

**Auto Dealers Grow Increasingly Uncomfortable with Use of AI in Credit Decision-Making, J.D. Power Finds**Automotive Finance Teams Fear Loss of Human Interaction, Ability to Think “Outside the Box”

**TROY, Mich.: 8 Aug. 2024** — Automotive lending has been quickly transformed by artificial intelligence (AI) with the promise of faster, more accurate and more cost-effective credit decisions and approval processes. Auto dealers are not exactly ready to embrace the new technology. According to the J.D. Power 2024 U.S. Dealer Financing Satisfaction Study,<sup>SM</sup> released today, 55% of dealership finance teams say they are uncomfortable with AI, up from 50% in 2023. Their top concerns with the technology center on the loss of human interaction, inability to develop creative solutions and fear of job loss.

“There is a growing sense of concern among dealer finance teams that the increased prevalence of AI in the lending process will limit their ability to find creative solutions, forge key relationships with lenders and effectively close deals,” said **Patrick Rosenberg, senior director of automotive finance intelligence at J.D. Power**. “It is important to note, however, that this is not the first time that technology has upset the status quo. Lenders need to leverage past experiences and lessons learned in previous technological transformations, such as the introduction of digital and modern retailing technologies. These all ultimately improved the lending process for dealers who embraced the change and learned how to leverage technology to their advantage.”

**Study Rankings****Captive Premium—Prime**

**Jaguar Land Rover Financial Group** ranks highest in overall dealer satisfaction with a score of 855, followed by **Maserati Capital USA** (844) and **Mercedes-Benz Financial Services** (839). This is the first year this segment is award eligible since 2018.

**Captive Mass Market—Prime**

**Southeast Toyota Finance** ranks highest in overall dealer satisfaction for a second consecutive year with a score of 889, followed by **Subaru Motors Finance** (810) and **Ford Credit** (785).

**Non-Captive National—Prime**

**TD Auto Finance** ranks highest in overall dealer satisfaction for a fifth consecutive year, with a score of 886. **Ally Financial** (829) ranks second and **Chase Automotive Finance** (776) ranks third.

**Non-Captive Regional—Prime**

**Huntington National Bank** ranks highest in overall dealer satisfaction for a second consecutive year, with a score of 747. **Security Service Federal CU** (708) ranks second and **Golden 1 Credit Union** (703) ranks third.

### **Non-Captive Sub-Prime**

**Ally Financial** ranks highest in overall dealer satisfaction for a fourth consecutive year, with a score of 821. **Chase Automotive Finance** (777) ranks second and **Capital One Auto Finance** (722) ranks third.

The 2024 U.S. Dealer Financing Satisfaction Study is based on responses from 4,472 auto dealer financial professionals. The study, which was fielded in from March through May 2024, measures auto dealer satisfaction in five segments of lenders: captive premium—prime; captive mass market—prime; non-captive national—prime; non-captive regional—prime and non-captive sub-prime.

For more information about the U.S. Dealer Financing Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-dealer-financing-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2024080>.

### **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 55 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).

### **Media Relations Contacts**

Geno Effler, J.D. Power; West Coast; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)  
Shane Smith; East Coast; 424-903-3665; [ssmith@pacificcommunicationsgroup.com](mailto:ssmith@pacificcommunicationsgroup.com)  
John Roderick; East Coast; 631-584-2200; [john@jroderick.com](mailto:john@jroderick.com)

**About J.D. Power and Advertising/Promotional Rules:** [www.jdpower.com/business/about-us/press-release-info](https://www.jdpower.com/business/about-us/press-release-info)

###

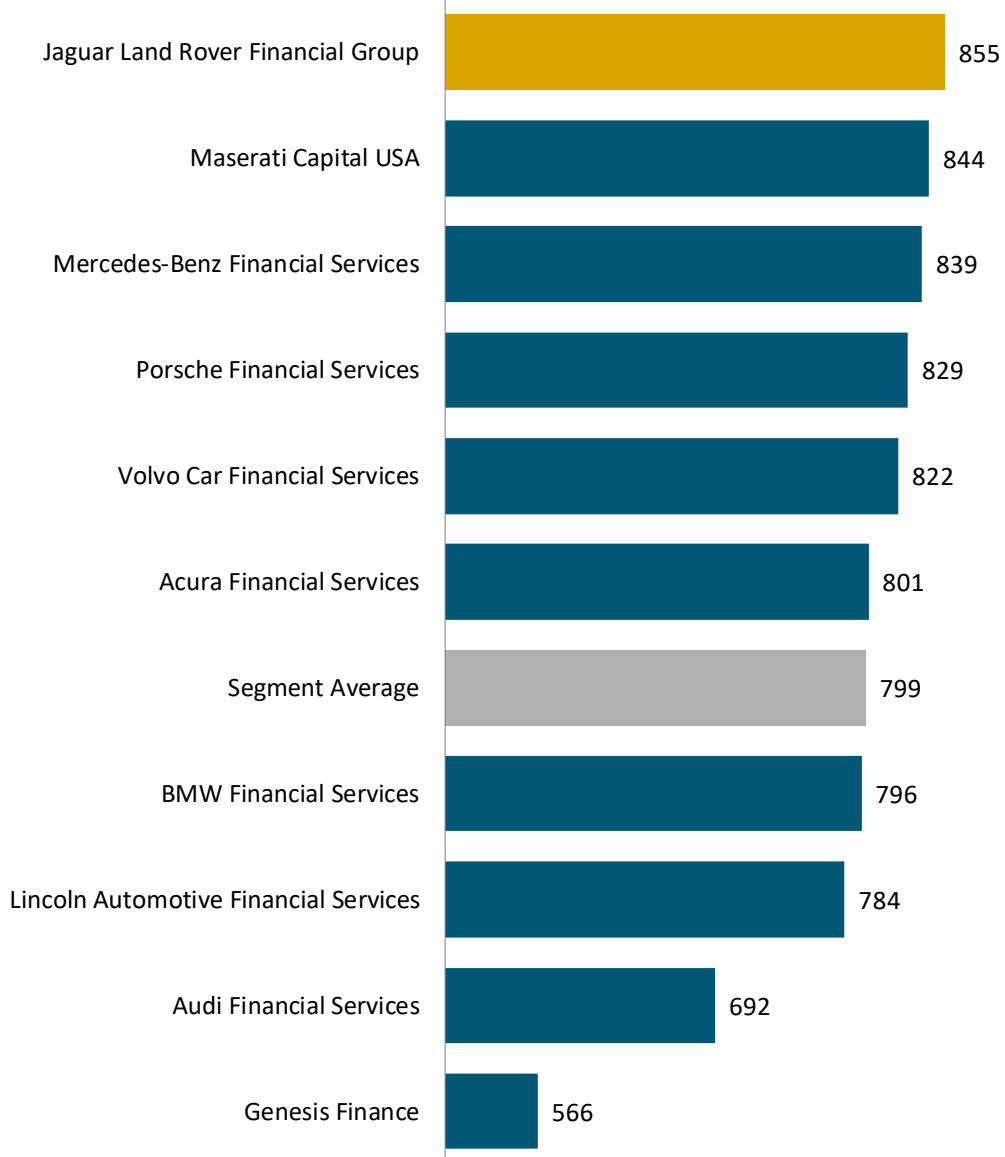
NOTE: Five charts follow.

# J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Captive Premium—Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

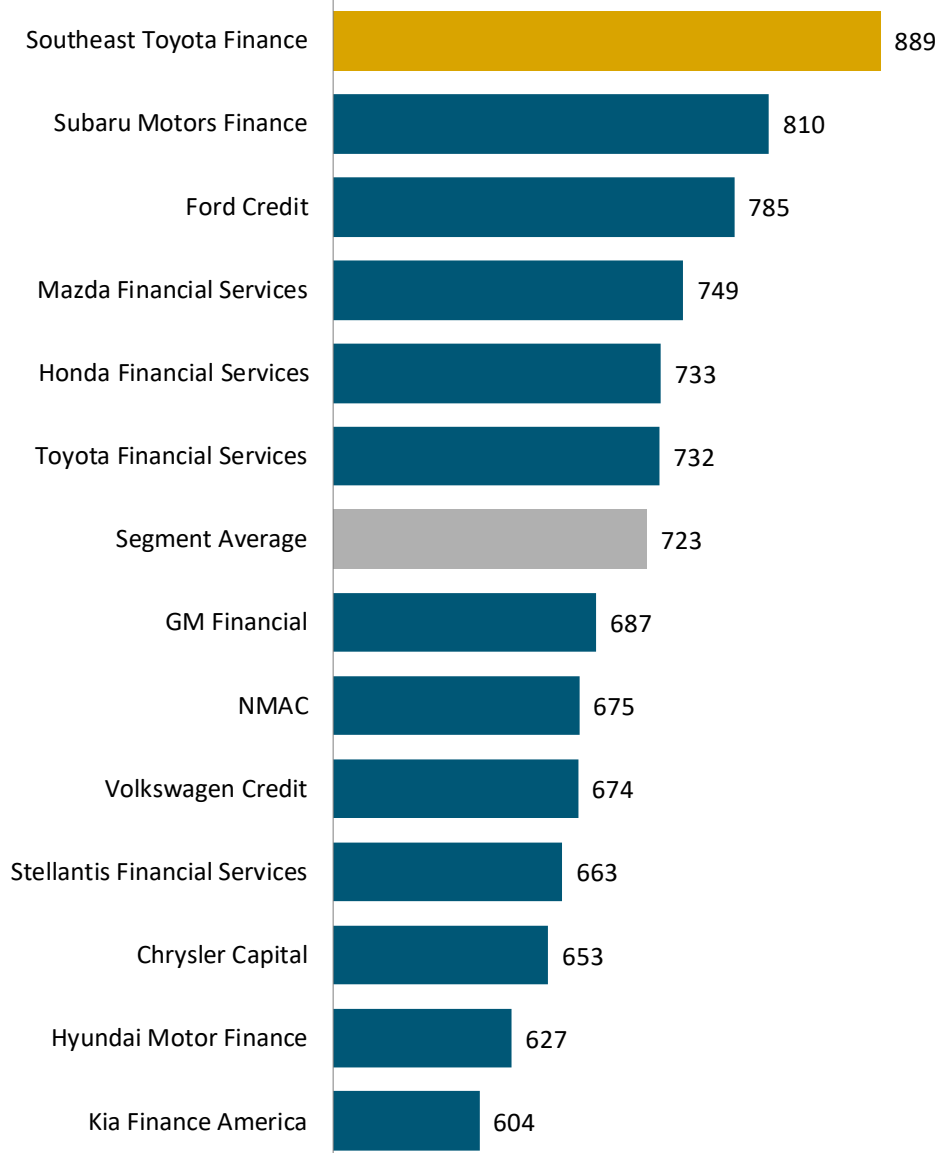
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

# J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Captive Mass Market—Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

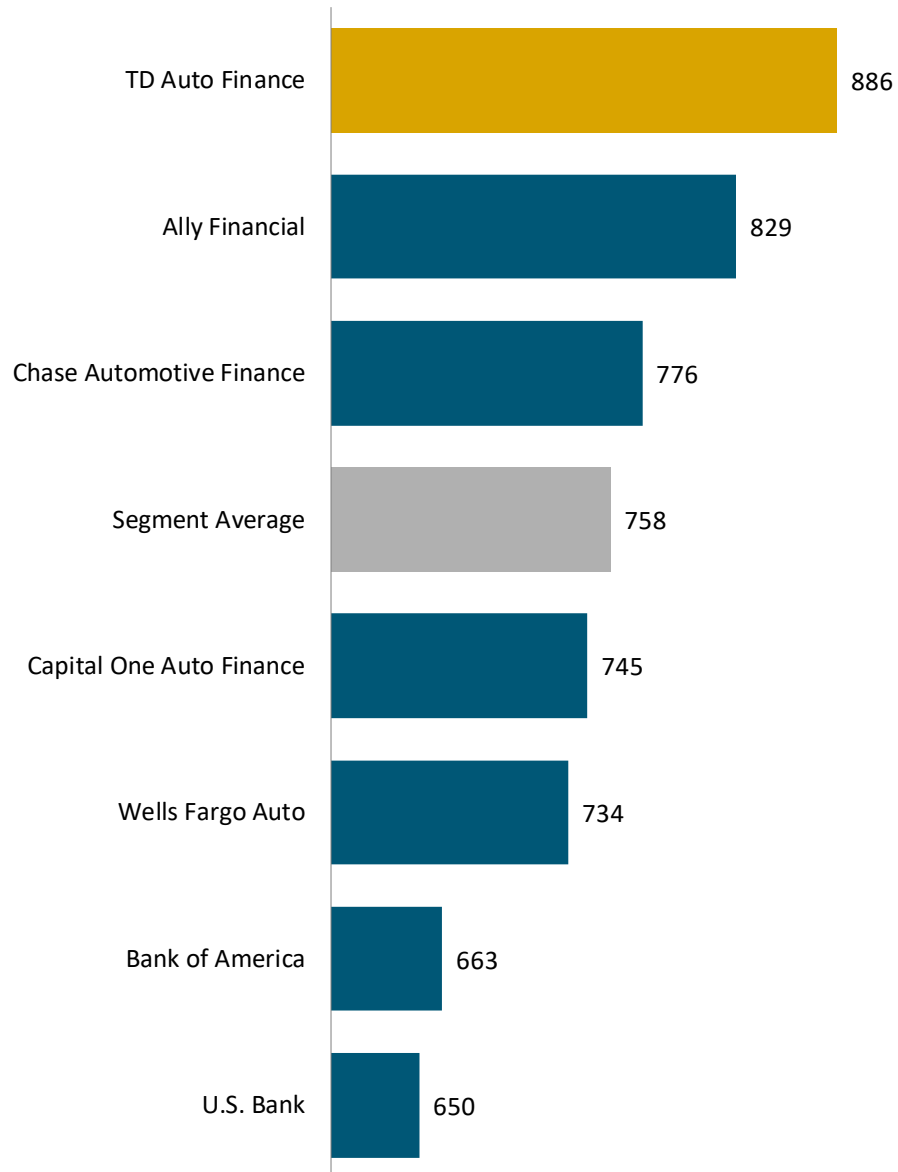
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

# J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Non-Captive National—Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

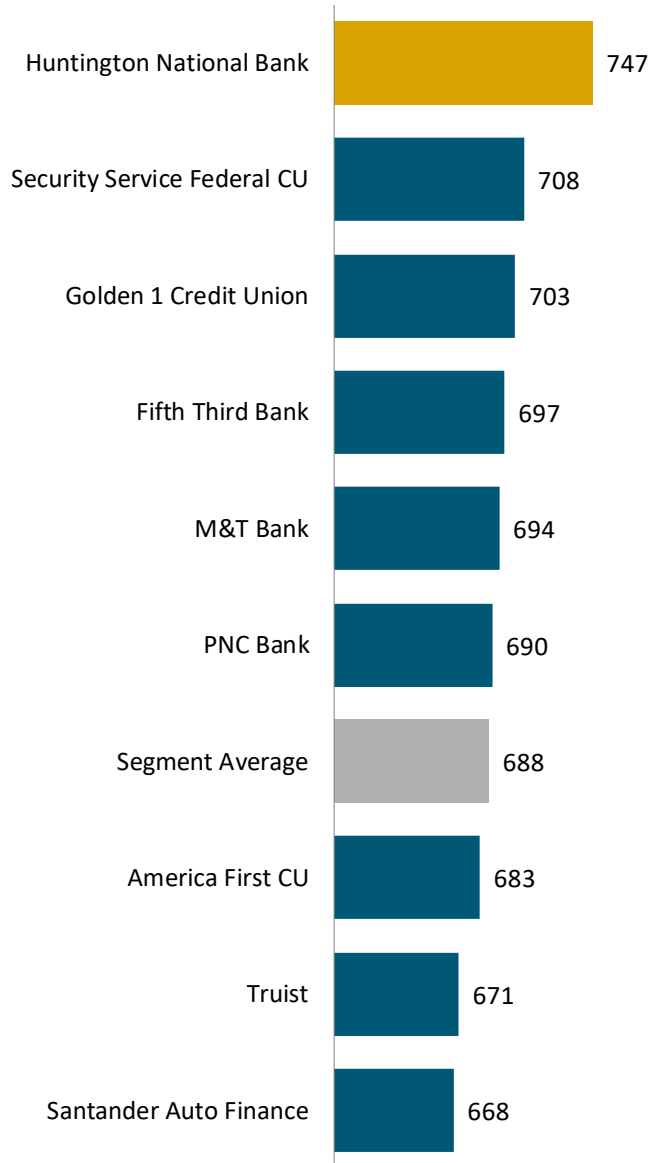
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

# J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Non-Captive Regional—Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

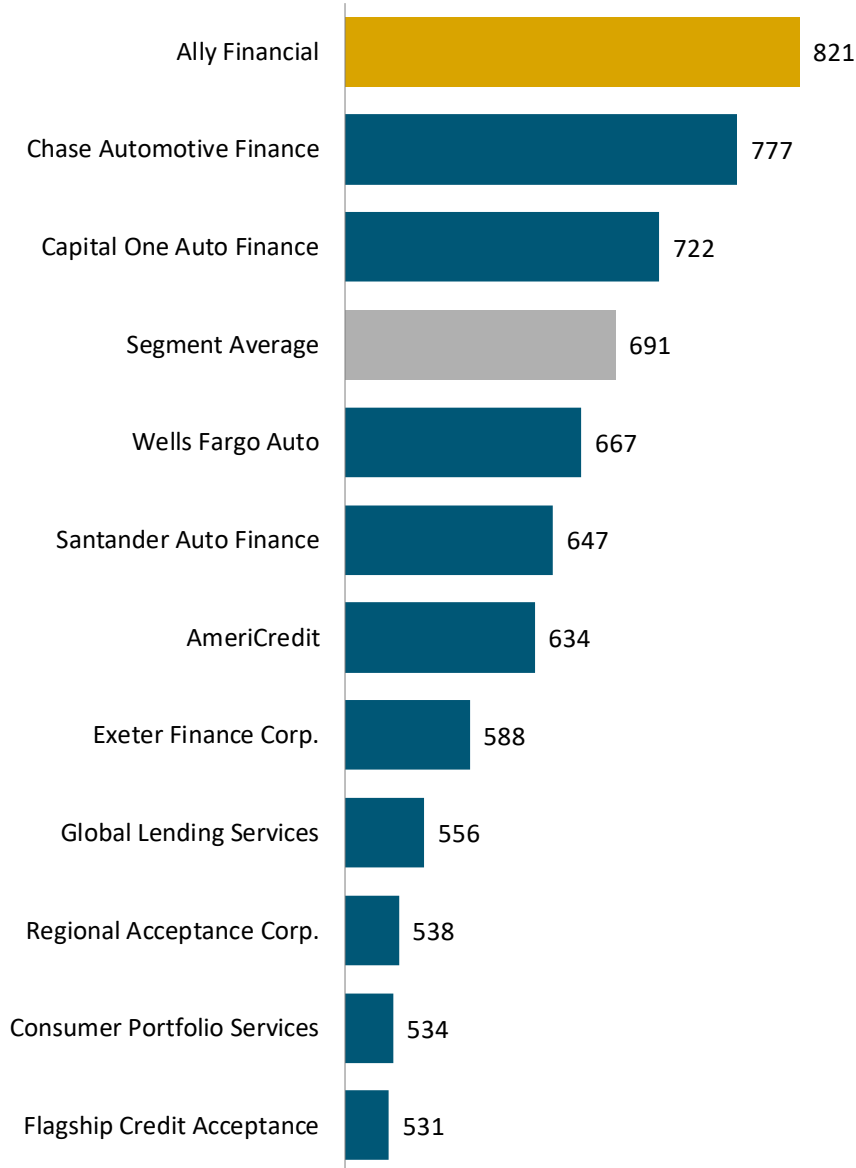
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

# J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Non-Captive Sub-Prime



Source: J.D. Power 2024 U.S. Dealer Financing Satisfaction Study<sup>SM</sup>

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.