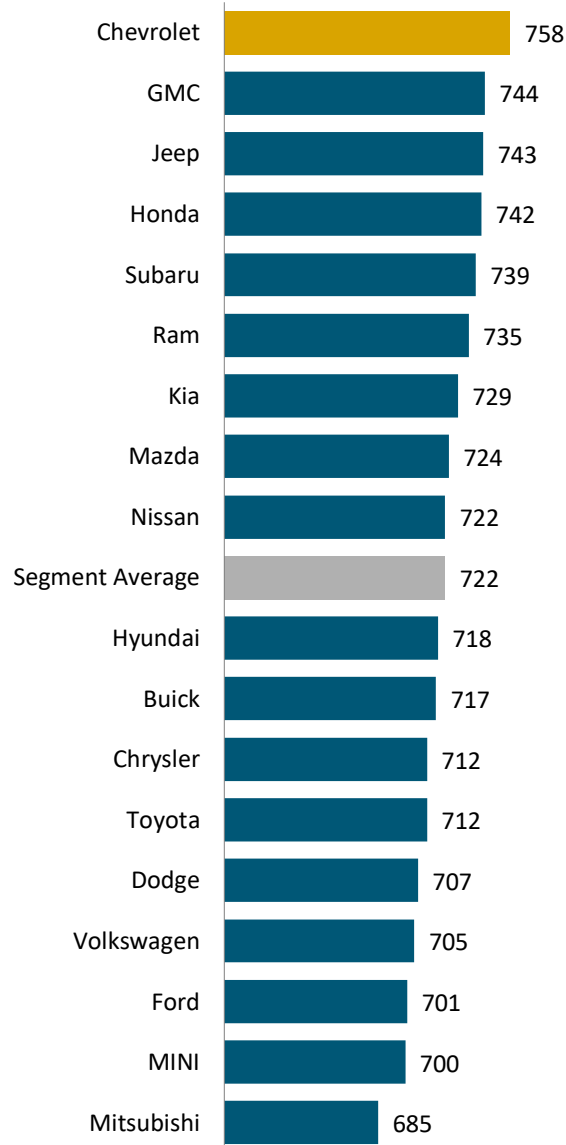
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# J.D. Power 2024 U.S. Manufacturer Website Evaluation Study<sup>SM</sup> — Summer

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Mass Market Manufacturer Websites



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