

## Highest-Performing Auto Finance Providers Consistently Satisfy Consumers throughout Life of the Lease or Loan

Lincoln Automotive Financial Services Ranks Highest in the Luxury Segment;  
Ford Credit Ranks Highest in the Mass Market Segment

**WESTLAKE VILLAGE, Calif.: 19 November 2015** — Automotive finance providers need to focus their efforts on servicing processes, anticipating the changing needs as well as the diversity of their customers to achieve high levels of satisfaction, according to the J.D. Power 2015 U.S. Consumer Financing Satisfaction Study<sup>SM</sup> released today.

The study examines the overall customer experience with financing either an automotive loan or lease. The study measures satisfaction among customers who financed or leased their vehicle indirectly through a dealer or directly through an auto finance provider in four key factors: onboarding process; billing and payment process; website; and phone contact. The study is conducted in two vehicle segments: luxury and mass market. Satisfaction is calculated on a 1,000-point scale.

“The higher-performing companies do a good job of satisfying their customers throughout the life of the loan or lease,” said **Mike Buckingham, senior director of the automotive finance practice at J.D. Power**. “Once the new-car smell goes away, it’s the day-to-day handling of the account that is critical, and that’s where some companies fall.”

Buckingham noted that most of the providers do a good job in the initial onboarding and loan/lease setup, but as consumers experience changes in their life or have informational needs, getting quick support from their provider is critical in order to maintain high levels of satisfaction. “The higher-performing brands are adept at satisfying a diverse consumer base that has different needs based on both age and product type,” said Buckingham.

Following are some of the key findings in this year’s study:

- **Luxury Car Buyers More Satisfied.** Overall satisfaction is 840 in the luxury segment and 817 in the mass market segment.
- **Loan and Lease Experiences Not Created Equally.** The loan and lease experience differs by segment, with overall satisfaction in the luxury segment similar for loans and leases (840 and 839, respectively) In contrast, satisfaction in the mass market segment is significantly higher for loans than for leases (821 and 798, respectively).
- **Satisfaction Equals Loyalty.** Ensuring customer satisfaction is critical for finance providers, as more than 96% of highly satisfied customers (overall satisfaction scores of 900 points or more) say they “definitely will” use their current lender in the future.
- **Dealer’s Choice.** Nearly 40% of customers indicate they selected their provider based on inputs other than dealer recommendations.

## **2015 U.S. Consumer Financing Satisfaction Rankings**

**Lincoln Automotive Financial Services** (873) ranks highest in the luxury segment for a third consecutive year and performs particularly well in the onboarding process, billing and payment process and phone contact factors. **BMW Financial** (853) ranks second and **Lexus Financial Services** (850) ranks third.

**Ford Credit** ranks highest in the mass market segment with a score of 838. Ford Credit performs particularly well in the onboarding process and phone contact factors. **Bank of America** (834) ranks second and **Toyota Financial Services** (832) ranks third.

The 2015 U.S. Consumer Financing Satisfaction Study is based on responses from 19,522 new- and used-vehicle purchasers or lessees who obtained a vehicle loan or lease. The study includes vehicles financed for model years 2012 through 2015. The study was fielded from late July through early September 2015.

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Note: Two charts follow.

# J.D. Power 2015 U.S. Consumer Financing Satisfaction Study<sup>SM</sup>



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2015 U.S. Consumer Financing Satisfaction Study<sup>SM</sup>

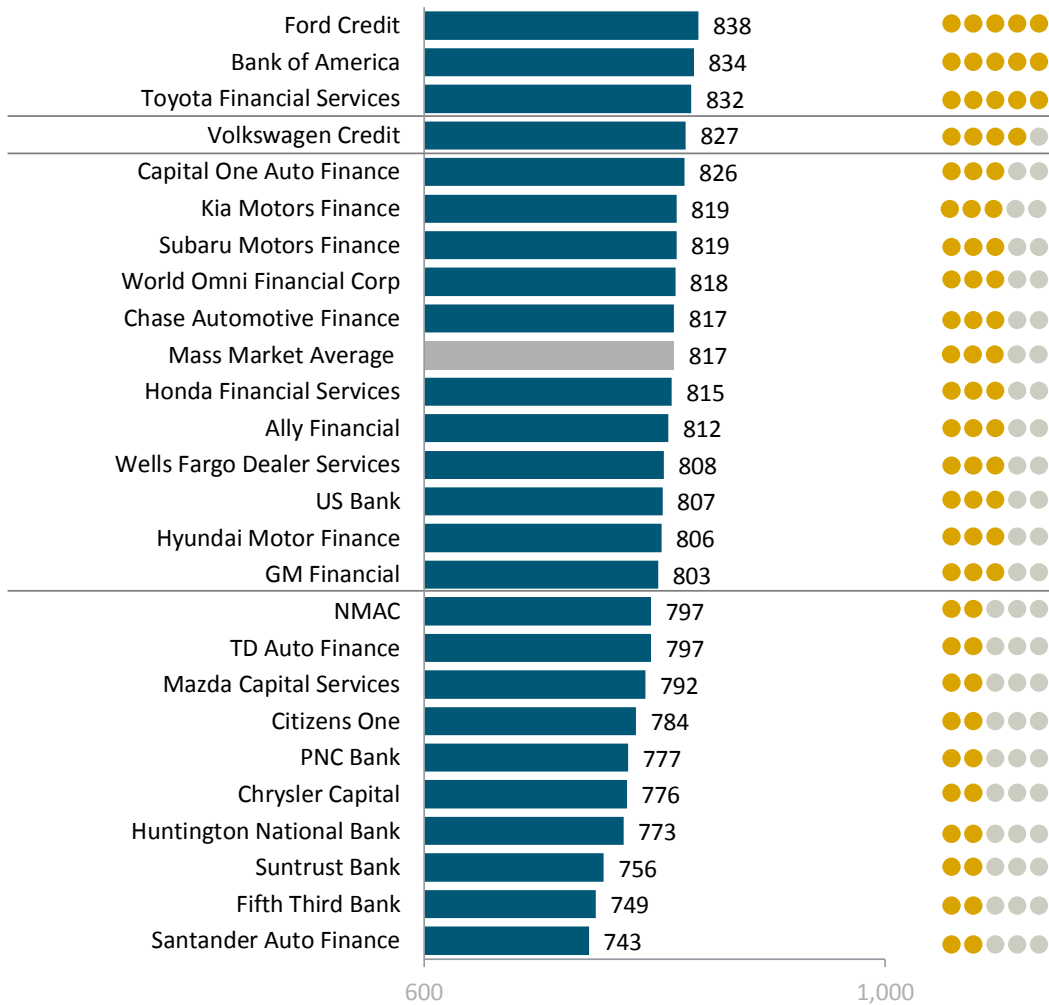
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# J.D. Power 2015 U.S. Consumer Financing Satisfaction Study<sup>SM</sup>

## Mass Market Brand Overall Satisfaction Ranking

(Based on a 1,000-point scale)

JDPower.com  
Power Circle Ratings<sup>TM</sup>  
for consumers:



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

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