



## Press Release

### **J.D. Power and Associates Reports: Medium-Duty Truck Fuel Efficiency Improves While Principal Maintainers Are Skeptical of Alternative Fuel Powertrains**

Hino Ranks Highest in Medium-Duty Truck Customer Satisfaction for a Third Consecutive Year; Dodge (RAM) Debuts as Second-Highest Ranked

**WESTLAKE VILLAGE, Calif.: 20 September 2012** — Although reported fuel economy and quality improve for medium-duty trucks, the impact on satisfaction with new engines meeting the 2010 EPA emission regulations is negligible even as fuel prices rise, according to the J.D. Power and Associates 2012 U.S. Medium-Duty Truck Customer Satisfaction Study<sup>SM</sup> released today.

The study finds that reported fuel economy for medium-duty trucks increases 12 percent in 2012, compared with 2011. In addition, problems per 100 trucks (PP100) improves to 123 PP100 this year from 141 PP100 in 2011. Even with these positive improvements, customer satisfaction with medium-duty trucks remains flat at 757 (on a 1,000-point scale) in 2012, unchanged from 2011.

“Even with advances in fuel economy and quality, the cost to manage truck fleets continues to increase, negatively impacting satisfaction,” said Brent Gruber, director of the commercial vehicle practice at J.D. Power and Associates. “Higher fuel and truck prices have impacted satisfaction, pushing principal maintainers to look at other cost savings options. However, they have concerns regarding new alternative fuel technology.”

#### **Alternative Fuel Powertrains Are Not Ready to Be Widely Adopted**

Approximately 50 percent of fleet maintainers are familiar with the most popular alternative powertrains, but concerns with expected quality/reliability, availability of fuel/fueling stations and engine performance/acceleration are the primary reasons they will not consider purchasing trucks with these technologies. Among all electric, hybrid, natural gas and propane autogas powertrain options available, the top reasons for purchase consideration are emissions/environmental impact and future cost savings. However, depending on the specific powertrain technology, between only three and six percent of fleet maintainers say they “definitely will” consider purchasing such a truck.

“While fleet maintainers realize the potential long-term cost benefits of alternative fuel powertrains, reliability and fueling infrastructure are reasons for concern, resulting in much of the industry waiting to see the technology prove itself before making the investment,” said Gruber. “In order for trucks with alternative powertrains to gain widespread market acceptance, truck manufacturers and energy providers will need to assure customers that they will not be sacrificing durability, payload capacity or ease of fueling with these new technologies.”

The 2012 study measures customer perceptions of 2011 model-year Class 5, 6 and 7 commercial trucks. Within the product index, six factors are used to determine overall satisfaction: engine; warranty; cost of operation; cab and body; ride/handling/braking; and transmission. The study also measures satisfaction with services received from an authorized truck dealer. Six factors comprise the service index: service facility; service quality; service advisor; service initiation; service delivery; and service price. This is the 20th year the study has been conducted.

The study also finds that Class 5 trucks continue to have the highest quality levels in 2012, averaging 86 PP100. In comparison, Class 6 trucks average 151 PP100 and Class 7 trucks average 141 PP100.

With a score of 820, Hino ranks highest in [customer satisfaction within the conventional truck segment](#) for a third consecutive year. Hino performs well across all factors driving satisfaction, particularly warranty; cost of operation; cab and body; and ride/handling/braking.

In its first year of inclusion in the study, Dodge (RAM) ranks second with a score of 806. Dodge (RAM) performs well in all factors, particularly in engine and cab and body. Freightliner (768) follows in the rankings.

Ford ranks highest in [customer satisfaction with dealer service](#) with a score of 827, performing particularly well in the service facility and service quality factors. Freightliner follows in the rankings with 807 points.

The 2012 U.S. Medium-Duty Truck Customer Satisfaction Study is based on responses from 1,272 primary maintainers of 2011 model-year Class 5, 6 and 7 conventional cab medium-duty trucks. The study was fielded between June and July 2012.

#### **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](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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#### **J.D. Power and Associates Media Relations Contact:**

John Tews; Troy, Mich.; (248) 680-6218; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)  
Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

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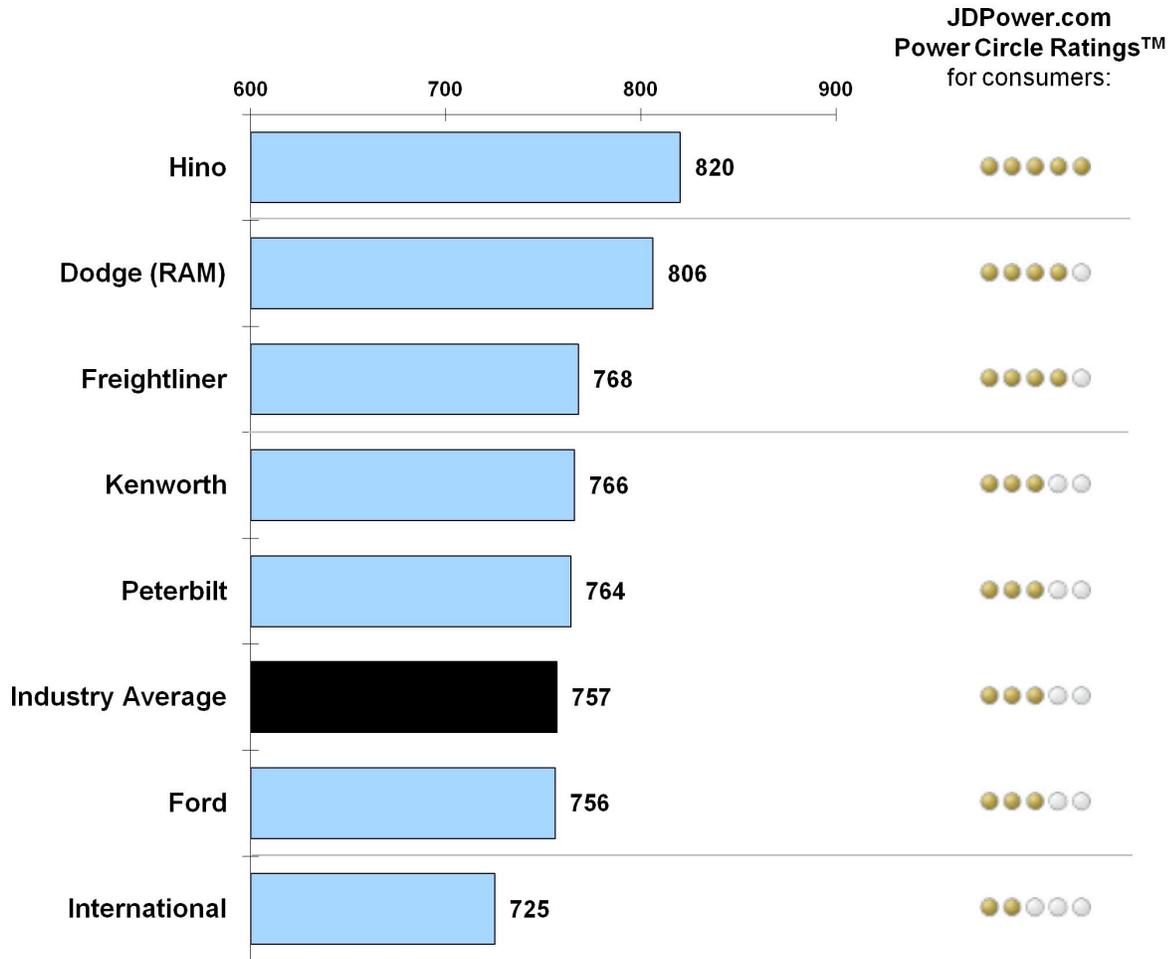
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NOTE: Two charts follow.

# J.D. Power and Associates 2012 U.S. Medium-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

**Product**  
(Based on a 1,000-point scale)



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2012 U.S. Medium-Duty Truck Customer Satisfaction Study<sup>SM</sup>

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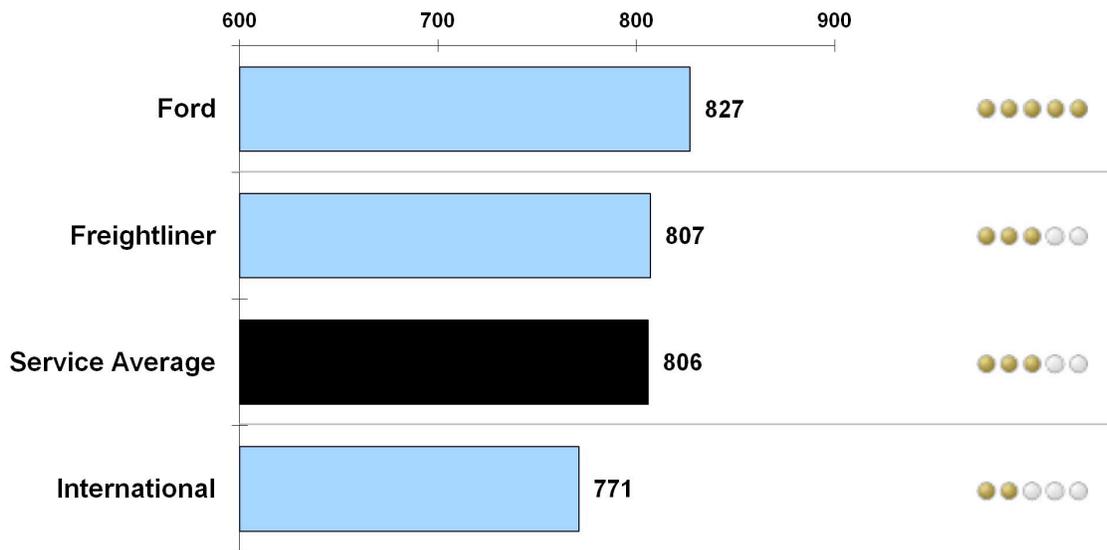
# J.D. Power and Associates 2012 U.S. Medium-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### Service

(Based on a 1,000-point scale)

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Note: Included in the study but not ranked due to small sample size are Dodge (RAM), Hino, Kenworth and Peterbilt

Source: J.D. Power and Associates 2012 U.S. Medium-Duty Truck Customer Satisfaction Study<sup>SM</sup>

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