

Press Release

Mazda Ranks Highest in Vehicle Dependability in Inaugural Germany Study By J.D. Power in Association with AUTO TEST

Technology among Top Problems for Vehicle Owners

MUNICH: 16 September 2015 — **Mazda** ranks highest in vehicle dependability among all nameplates in Germany, according to the J.D. Power 2015 Germany Vehicle Dependability StudySM (VDS) released today in association with *AUTO TEST*.

The study measures problems experienced during the past 12 months by original owners of vehicles in Germany after 12-36 months of ownership. The study examines 177 problem symptoms across eight categories: engine and transmission; vehicle exterior; driving experience; features/controls/displays; audio/communication/entertainment/navigation (ACEN); seats; heating, ventilation and cooling (HVAC); and vehicle interior. Overall dependability is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.

Mazda ranks highest with a score of 87 PP100. **Mitsubishi** ranks second with 90 PP100, followed by **Škoda** with 93 PP100; **Dacia** with 96 PP100; and **Toyota** with 98 PP100. The overall industry average is 129 PP100. **Porsche**, which ranks ninth (106 PP100), and **Volvo**, which ranks 11th (112 PP100), are the only premium brands to rank above industry average.

Three of the top five problems in the industry are related to technology in the ACEN category. The most frequently reported ACEN problem is the navigation system being inaccurate, followed by built-in Bluetooth mobile phone/device frequent pairing/connectivity issues and poor or no radio reception.

“As we’ve seen in studies in the UK, the United States and other markets, vehicle owners’ expectations of advanced technology capabilities are growing,” said **Dr. Axel Sprenger, senior director of European automotive operations at J.D. Power**. “When they have a problem with the technology—and the definition of dependability is increasingly influenced by usability—owners are disappointed.”

Highest-Ranked Models

Škoda has two models (Fabia and Superb) that receive segment awards. BMW (X1), Mazda (MAZDA3) and Volkswagen (Up!) each receive one award.

KEY FINDINGS

- Volume brands fare better than premium for dependability; the overall average score among premium nameplates is 147 PP100, which is 26 PP100 more than the volume average of 121 PP100.
- Overall, the most frequently reported problems are in the exterior category (22.2 PP100), followed by interior (20.7 PP100) and features/controls/displays (18.9 PP100).
- In addition to reporting problems experienced with their 1- to 3-year-old vehicles, owners also rate the severity of each problem they experience. The scale for problem severity ranges from 1 (very minor problem) to 5 (very serious problem). Eight of the 10 most severe problems are in the

engine/transmission category. These severe problems have a negative impact to intended loyalty. For example, among owners who experience a problem in which their “engine doesn’t start at all,” only 34 percent say they “definitely will” purchase the same brand of vehicle, compared with 49 percent among owners those who do not experience the problem.

- Among owners who experience most of these problems, less than 80 percent—depending on the problem—take their vehicle to their dealer to service the problem. For example, only 71 percent of owners who report that their engine “doesn’t start at all” take their vehicle to the dealer for service to address the problem. OEMs could work on improving the percent of people who visit dealerships to address these problems.

The 2015 Germany Vehicle Dependability Study is based on 14,605 respondents who purchased their vehicle between April 2012 and March 2014. The study was fielded April through June 2015. The Germany VDS, along with the J.D. Power 2015 Germany Customer Service Index (CSI) Study,SM replace the J.D. Power Germany Vehicle Ownership Satisfaction StudySM (VOSS), providing deeper and more detailed insights into vehicle dependability and after-sales solutions for automakers, suppliers and dealerships.

Additional study results are published exclusively in the October issue of *AUTO TEST*, which will be on sale beginning on September 30, 2015.

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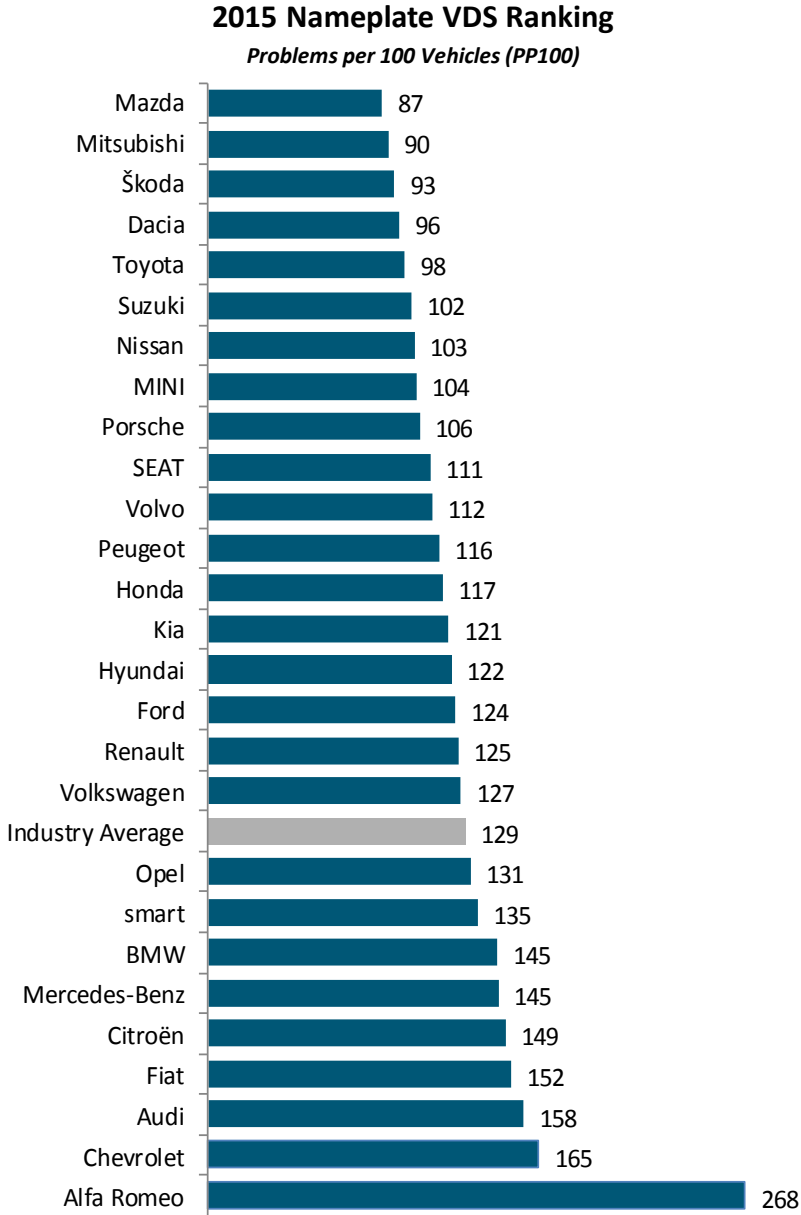
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NOTE: Two charts follow.

J.D. Power 2015 Germany Vehicle Dependability StudySM (VDS)



Note: Included in the study, but not ranked due to small sample size are Jaguar, Jeep, Lada, Lancia, Land Rover, Lexus, Ssangyong and Subaru

Source: J.D. Power 2015 Germany Vehicle Dependability StudySM

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Top Three Models per Segment

City Car* Highest Ranked: Volkswagen Up! Opel Adam	Midsize Car Highest Ranked: Škoda Superb Mazda Mazda6 Ford Mondeo
Compact Car Highest Ranked: Mazda Mazda3 Toyota Auris Kia cee'd	Small Car Highest Ranked: Škoda Fabia Toyota Yaris Peugeot 208
	Compact SUV Highest Ranked: BMW X1 Mazda CX-5 Volkswagen Tiguan

* No other model in this segment performs above segment average.

Note: There must be at least three models with 67 percent of market sales in any given award segment for an award to be presented. The large and luxury, large SUV, MPV, small MPV and sporty segments did not meet criteria to be award eligible, thus no awards will be issued

**For more detailed findings on vehicle quality and dependability performance,
visit www.jdpower.com/dependability**

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