



J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance. To learn more about the Awards Program, contact:

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U.S. Initial Quality Study (IQS)

With the automotive industry in the midst of recovery and competition increasingly fierce, automakers are challenged to design and produce models that sustain the high levels of initial quality that consumers have come to expect. Even as the industry achieves new quality and customer satisfaction benchmarks, consumers' expectations continue to rise, so it is critical that automakers understand what has the greatest impact on consumers' perceptions of vehicle quality and identify the greatest needs for improvement, not only to satisfy their expectations, but also to remain competitive.

The Solution

The *J.D. Power U.S. Initial Quality StudySM (IQS)* serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership and has proven to be an excellent predictor of long-term reliability, which may significantly impact new-vehicle purchase decisions. The focus of the study is model-level performance and comparison of individual models to similar models in respective segments, which helps manufacturers worldwide to design and produce higher-quality vehicles that exceed owners' expectations. The study examines 233 problems, which are organized into eight categories:

- Exterior
- Seats
- Features/Controls/Displays (FCD)
- Heating, Ventilation, and Air Conditioning (HVAC)
- Driving Experience
- Engine/Transmission
- Interior
- Audio/Communication/Entertainment/Navigation (ACEN)

The Benefits

Study subscribers will gain insight into the issues of build quality and design quality by make, model, body style, vehicle segment, and vehicle plant assembly line, which help manufacturers to understand:

- Which new models provide the most problem-free experience
- Which plant assembly lines produce the most problem-free models
- How vehicle problems influence customer satisfaction and advocacy
- Quality differences among import and domestic brand models
- Quality differences of new designs vs. older designs
- Quality variability across brand portfolios
- Differences in the quality expectations of various segment groups
- Demographic and psychographic profiles of new-vehicle owners
- Establish product priorities for future model development using various competitive sets and comparison of relative performances

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: