



## U.S. Seat Quality and Satisfaction Study

Consumers spend increasingly more time in their vehicles, which requires that the interior not only be functional, but also include comfortable seats. It is critical that manufacturers and suppliers design and provide in-vehicle seating that is adjustable, safe, and comfortable in order to maximize the in-vehicle experience.

### The Solution

The *J.D. Power U.S. Seat Quality and Satisfaction Study*<sup>SM</sup> provides analysis on vehicle owners' experiences with the quality, design, and features of their automotive seating system. The study provides model-level information on specific seat and seat belt systems and includes data on every model sold in the United States. The information serves as a powerful benchmarking tool that allows suppliers and manufacturers to easily identify strengths and weaknesses. With analysis of both quality "things gone wrong" and design satisfaction "things gone right," the *Seat Quality and Satisfaction Study* provides a useful tool for the development and marketing of automotive seating products as a vehicle component.

### 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 satisfaction. Identify the seat attributes that drive customer 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.
- **Product Sourcing:** Study findings can be used to identify competitive performance.

## 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
- ...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

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