

Tariffs Accelerate Buying Decisions While Transparency Drives Sales Satisfaction, J.D. Power Finds

Porsche Ranks Highest among Premium Brands for Third Consecutive Year; Buick Ranks Highest among Mass Market Brands

TROY, Mich.: 6 Nov. 2025 — More than one-third (36%) of buyers in the new-vehicle market say tariffs impacted their vehicle purchase process, with most of them buying sooner than they had planned, according to the J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) Study,SM released today. Despite the market shifts, overall customer satisfaction with the vehicle purchase experience increases by 1 point this year to 802 (on a 1,000-point scale).

“Satisfaction among buyers has been gradually improving over the years, including a modest increase in 2025 despite the added uncertainties that tariffs bring.” said **Stewart Stropp, vice president of automotive retail at J.D. Power**. “However, even in a challenging market, the fundamentals of satisfaction haven’t changed. Dealers who stay transparent during the deal, take time to educate buyers on their vehicle’s features, and maintain that connection after delivery are the ones poised to boost buyer satisfaction, ultimately leading to better customer retention and business growth.”

Following are some key findings of the 2025 study:

- **Nearly one-fourth of buyers want a follow-up on their vehicle’s features but it never comes:** While most buyers want to learn about all of their vehicle’s features upon delivery, nearly one-fourth (22%) indicate they would like a follow-up explanation of vehicle features and controls from the dealership a few weeks later, either through a phone call, dealership visit or online video/tutorials. However, more than half (53%) of these buyers never receive any such follow-up, presenting a key opportunity for dealers to improve the vehicle delivery process and boost future service retention and loyalty.
- **Justifying trade-in values drives higher satisfaction:** Trade-in transactions have been steadily increasing since the decline in lease volume that began several years ago. Among buyers who traded in a vehicle, 28% say their trade-in value was less than expected. However, when the dealer provides a clear explanation justifying the trade-in value, customer satisfaction is notably higher, even among those buyers who say the trade-in value didn’t meet their expectations. In such instances, overall satisfaction with the deal-making process averages a score of 800 when justification was provided but plummets to 672 when it wasn’t, highlighting the importance of transparency in the trade-in process.
- **Import brand buyers are more likely to say tariffs accelerated their purchase plans:** Buyers of brands from Japan and Europe more likely advanced their vehicle purchase in response to tariffs. Overall, among customers who say tariffs impacted their purchase, 87% in both the premium and mass market segments say they bought their vehicle sooner than intended. Furthermore, nearly 15% of buyers in both segments say they spent more than originally intended for their new vehicle.

Highest-Ranking Brands

Porsche ranks highest in sales satisfaction among premium brands for a third consecutive year, with a score of 855. **Land Rover** (838) ranks second and **Infiniti** (835) ranks third.

Buick ranks highest in sales satisfaction among mass market brands with a score of 827. **Subaru** (823) ranks second and **Chevrolet** (821) ranks third.

Segment Awards

The following are the highest-ranked brands in each segment:

Premium Car: Porsche (for a third consecutive year)

Premium SUV: Porsche (for a third consecutive year)

Mass Market Car: **Mazda**

Mass Market SUV: Buick (for a second consecutive year)

Mass Market Truck: Chevrolet

Now in its 40th year, the U.S. Sales Satisfaction Index (SSI) Study measures customer satisfaction with the sales experience among new-vehicle buyers and rejecters. The study is a comprehensive analysis of the new-vehicle purchase experience and satisfaction with the selling dealer (satisfaction among buyers). The study also measures satisfaction with brands and dealerships that were shopped but ultimately rejected in favor of the selling dealership (satisfaction among those who shopped a dealership but purchased elsewhere). Buyer satisfaction is based on six factors (in order of importance): delivery process; dealer personnel; working out the deal; paperwork completion; dealership facility; and dealership website. Rejecter satisfaction is based on five factors: salesperson; price; facility; variety of inventory; and negotiation.

The 2025 U.S. Sales Satisfaction Index (SSI) Study is based on responses from 32,616 buyers who purchased or leased their new vehicle from March 2025 through May 2025. The study was fielded from July through September 2025.

For more information about the U.S. Sales Satisfaction Index (SSI) Study, visit <https://www.jdpower.com/business/automotive/us-sales-satisfaction-index-ssi-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2025147>.

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. The J.D. Power auto-shopping tool can be found at jdpower.com.

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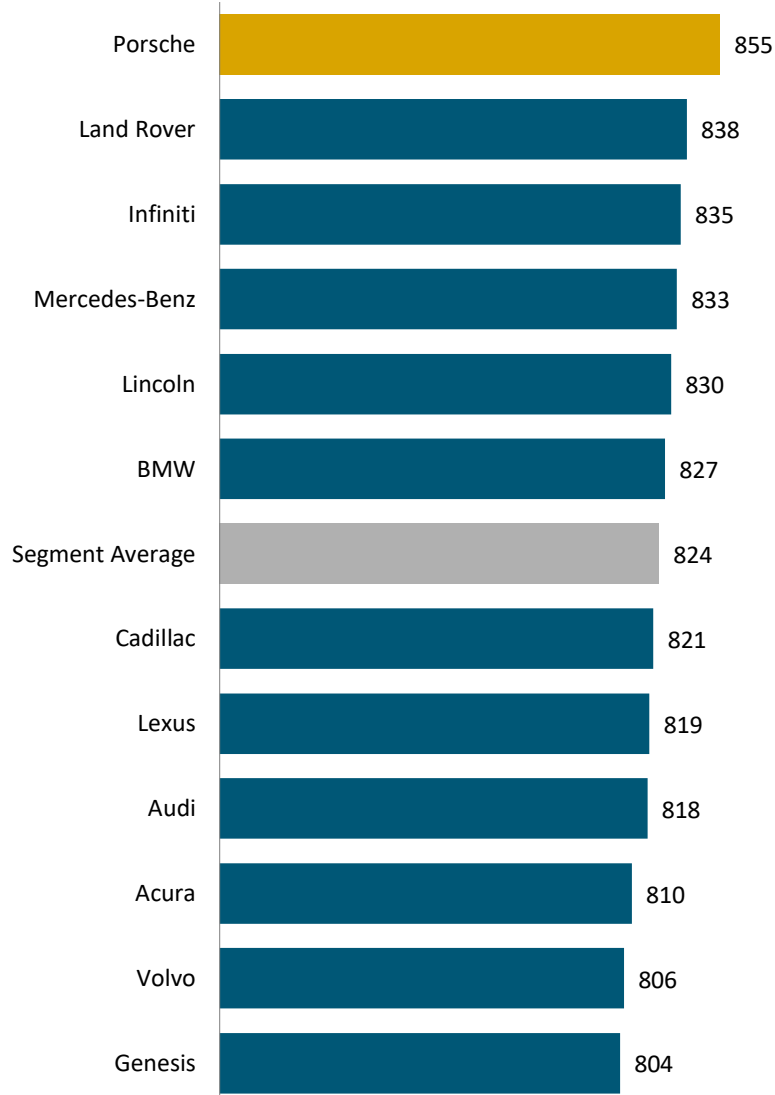
NOTE: Three charts follow.

J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Premium



Source: J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

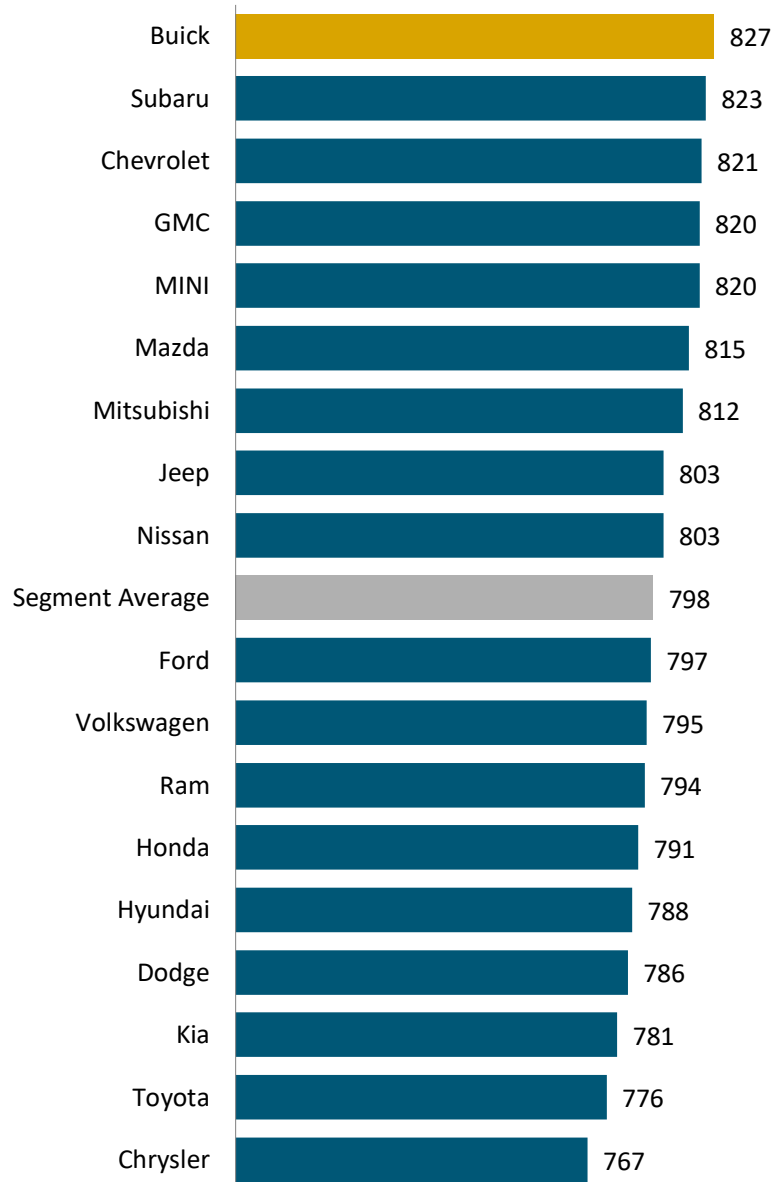
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J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mass Market



Source: J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

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J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

Top Brand per Segment

Premium Car

Highest Ranked: Porsche

Mass Market Car

Highest Ranked: Mazda

Premium SUV

Highest Ranked: Porsche

Mass Market SUV

Highest Ranked: Buick

Mass Market Truck

Highest Ranked: Chevrolet

Source: J.D. Power 2025 U.S. Sales Satisfaction Index (SSI) StudySM

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