



# Vehicle Dependability Study

The automotive industry is in the midst of recovery and competition is fierce, making it critical to focus efforts to retain and expand a loyal customer base. Understanding the perceptions of current vehicle owners enables automakers and suppliers to identify the reasons why customers will remain loyal to a specific vehicle model or brand. Although significant differences exist throughout the automotive market, quality and dependability continue to be the most important factors when shoppers consider a new vehicle.

Now more than ever, it is essential for automakers and suppliers to understand the specific factors that impact owners' satisfaction with their vehicle's long-term quality and dependability.

## The Solution

The *J.D. Power Vehicle Dependability Study<sup>SM</sup> (VDS)* focuses on problems experienced by original owners of 3-year-old vehicles. Study findings are used extensively by manufacturers worldwide to help them design and build better vehicles—which typically retain higher resale value—and by consumers to help them make more informed choices for both new and used vehicles.

Problem symptoms are evaluated in eight vehicle system categories:

- Exterior
- Seats
- The Driving Experience
- HVAC
- Features/Controls/Displays
- Interior
- Audio/Communication/Entertainment/Navigation
- Engine/Transmission

## The Benefits

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of the specific problems that owners have experienced with their vehicle and how this impacts their level of satisfaction.

Study information includes:

- The makes and models that are most trouble-free
- How vehicle problems experienced compare with owners' expectations
- The influence of problems on owners' overall satisfaction with their vehicle
- The types of problems owners consider most bothersome
- Problems that have the greatest negative impact on loyalty
- Major components that are replaced during the first 3 years of ownership
- Diagnostic problem detail to help understand where and under which conditions problems may occur

# J.D. Power Industry Solutions

For more than 45 years, J.D. Power has been a trusted advisor to the automotive industry, measuring the Voice of the Customer and providing valuable industry analyses. Our full suite of solutions is designed to help automotive clients achieve their highest performance in the areas of:

- Product quality and service
- Product planning
- Media and marketing
- Sales, pricing, and incentives



## J.D. Power's Automotive Product and Quality Offerings include:

### Initial Quality Study (IQS)

This study 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 consumer purchase decisions. The focus of the study is model-level performance and how individual models compare to similar models in the same segment.

### Automotive Performance, Execution and Layout (APEAL) Study

This study 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 insights on quality and design satisfaction.

### Vehicle Dependability Study (VDS)

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### U.S. Driver Interactive Vehicle Experience (DRIVE) Study

This study measures the driver's experience, usage, and interaction with features in the cockpit space at two points during the ownership cycle.

### U.S. Tech Choice Study

This study measures consumer awareness for new and emerging technologies along with understanding share of preference, feature price values, and relative importance of the consumer's technology choices.

### Original Equipment Tire Customer Satisfaction Study

This study provides insight into new-vehicle owners' satisfaction with their original equipment tires after 1 and 2 years in service. The study examines overall satisfaction with tires, as well as tire problems experienced, relative importance of tire attributes, tire replacement behavior, and recommendation and repurchase intentions of owners.

### Component Quality Studies

Every year, J.D. Power publishes six supplier-focused, vehicle component quality studies that analyze both quality, "Things Gone Wrong," and design satisfaction, "Things Gone Right." The studies measure owner-reported problems and satisfaction at 90 days of ownership.

### Quality Tracking

J.D. Power offers tracking solutions through customized tracking platforms or through the company's proprietary online delivery platform that provides the capability to analyze every key performance measure against industry benchmarks, which helps companies better understand their competitive position on key elements of the customer experience.

### Vehicle and Component Evaluations

These evaluations provide an independent and advanced assessment (prior to and throughout the vehicle launch period) of product/system likes and dislikes from the perspective of customers. This service augments OEMs' standard evaluations, which frequently do not accurately identify Voice of the Customer concerns prior to market entry.

### Plant Assessment

These assessments evaluate manufacturing operations (OEM and supplier) and implementation of selected improvement activities. The focus of this service is to ensure that the production quality system is effective at identifying, containing, and preventing customer-defined issues from reaching the marketplace.

### Product Development Improvement

This service provides an OEM with an in-depth and accurate understanding of customer and market requirements. It also then helps translate those requirements into specific product plans, as well as providing capabilities to develop, validate, and assemble the product to align with those specifications.