

**Vehicle Manufacturer Websites that Lack Foundational Elements Experience Decrease in Satisfaction, J.D. Power Finds**

Mercedes-Benz and GMC Rank Highest in Respective Segment

**TROY, Mich.: 17 July 2025** — Approximately one-third of digital experiences on vehicle manufacturer websites—32% among mass market brands and 38% among premium brands—fail to meet basic needs for speed and design. When these foundational elements are not met, overall satisfaction falls significantly compared with websites that fully deliver on them, according to the J.D. Power 2025 U.S. Manufacturer Website Evaluation Study<sup>SM</sup>—Summer, released today. Specifically, if a website meets expectations for foundational elements such as speed, consistent design, organized layout and a modern appearance, overall satisfaction is 752 (on a 1,000-point scale). If a website does not meet foundational expectations, satisfaction drops to 664.

“Animations and auto-playing videos can enhance the appearance of automotive websites, but it comes at the cost of slower speed perceptions,” said **Jon Sundberg, senior director of digital solutions at J.D. Power**. “When comparing the presence of foundational elements across other J.D. Power website evaluation studies for wealth management, retirement plan and insurance, these vehicle manufacturer websites fall short. To help drive an increase in user satisfaction, automakers must start with the basic elements before enhancing the experience further.”

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 five key measures (in order of importance): visual appeal; navigation; speed; vehicle research; and research tools.

**Study Rankings**

**Mercedes-Benz** ranks highest among premium manufacturer websites with a score of 788. **Audi** (758) and **Tesla** (758) each rank second in a tie.

**GMC** ranks highest among mass market manufacturer websites with a score of 728. **Ram** (723) ranks second and **Dodge** (721) ranks third.

The U.S. Manufacturer Website Evaluation Study, initially released in 1999, is based on responses from 11,863 new-vehicle shoppers who indicate they will be in the market for a new vehicle within the next 12 months. The study was fielded in May 2025.

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/2025072>.

**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](http://JDPower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](http://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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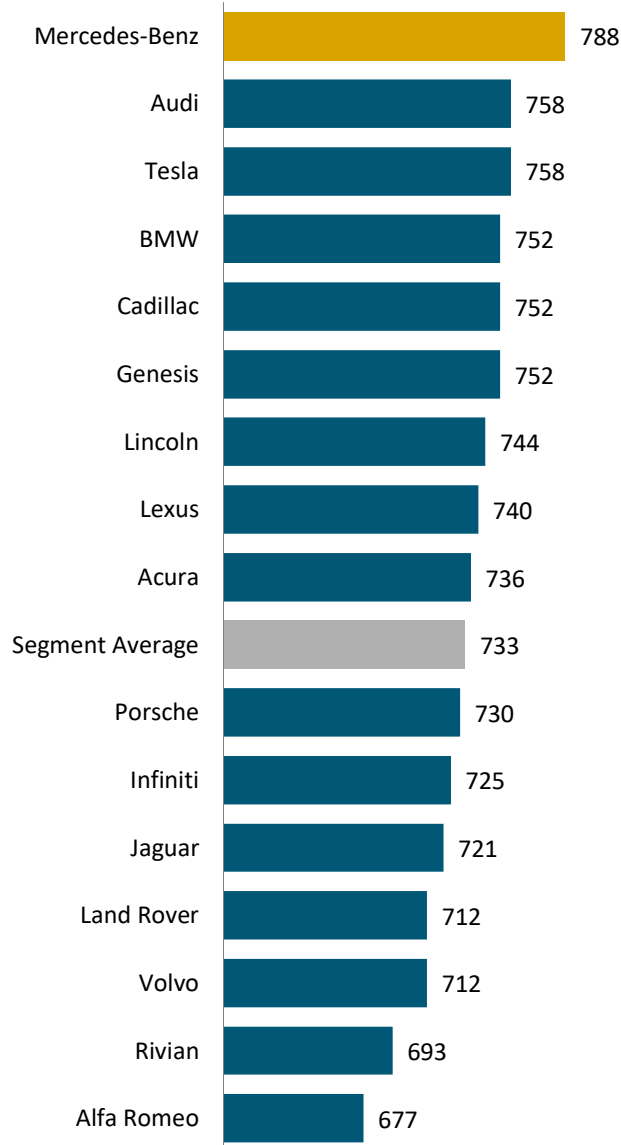
NOTE: Two charts follow.

# J.D. Power 2025 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 2025 U.S. Manufacturer Website Evaluation Study<sup>SM</sup>—Summer

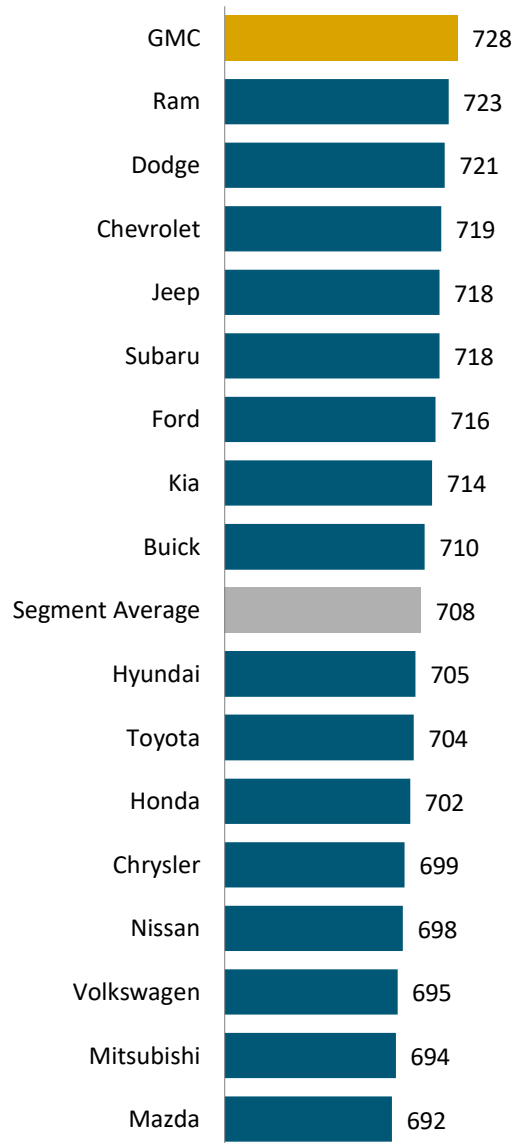
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# J.D. Power 2025 U.S. Manufacturer Website Evaluation Study<sup>SM</sup>—Summer

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Mass Market Manufacturer Websites



Source: J.D. Power 2025 U.S. Manufacturer Website Evaluation Study<sup>SM</sup>—Summer

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