



US votes Porsche most popular vehicle brand

22/07/2015 For the eleventh time in succession, Porsche occupies first place in the overall rank-ings of APEAL study produced by J.D. Power.

In the 'Automotive Performance, Execution and Layout' (APEAL) vehicle rankings produced by US market research institute J.D. Power the Macan – represented in the study for the first time this year – goes straight in at number one in the 'Compact Premium SUV' segment. The sporty SUV Cayenne also enjoys great popularity among US customers and in the 'Midsize Premium SUV' segment takes top position for what is already the fifth time in a row. The Cayman too gained the most points in its class, taking the 'Highest Ranked Apeal' award in the 'Compact Premium Sporty Car' category.

Last month, Porsche drivers in the USA had already voted the Porsche brand into first place in the 'Initial Quality Study'. The excellent results from both studies reflect the currently positive trend in the US market. In the course of the year to date, the Stuttgart-based sports car manufacturer has supplied over 30,000 vehicles to customers in the USA, thus achieving an increase of 13 per cent compared to January to June 2014.

The APEAL study determines the appeal of vehicles in the North American market. It annually surveys around 84,000 new car owners with vehicles that were licensed between November and February. In total, it reviews 77 features in ten categories. In addition to driving performance and design, other aspects taken into account include comfort and suitability for everyday use.

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