

Auto Dealer Service Satisfaction Improves amid Challenges from Aftermarket and Unique Effect of Direct-to-Consumer Brands, JD Power Finds

Porsche Ranks Highest among Premium Brands for Second Consecutive Year; MINI Ranks Highest among Mass Market Brands

- Overall customer satisfaction with auto dealer service improves in 2026, led by premium market
- Dealer maintenance visits are significantly longer than comparable aftermarket service visits
- Satisfaction is significantly lower among customers coming from direct-to-consumer (DTC) brands

TROY, Mich.: 12 March 2026 —When it comes to dealer service, customers are looking for an experience that minimizes disruption to their daily lives while simultaneously offering greater value, according to the JD Power 2026 U.S. Customer Service Index (CSI) Study,SM released today. For the most part, dealers are delivering on that promise, with overall satisfaction improving 3 points (on a 1,000-point scale) in this year's index. Despite that improvement, dealers continue to face considerable competition from aftermarket providers focusing on speed and convenience and from direct-to-consumer brands prioritizing mobile and valet service options.

Offering a rewarding dealer service experience is critical, as index results indicate higher satisfaction is directly tied to stronger customer retention and increased revenue. When overall satisfaction is 950 or higher, 86% of mass market customers say they “definitely will” return to the dealer for paid service, and 88% of premium customers say the same. Higher satisfaction also increases the likelihood customers will purchase another vehicle from the same brand again.

“Progressive dealers never stop working to make service more convenient—a worthy effort given how rapidly the aftermarket can complete routine service. Dealers can also more readily add value, for example, by returning the vehicle cleaner than when it arrived and completing a thorough multi-point inspection with digital documentation. CSI results show those efforts yield higher satisfaction and, in turn, boost retention,” said **Stewart Stropp, vice president of customer success at JD Power**. “Another opportunity is to more consistently deliver on top key performance indicators (KPIs) like keeping customers informed of service status and explaining the work performed. These elements, among others, meaningfully lift satisfaction.”

Following are some key findings of the 2026 index:

- **Overall satisfaction with dealer service improves, led by premium market:** At an industry level, the average overall customer satisfaction score for dealer service is

868, up 3 points from last year. Improvement is notably higher in the premium segment, which rises 8 points to 886. Overall satisfaction with the mass market service experience is up 3 points to 865.

- **Maintenance visits are the quickest type of work but still take longer than comparable aftermarket service:** Most dealer service visits consist of maintenance work, including services like oil changes and tire rotations, but these offerings still take approximately three times longer than comparable service at aftermarket facilities. On average, mass market customers wait 1.61 hours for maintenance work at the dealer, while premium customers wait 2.46 hours. By comparison, 62% of aftermarket service visits take under an hour for similar work. To retain more customers, dealers should focus on minimizing completion times while still meeting key service quality expectations.
- **Customers coming from DTC brands have high expectations of the dealership service experience:** One challenge traditional dealers face is satisfying customers coming from DTC brands such as Tesla and Rivian, for which non-traditional options like mobile service are routine. For example, among premium segment customers returning to a traditional dealer from a DTC brand, overall service satisfaction is 855, a notable 29 points lower than the mass market average. With the incidence of mobile and valet service remaining low outside of DTC brands, traditional dealers can prioritize these alternatives to differentiate themselves in the market and elevate value and convenience for their customers.
- **More customers want photo/video documentation during service, but not enough are getting it:** Almost two-thirds (64%) of customers say they would like to receive photo/video evidence alongside multi-point inspection (MPI) results, but only 26% of mass market customers and 44% of premium customers say they get it. To maximize satisfaction, service personnel should make it a routine practice to offer photo/video updates, particularly early in the service process, when CSI findings indicate satisfaction dividends are greatest. Satisfaction with the service advisor is highest in both the premium (928) and mass market (907) segments when photo/video evidence is provided while service is being done.
- **Room for improvement with completing top KPIs:** Only 26% of customers say they experienced nine or 10 of the top CSI Key Performance Indicators (KPIs), including value-enablers like being met at the vehicle upon arrival and having work completed properly the first time, among others. When all 10 top KPIs are met, average customer satisfaction is 979, but when only three are met, scores plummet to 632. The steady rise in satisfaction with each completed KPI emphasizes it's not enough to focus on only a few high-impact behaviors. Ensuring all are completed is essential to optimizing satisfaction, as scores among customers who experienced seven or eight KPIs are still 63 points below completing all 10 KPIs.

Highest-Ranking Brands and Segments

Porsche ranks highest in satisfaction with dealer service among premium brands for a second consecutive year, with a score of 915. **Infiniti** (912) ranks second and **Lexus** (900) ranks third.

MINI ranks highest in satisfaction with dealer service among mass market brands with a score of 887. **Subaru** (886) ranks second and **Buick** (882) ranks third.

Mazda (884) ranks highest in the mass market car segment, followed by **Subaru** (881) and **Chevrolet** (873).

Subaru ranks highest among mass market SUVs/minivans with a score of 887. **Nissan** (885) ranks second and **Buick** (882) ranks third.

Infiniti and **Porsche** tie for highest in the premium car segment, each with a score of 921, followed by **Lexus** (910).

Infiniti ranks highest in the premium SUV segment with a score of 911. **Porsche** (910) ranks second and **Lexus** (897) ranks third.

Ford ranks highest in the truck segment with a score of 869. **Toyota** (864) ranks second and **Chevrolet** (853) third.

The U.S. Customer Service Index (CSI) Study, now in its 46th year, measures satisfaction with service at franchised dealer and aftermarket service facilities for maintenance or repair work among owners and lessees of 1- to 3-year-old vehicles. It also provides a numerical index ranking of the highest-performing automotive brands sold in the United States, which is based on the combined scores of five measures comprising vehicle owner service experience data and actual repair data. These measures are (in order of importance): service quality; vehicle pick-up; service advisor; service facility; and service initiation. CSI results are updated monthly and accessible to eligible subscribers on a dynamic delivery platform, informing timely insights to improve service satisfaction, loyalty and revenue throughout the year.

The 2026 index is based on responses from 51,228 verified registered owners and lessees of 1- to 3-year-old vehicles. JD Power goes to great lengths to ensure survey respondents are true owners of the brand for which they are surveyed. The index was fielded from January through December 2025.

For more information about the U.S. Customer Service Index (CSI) Study, visit <https://www.jdpower.com/business/us-customer-service-index-csi-study>.

About JD Power

JD Power is a proven leader in business-critical data and intelligence to drive auto-related decisions with confidence and clarity. By leveraging unmatched proprietary data, advanced analytics and deep industry expertise, JD Power fuels original equipment manufacturers, retailers, lenders, insurers and partners to enhance their performance.

Since 1968, JD Power has delivered incisive guidance and intelligence about customer interactions with brands and products. To learn more about the company's business offerings, visit JDPower.com.

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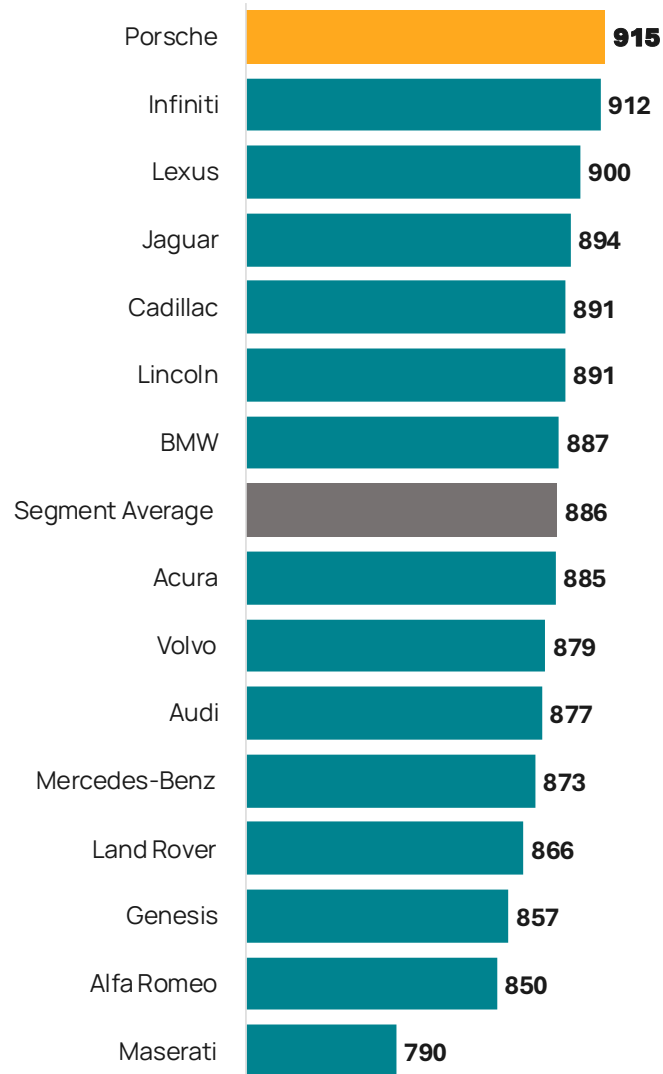
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Note: Seven charts follow.

JD Power 2026 U.S. Customer Service Index (CSI) StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

PREMIUM BRANDS



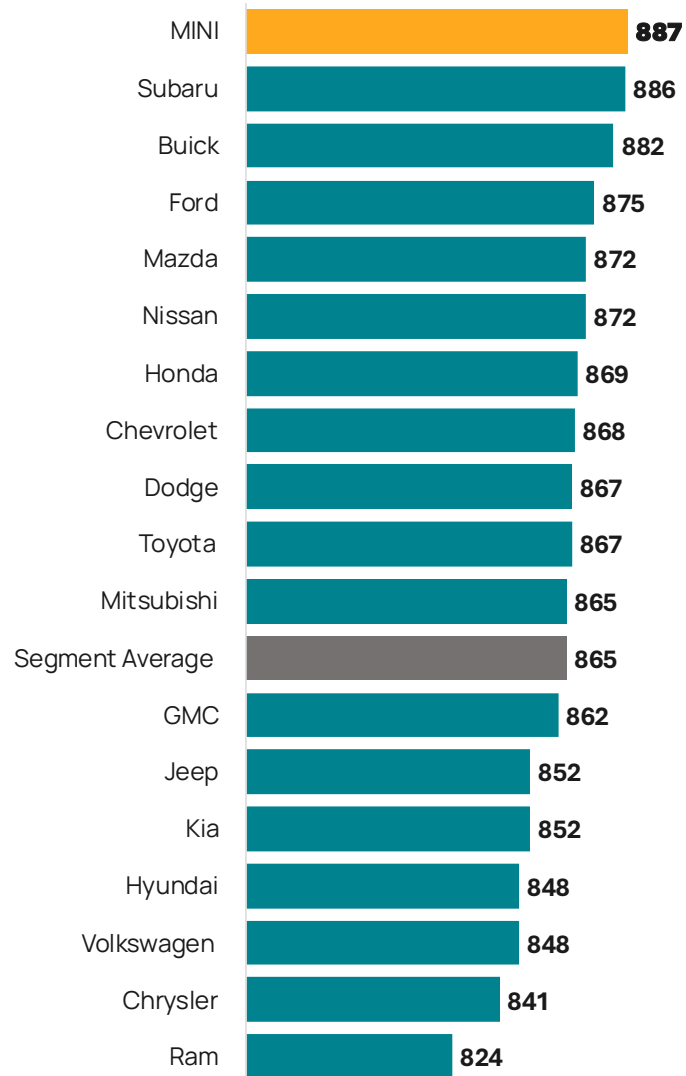
Source: JD Power 2026 U.S. Customer Service Index (CSI) StudySM

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Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

MASS MARKET BRANDS



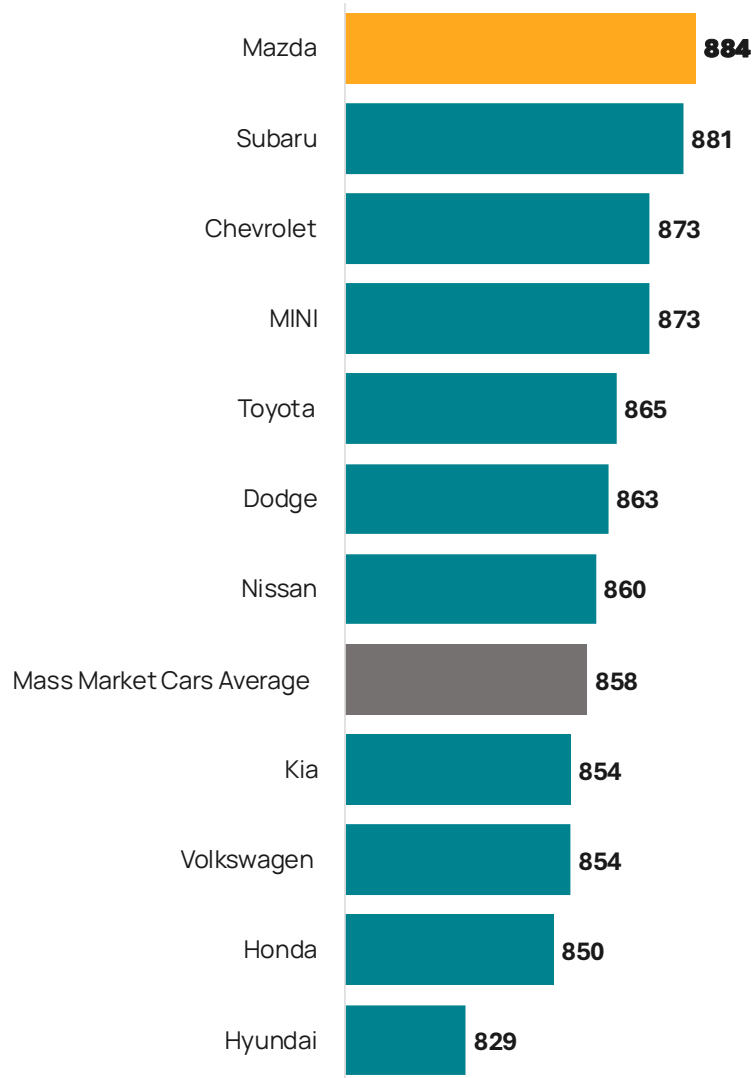
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Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

MASS MARKET CARS



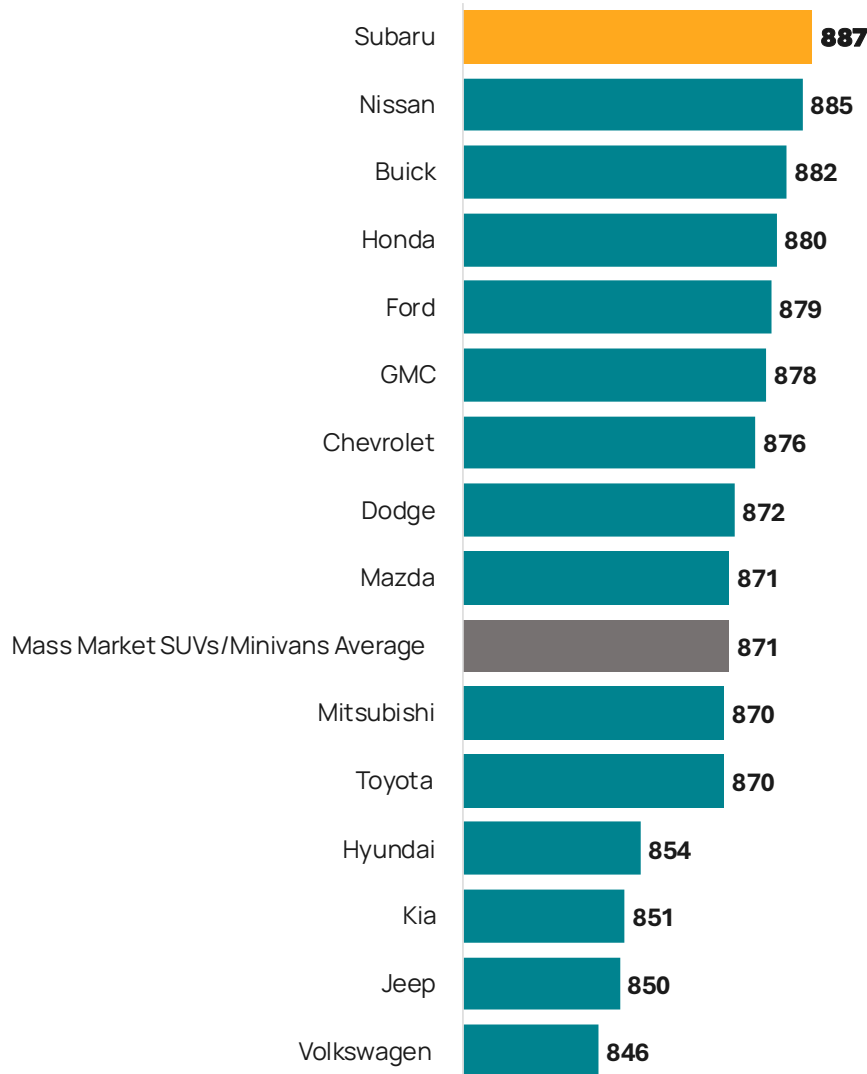
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JD Power 2026 U.S. Customer Service Index (CSI) StudySM

Overall Customer Satisfaction Index Ranking
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MASS MARKET SUVs/MINIVANS



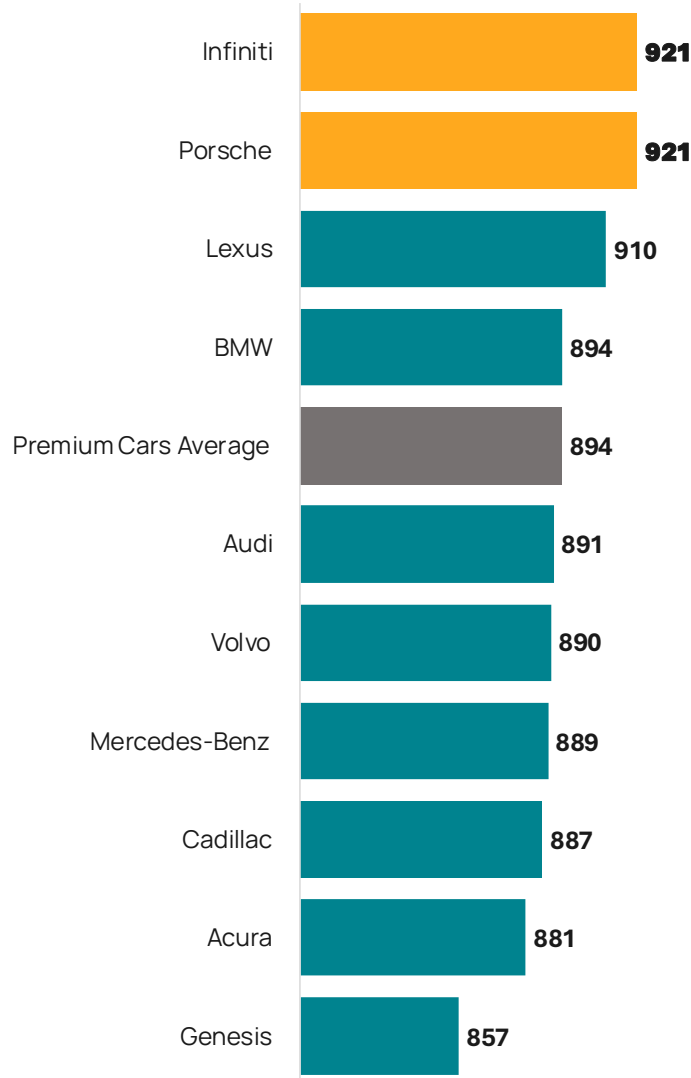
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Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

PREMIUM CARS



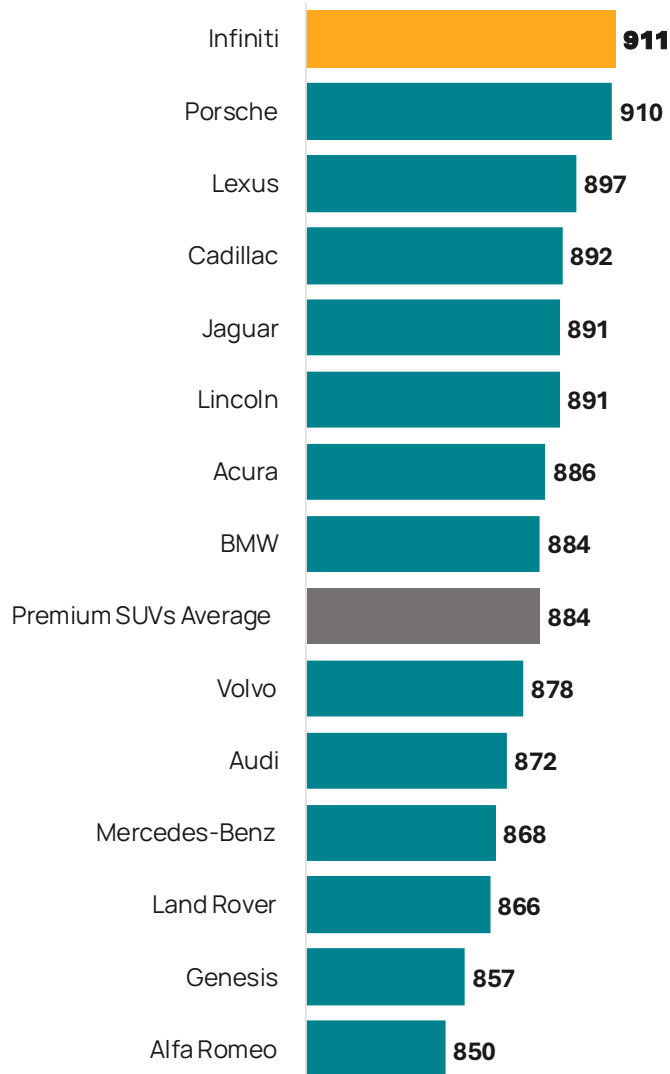
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JD Power 2026 U.S. Customer Service Index (CSI) StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

PREMIUM SUVS



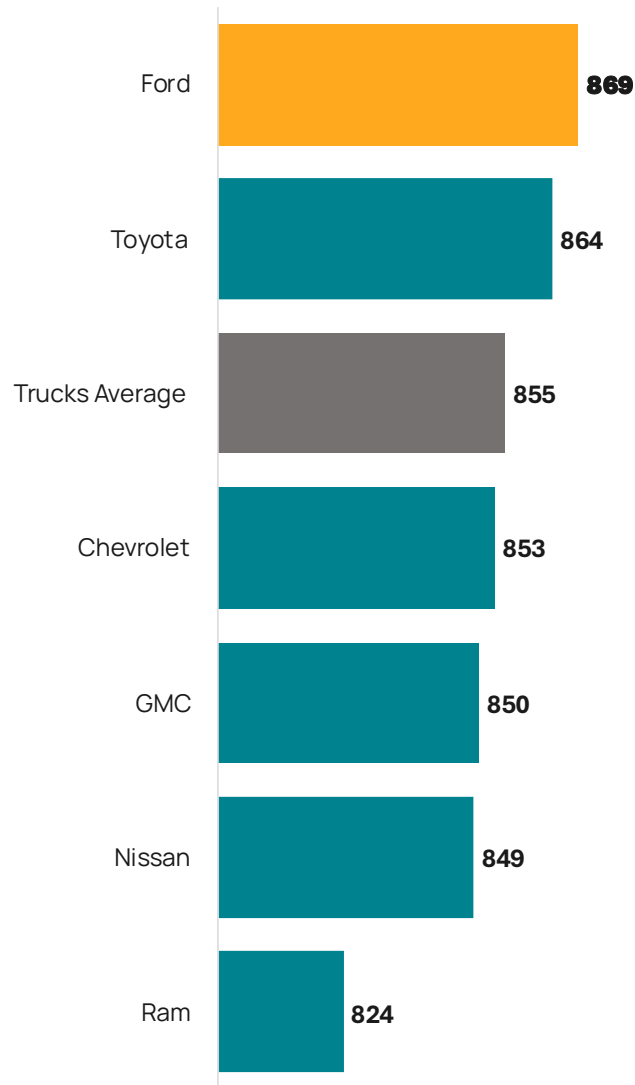
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JD Power 2026 U.S. Customer Service Index (CSI) StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

TRUCKS



Source: JD Power 2026 U.S. Customer Service Index (CSI) StudySM

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