

J.D. Power Offers New Perspective with Residual Values

Product Suite to Leverage J.D. Power's Proprietary Data from Retail Sales Transactions, Auction Transactions and J.D. Power Voice of the Customer Studies

COSTA MESA, Calif: 18 Jan. 2017 — Insightful analysis of its unmatched automotive retail and auction transactional data plus its customer survey data is the foundation of J.D. Power Residual Values, a benchmark product debuting today that will bring a new perspective to vehicle residual values.

Designed as an information resource for vehicle manufacturers, captive finance companies and lenders, Residual Values incorporates industry-leading sales transaction data gathered by the *Power Information Network*® (PIN) from J.D. Power (representing more than 40% of franchised dealer retail sales transactions in America); the J.D. Power/National Auto Auction Association AuctionNet service (accounting for more than 80% of automotive auction transactions); and proprietary J.D. Power Voice of the Customer data.

The uniqueness of Residual Values is further complemented by data from J.D. Power's Initial Quality Study (IQS); Vehicle Dependability Study (VDS); Automotive Performance, Execution and Layout (APEAL) Study; and Auto Avoider Study.

"We are launching this capability at a particularly important time for the industry as it deals with record levels of lease origination in an environment of declining used vehicle prices. Automakers—and their lenders—are looking for ways to accurately forecast and enhance the residual value of their vehicles because of its direct impact on both sales and profitability" said **Deirdre Borrego, senior vice president of data and analytics at J.D. Power.**

Residual Values is the first all-new product introduced under the newly created Data & Analytics Division of J.D. Power. Under Borrego's leadership, the division will include J.D. Power Valuation Services, formerly known as NADA Used Car Guide, joining the successfully established operations of PIN and Online-to-Offline (O2O) Digital Marketing Analytics.

J.D. Power Valuation Services will produce, manage and distribute residuals and related services. Mike Stanton, vice president of valuation services, will lead the team in McLean, Va., as it continues to market NADA Values until it fully transitions to the J.D. Power brand.

"Manufacturers rely on J.D. Power insights in so many other areas of their business, so it makes a lot of sense to support them in such a critically important function that has long-term financial implications," said **Jonathan Banks, vice president of vehicle valuation and analytics at J.D. Power.** "What OEMs and captives will find unique is the transparency of the valuation. Our product will provide clients with a viable third-party source as a challenger model to current processes, with an opportunity to expand into more predictive and prescriptive analytical solutions."

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