

Press Release

J.D. Power Reports:

Reliability/Durability and Purchase Price Are the Top Priorities among New-Vehicle Shoppers in Mexico, While Total Cost of Vehicle Ownership Remains a Challenge

[Nissan Receives Three Model Awards for Vehicle Ownership Satisfaction; BMW, Honda, Ford Each Earn Two Awards](#)

MEXICO CITY: 10 October 2013 —For new-vehicle shoppers in Mexico, reliability/durability and purchase price are the top priorities, while high auto insurance costs and ongoing increases in fuel prices in relation to their overall income remain major concerns, according to the J.D. Power 2013 Mexico Vehicle Ownership Satisfaction StudySM (VOSS).

KEY FINDINGS

- New-vehicle owners in Mexico most frequently cite reliability/durability and purchase price as the reasons they chose their vehicle, followed by fuel efficiency. Peace of mind is also critical for new-vehicle owners—60 percent of owners say their vehicle is covered under the original manufacturer’s warranty, while 16 percent say their vehicle is covered under an extended warranty and 9 percent say their vehicle is covered under a pre-paid service agreement.
- Vehicle price is important as, on average, the purchase price of a new vehicle may be the equivalent of one to two years of disposable household income. Additionally, the average annual price of insurance is MXN \$12,854 (US \$977) per year, which may be equal to a month’s salary for many consumers. Rising fuel prices has placed an additional strain on the cost of vehicle ownership.
- Some 62 percent of owners took their vehicle to an authorized dealership for service at least once during the past 12 months for oil changes, routine maintenance or repairs. The vehicle’s existing warranty coverage is the most important reason for selecting a dealership service facility, followed by the dealer’s reputation; lower price on the service; convenient location; and good customer service. Nearly 34 percent of owners took their vehicle to a non-dealer service facility at least once during the past year for oil changes, routine maintenance or repairs. The most important reason for selecting a non-dealer facility is lower price, followed by customers wanting to use their usual mechanic; good customer service; type of service needed; and reputation.

“Although the vehicle market in Mexico is growing, each year less than 1 percent of Mexico’s nearly 120 million population buy a new vehicle,” said Gerardo Gomez, director and country manager at J.D. Power de México. “As a result, automakers and dealers in Mexico need to be aware of what consumers are looking for in their vehicle and of the constraints they are facing in financing, insuring and maintaining their vehicle.”

Rankings:

Nissan receives three model awards for owner satisfaction in three of the 11 award segments, more than any other manufacturer this year. In addition, Honda, Ford and BMW each receive two model awards in their respective segments, while Ram, Mercedes-Benz and Renault each receive one award.

The study evaluates vehicle ownership satisfaction with 2011 and 2012 model-year vehicles. Overall satisfaction is determined by measuring owner experiences in four measures: vehicle quality and reliability; vehicle appeal; dealership service; and ownership costs.

The 2013 Mexico Vehicle Ownership Satisfaction Study is based on responses from 5,497 vehicle owners who made their purchases between 2010 and 2012. Respondents were interviewed in Mexico's largest auto markets—Mexico City, Guadalajara, León, Monterrey, Querétaro, Puebla, Veracruz and Merida—and were asked to evaluate their experiences during the first eight to 34 months of ownership.

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Note: Two charts follow.

J.D. Power 2013 Mexico Vehicle Ownership Satisfaction StudySM (VOSS)

Top Three Models per Segment*

<p>Entry Sub-Compact Car</p> <hr/> <p>Highest Ranked: Nissan Tsuru Dodge i10 (tie) Nissan March (tie)</p> <hr/> <p>Upper Sub-Compact Car</p> <hr/> <p>Highest Ranked: Honda City Honda Fit Nissan Versa</p> <hr/> <p>Compact Car</p> <hr/> <p>Highest Ranked: Honda Civic (tie) Renault Fluence (tie) Toyota Avanza</p> <hr/> <p>Midsize Car</p> <hr/> <p>Highest Ranked: Nissan Altima Toyota Camry Volkswagen Passat NMS</p> <hr/> <p>Entry Premium Car</p> <hr/> <p>Highest Ranked: BMW X1 Audi A1 BMW 1 Series</p> <hr/> <p>Mid Premium Car</p> <hr/> <p>Highest Ranked: BMW 5 Series Mercedes-Benz E-Class Mercedes-Benz C-Class</p>	<p>Entry SUV</p> <hr/> <p>Highest Ranked: Nissan Rouge Honda CR-V Jeep Wrangler (tie) Jeep Compass (tie)</p> <hr/> <p>Midsize SUV</p> <hr/> <p>Highest Ranked: Ford Explorer Jeep Grand Cherokee Ford Edge</p> <hr/> <p>Premium SUV</p> <hr/> <p>Highest Ranked: Mercedes-Benz GLK-Class BMW X3 Audi Q5</p> <hr/> <p>Entry Pickup Truck</p> <hr/> <p>Highest Ranked: Ford Ranger Toyota Tacoma Toyota Hilux</p> <hr/> <p>Full-Size Pickup Truck</p> <hr/> <p>Highest Ranked: Ram Pickup LD Chevrolet Silverado HD Ram Pickup HD</p>
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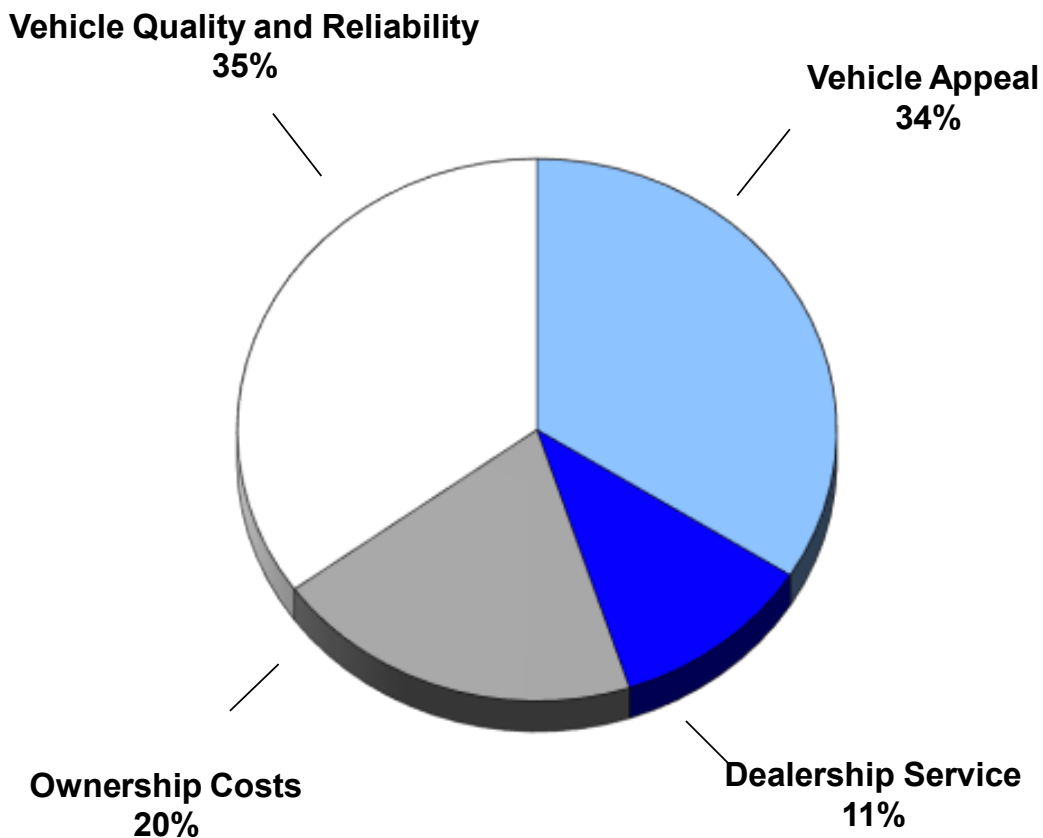
*NOTE: There must be at least four models with sufficient sample in any given award segment for an award to be presented. In 2013, there are fewer than four models in the minivan segment. Therefore, no minivan awards are presented.

Source: J.D. Power 2013 Mexico Vehicle Ownership Satisfaction StudySM (VOSS)

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J.D. Power 2013 Mexico Vehicle Ownership Satisfaction StudySM (VOSS)

Measures Contributing to Overall Vehicle Ownership Satisfaction



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