



Press Release

J.D. Power India Website and Consumer Ratings Centre Goes Live

New Website Provides a One-Stop Destination for Insights on the Automotive Industry in India

SINGAPORE: EMBARGOED FOR RELEASE UNTIL 12 March 2013 - J.D. Power Asia Pacific announces the launch of its new website that offers insights on the automotive market in India.

The website, www.jdpower.co.in, provides two dedicated destinations designed for easy navigation. Both consumers and automakers are able to view their respective Web pages to gain expert insights and unbiased information on the auto industry in India.

For Consumers in India

The new website features Power Circle Ratings™ which provide a quick and easy guide to the ranking performance of automotive brands included in J.D. Power Asia Pacific studies. For many years, consumers around the world have relied on Power Circle Ratings to help them make informed product and purchase decisions. All ratings are based on the evaluations of those who own the vehicle being assessed or who have had their vehicle serviced, and not on the opinions or preferences of J.D. Power Asia Pacific or its analysts.

“As the conduit of the Voice of the Customer, J.D. Power is grateful for the feedback from millions of consumers who participate each year in our surveys,” said Mohit Arora, executive director at J.D. Power Asia Pacific. “We are pleased to offer the ratings in return, which empower them as well as other consumers in their vehicle purchase decision-making process.”

Consumers can also access the [News/Blog](#) page on the website for J.D. Power’s perspectives on the latest trends and topics influencing the automotive industry.

For Automakers in India

For automakers, the website offers a dedicated destination that provides consumer insights and study findings from J.D. Power Asia Pacific. The website offers automakers in India an independent source of information that allows them to compare their performance in the various measures included in J.D. Power studies with the performance of competitors.

“Over the years, J.D. Power has been transmitting Voice of the Customer insights to automakers to facilitate improvements in vehicle quality and service standards,” said Arora. “Valuable insights about consumer expectations and preferences are essential for the automotive industry to keep abreast with changes in consumer behavior and to better meet their expectations.”

Arora notes that India has quickly emerged as an attractive but highly competitive market in the global auto industry. “To stay ahead of competition, automotive manufacturers must make consistent efforts in improving on all stages of the vehicle life cycle, from product planning to customer loyalty and retention,” said Arora.

According to LMC Automotive, J.D. Power’s automotive forecasting alliance partner, light-vehicle sales in India are expected to increase to 3.56 million units in 2013, a 9 percent increase from 2012. This growth rate is likely to reach nearly 9.87 million units in 2020.

“Being attuned to the Voice of the Customer may well position automakers to achieve a larger share of sales,” said Arora.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Taiwan, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. *Media email contact:* xingtli_lu@jdpower.com.sg.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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McGraw-Hill announced on September 12, 2011, its intention to separate into two companies: McGraw-Hill Financial, a leading provider of content and analytics to global financial markets, and McGraw-Hill Education, a leading education company focused on digital learning and education services worldwide. McGraw-Hill Financial's leading brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Dow Jones Indices, Platts energy information services and J.D. Power and Associates. With sales of \$6.2 billion in 2011, the Corporation has approximately 23,000 employees across more than 280 offices in 40 countries. Additional information is available at <http://www.mcgraw-hill.com/>.

Media Relations Contacts:

XingTi Liu; J.D. Power Asia Pacific; 08-Shenton Way, #44-02/03/04; Singapore, 068811; Phone +65-67338980; xingtli_lu@jdpower.com.sg

John Tews; Director, Media Relations; J.D. Power and Associates; Troy, Michigan 48098 USA; 001 248 312 4119; john.tews@jdpa.com

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