



Press Release

J.D. Power do Brasil Reports:

Toyota Ranks Highest in Vehicle Ownership Satisfaction for a Second Consecutive Year; Two Chevrolet Models Receive Segment-Level Awards, while Fiat, Kia and Nissan Models Each Garner One

Cost of Ownership Increasingly Important to Vehicle Owners in Brazil

SÃO PAULO: 30 October 2012 – Toyota ranks highest in satisfying new-vehicle owners in Brazil for a second consecutive year, while models from Chevrolet, Fiat, Kia and Nissan receive segment awards, according to the J.D. Power do Brasil 2012 Brazil Vehicle Ownership Satisfaction StudySM (VOSS) released today.

The study, now in its second year, is based on owner evaluations of their vehicle and dealer across four measures of satisfaction. In order of importance, they are: cost of ownership (46%), including fuel consumption, insurance and maintenance/repair; vehicle appeal (22%), which includes performance, design, comfort and features; dealer service experience (21%); and vehicle quality and reliability (12%).

Among all countries in which J.D. Power publishes this study, owners in Brazil place the most importance on the costs of owning a new vehicle. This is due, in part, to these owners spending a larger percentage of their income on the costs of their vehicle, such as for maintenance, repair, fuel, taxes, and insurance, among others, than do owners in other markets. This translates into lower levels of satisfaction in Brazil, especially in the subcompact and entry compact segments.

“With the market entrance of new brands and the launch of many new models, new-vehicle owners in Brazil have more choice than ever,” said Jon Sederstrom, director and country manager, J.D. Power do Brasil. “VOSS findings across global markets consistently show that the most successful brands are those that exceed their customers’ expectations throughout the ownership cycle. In Brazil, that requires automakers to balance exciting new-vehicle designs against high-quality vehicles with low maintenance needs and other ongoing costs of ownership.”

Overall satisfaction in 2012 averages 735 on a 1,000-point scale, a one-point decrease from 736 in 2011.

The 2012 Brazil VOSS ranks ownership satisfaction with individual vehicle models by segment, as well as automotive brands overall. Toyota is the highest-ranking brand in vehicle ownership satisfaction for a second consecutive year with an overall score of 808. Following Toyota in the overall brand rankings are Korean automakers Hyundai (802) and Kia (799), which are both ranked in the study for the first time this year. Mitsubishi and Nissan also make notable debuts in this year’s VOSS, both ranking above the industry average.

“The commitment of Hyundai, Kia, Nissan and Mitsubishi to their customers has resulted in market share gains during the past year,” said Sederstrom. “However, customer expectations are constantly changing, and no automaker can afford to rest on their laurels. This is as true for newer market entrants as it is for the traditional Big Four—Fiat, Volkswagen, Chevrolet and Ford.”

Renault is the most improved brand in the 2012 study, gaining 12 points year over year (737 in 2012 vs. 725 in 2011), and ranks above the industry average.

The Chevrolet Celta (subcompact car segment), Fiat Siena Fire (entry compact car segment), Chevrolet Agile (upper compact car segment), Kia Cerato (midsize car segment) and Nissan Livina (monocab segment) rank highest in their respective segments.

The study finds that reliability/durability and fuel consumption are the most important considerations in vehicle choice among new-vehicle owners in Brazil. Slightly more than 50 percent (51%) of vehicle owners indicate each are their most important reasons for purchase.

“Vehicle quality is very important to the consumer market in Brazil, and the quality of vehicles is not only a key metric to manufacturers, but obviously to consumers as well,” said Sederstrom. “Asian brand owners report, on average, 3.25 problems, compared with 3.63 problems reported by vehicle owners of all other brands, regardless of where they were manufactured.”

The 2012 Brazil Vehicle Ownership Satisfaction Study is based on the evaluations of more than 6,500 online interviews with Brazilian vehicle owners after an average of two years of ownership. Overall ownership satisfaction is reported as an index score based on a 1,000-point scale, with a higher score indicating higher satisfaction.

About J.D. Power do Brasil

Established in São Paulo in 2010, J.D. Power do Brasil conducts customer satisfaction research and provides market intelligence and consulting services for the automotive industry—manufacturers and dealers. Information regarding J.D. Power do Brasil and its products can be accessed through the Internet at www.jdpowerdobrasil.com.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. 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 public 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 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/>.

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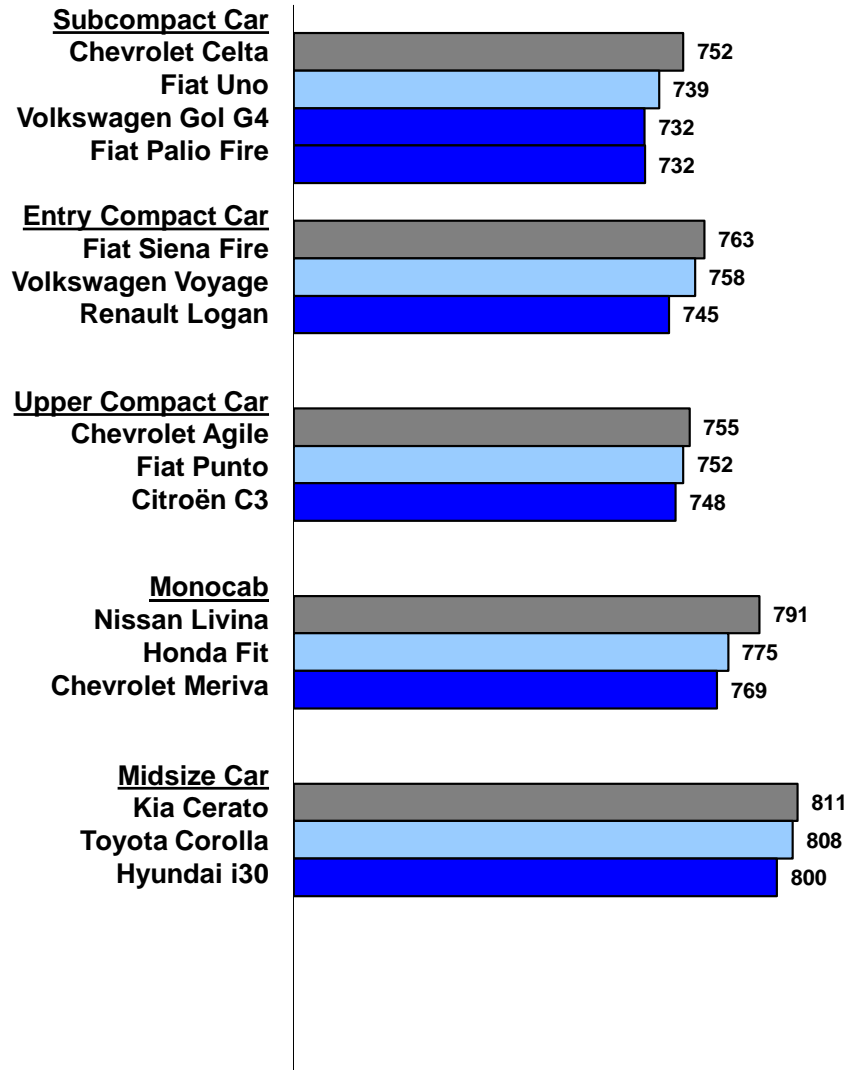
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NOTE: Three charts follow

J.D. Power do Brasil 2012 Brazil Vehicle Ownership Satisfaction StudySM (VOSS)

Top Three Models per Segment Overall VOSS (Based on a 1,000-point scale)



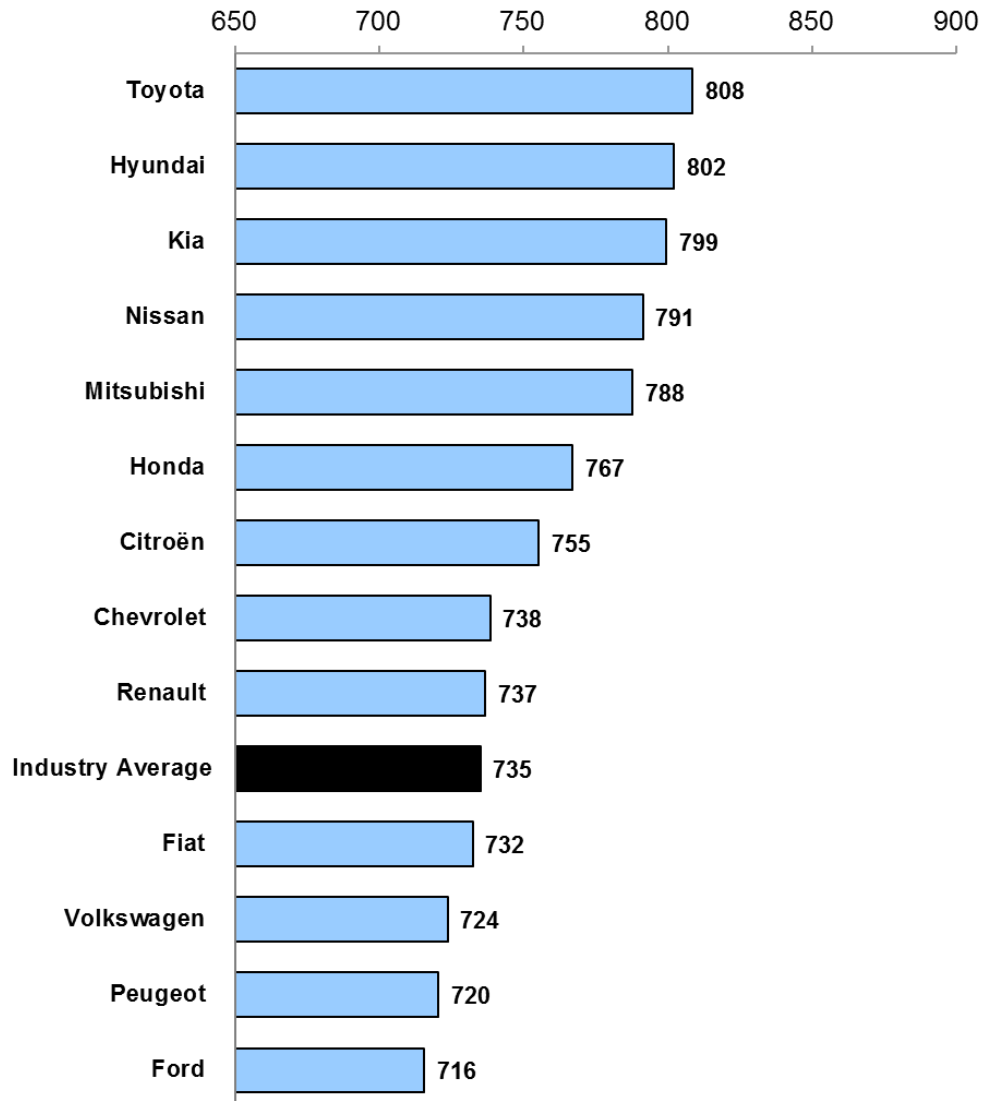
NOTE: For a segment award to be presented, there must be at least four models with sufficient sample that comprise 67 percent of market sales within an award segment. No Small SUV, or CUV awards have been presented due to insufficient market representation among rankable models in the segment.

Source: J.D. Power do Brasil 2012 Brazil Vehicle Ownership Satisfaction StudySM (VOSS)

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VOSS Index Ranking (Based on a 1,000-point scale)

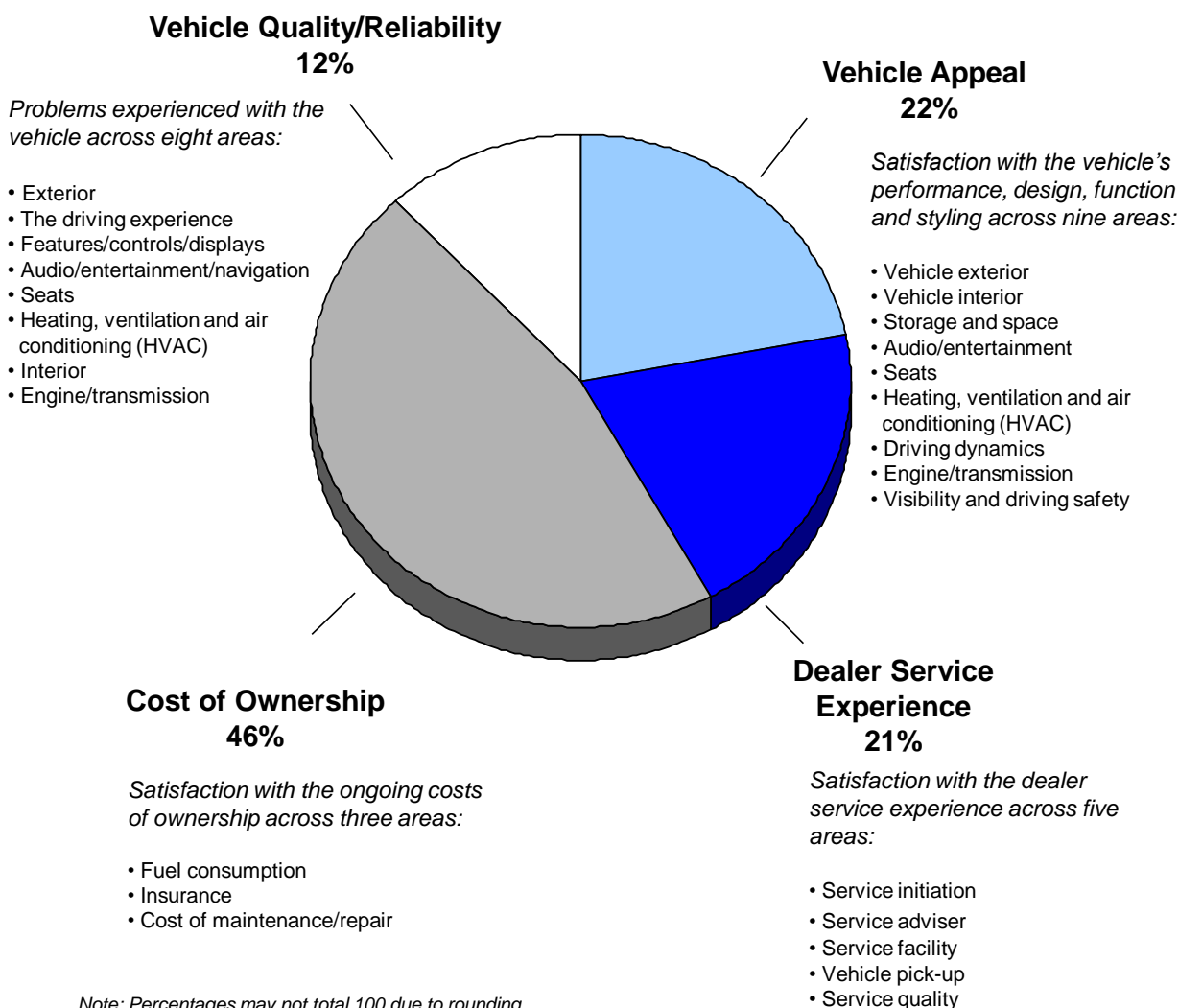


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Factors Contributing to Overall Vehicle Ownership Satisfaction



Note: Percentages may not total 100 due to rounding.

Source: J.D. Power do Brasil 2012 Brazil Vehicle Ownership Satisfaction StudySM (VOSS)

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