

The use of advanced technologies among vehicle owners is slightly increasing, J.D. Power Finds

Lexus Ranks Highest Overall for the Third Consecutive Year; Subaru Ranks Highest among Mass Market Brands for the Fifth Consecutive Year.

TOKYO, 26 Nov. 2025 — More vehicle owners in Japan are using advanced technologies, according to the J.D. Power 2025 Japan Tech Experience Index (TXI) Study,SM released today. Among the 18 technologies examined for installation in this year's study, 12 have been installed in new vehicles more frequently than last year, although the increase is slight. However, the study finds that vehicle owners are using 15 of 16 advanced technologies examined for usage more frequently than they did last year. Among the advanced technologies with lower future installation intentions, facial recognition systems and remote parking assistance systems also show lower execution scores. "In recent years, new vehicles have been equipped with a variety of advanced technologies, and vehicle owners are using them more frequently. Advanced technologies with low execution and installation intentions need to be reconsidered or eliminated," said **Taku Kimoto, Japan CEO at J.D. Power.**

Followings are key findings of the 2025 study:

- **Lexus ranks highest overall for tech innovation for a third consecutive year:** In the innovation rankings, which are calculated based on installations and user evaluations of the advanced technologies, Lexus ranks highest overall for Tech Innovation for the third consecutive year, with a score of 597. In the mass market segment, Subaru ranks highest for the fifth consecutive year, with a score of 541.
- **Installation of advanced technologies equals or slightly increases from last year:** The installation of advanced technologies shows little change compared with last year. Among the 18 advanced technologies examined for installation in the study, four have been installed in new vehicles at about the same rate as last year, while 12 have shown a modest increase in installation. For registered vehicles, the installation frequency of nine and 13 advanced technologies is higher among mass market and luxury brands, respectively, while three technologies have been installed slightly more frequently in mini-cars.
- **Advanced technologies are being used more frequently than last year, with over 90% of owners using drive recorders:** Among 16 advanced technologies examined for usage in the study, 15 are being used more frequently than last year. The most widely used technology is drive recorders (95%), while the least used is electric vehicle bidirectional charging systems (61%). The highest Execution Index scores¹ are for electric vehicle bidirectional charging systems (839 points), electric vehicle charging schedulers (836) and one-pedal driving systems (834), all of which are electric vehicle-specific technologies.
- **Facial recognition systems and remote parking assistance systems need to be reconsidered or eliminated:** Future installation intentions are highest for drive recorders (58%), followed by electric vehicle bidirectional charging systems (49%) and electric vehicle charging schedulers (45%). In contrast, the lowest intentions are for facial recognition systems (18%), driver

¹ The Execution Index score, on a 1,000-point scale, is calculated based on overall user evaluations (on a 10-point scale) and the total problems experienced with the advanced technologies.

monitoring systems (21%) and remote parking assistance systems (24%). Among these, the Execution Index scores are also low for facial recognition systems (788) and remote parking assistance systems (767). Therefore, the installation of these technologies should be reconsidered or eliminated.

Highest-Ranked Brands

Lexus (597) ranks highest overall for innovation. **Subaru** (541) ranks highest among mass market brands.

The 2025 Japan Tech Experience Index (TXI) Study is based on responses from 20,101 users of new vehicles in the first two to 13 months of ownership. The study was fielded in May-June 2025.

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 <https://japan.jdpower.com/>.

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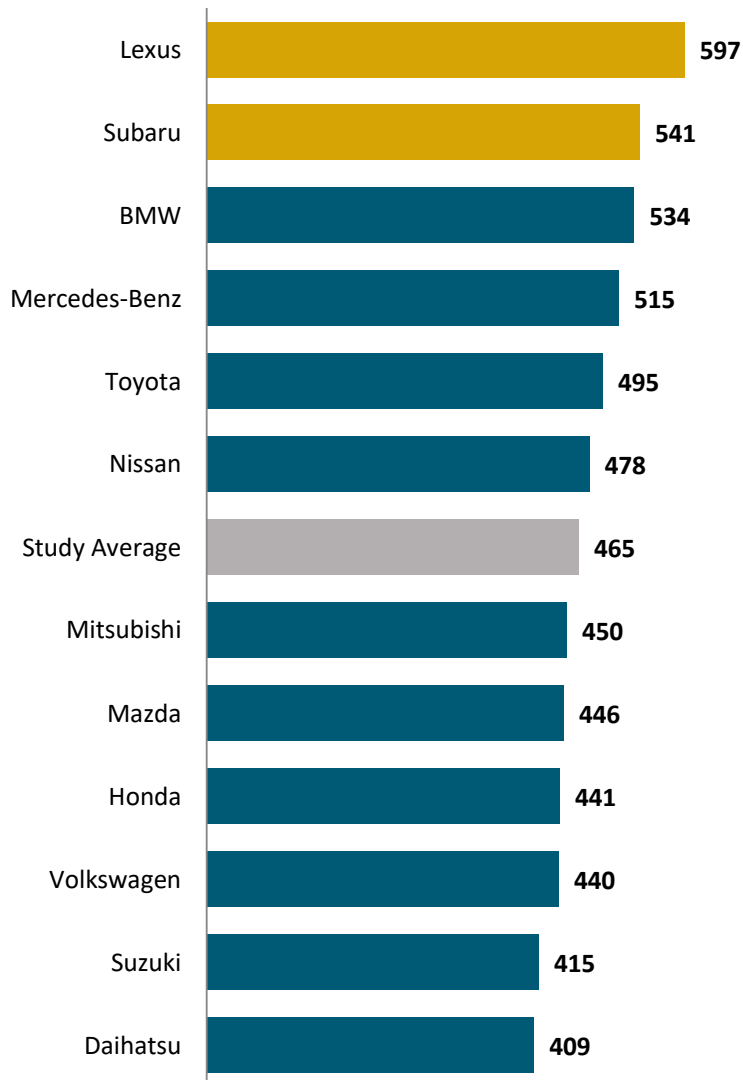
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NOTE: One chart follows.

J.D. Power

2025 Japan Tech Experience Index (TXI) StudySM

Overall Innovation Ranking (Based on a 1,000-point scale)



*NOTE: Brand/Segment are not rank eligible unless they meet study criteria by J.D. Power, including insufficient sample.
In alphabetical order if there are tie scores.*

Source: J.D. Power 2025 Japan Tech Experience Index (TXI) StudySM

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