

U.S. Interior Quality and Satisfaction Study

Because design-related interior problems have a notable impact on vehicle quality, as well as owner satisfaction and loyalty, manufacturers must ensure that owners are able to understand and use their vehicle's features/controls. It is also critical that manufacturers and suppliers continue to innovate, design, and assemble interior systems that enhance the driving experience, while ensuring they are free of defects and malfunctions in order to satisfy vehicle owners' expectations.

THE SOLUTION

The *J.D. Power U.S. Interior Quality and Satisfaction Study*SM provides analysis on owners' experiences with and perceptions of the quality, design, and features of their new-vehicle interior. By focusing on interior system quality "things gone wrong" and design satisfaction "things gone right," the study provides a useful tool for the design and development of vehicle interiors, as well as the refinement of current model interiors.

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THE BENEFITS

Study subscription provides access to the tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify any areas needing improvement, including:

- **Resource Allocation:** Direct limited R&D resources to those product attributes that contribute the most to owner satisfaction. Identify the interior attributes that drive owner needs and utilize them to define priorities for future product development.
- **Engineering:** Focus resources on specific competitive strengths and opportunities for improvement and leverage study findings to improve positioning via comparison to the highest performers. Utilize results to translate design/engineering specs into products that satisfy owners.
- **Sales/Marketing:** Promote quality and satisfaction performance, as well as demonstrate how product features meet owner needs, desires, and expectations.