

U.S. Automotive Performance, Execution and Layout (APEAL) Study

With the automotive industry in the midst of recovery and competition increasingly fierce, automakers must remain focused on designing and developing new models that appeal to new-vehicle shoppers. To achieve this, manufacturers and suppliers must understand what owners like or dislike about the quality and design of their new vehicle and why. Candid insight of owners is critical in designing and producing models and features that specifically address and satisfy their needs, which may ultimately lead to higher sales volumes.

THE SOLUTION

The **J.D. Power U.S. Automotive Performance, Execution and Layout (APEAL) StudySM** examines new-vehicle owners' assessments of the design, content, layout, and performance of their new vehicle after 90 days of ownership. The study data provides manufacturers and suppliers with insight on quality and design satisfaction.

The study is based on more than 90 vehicle attributes in 10 categories:

- Exterior
- Seats
- Storage and Space
- Fuel Economy
- Heating, Ventilation, and Air Conditioning (HVAC)
- Driving Dynamics
- Interior
- Engine/Transmission
- Visibility and Safety
- Audio/Communication/Entertainment/Navigation (ACEN)

THE BENEFITS

Study subscribers gain insight into the relative importance of vehicle design, content, layout, and performance as perceived by owners, which may be used to develop innovative new products that ultimately integrate key features that excite and delight new-vehicle shoppers.

Study information provides your company with the tools needed to:

- Understand strengths and weaknesses of models in respective vehicle segments, providing valuable insights into which aspects owners like or dislike about their new vehicle
- Compare new model performance versus segment average and prior lifecycle, as well as feedback for recently launched models
- Establish product priorities for future model development using various competitive sets and comparison of relative performances