



PORSCHE

News Release

March 11, 2021

No. 22/21

## Porsche Claims 1st Place in J.D. Power 2021 Customer Service Index Study

*U.S. customers gave Porsche higher rankings across luxury brands*

**Atlanta, Georgia.** Porsche and its dealers today claimed an important trophy for continuously improving how customers experience service. The J.D. Power 2021 Customer Service Index (CSI) Study, released today, ranked Porsche in first place among premium brands in the U.S. – the second time in three years.

The CSI Award comes a month after the J.D. Power 2021 U.S. Vehicle Dependability Study found the Porsche 911 was the most trouble-free new car overall and the Macan won in the Premium Compact SUV class.

“Our dealers worked hard for our customers throughout the initial lockdowns of the past year and subsequent social distancing and health measures to make sure they could rely on Porsche,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. (PCNA). “We are continually striving to not just meet, but exceed the high expectations of our customers – and it’s vital that the quality of service must live up to that vision. Together with our 192 independently owned and operated U.S. dealers, we are working hand in hand to accomplish this every day.”

The CSI Study measures customer satisfaction with service for maintenance or repair work among owners and lessees of 1- to 3-year-old vehicles. The data collection period ran from July through December 2020 and included more than 62,500 respondents industry-wide.

Compared to 2020, Porsche improved a total of 17 points to land at 899 points out of a possible 1,000. Customers ranked Porsche dealerships in the first or second spot across all five categories that comprise the CSI: Service Facility, Service Advisor, Service Initiation, Service Quality, and Vehicle Pick-Up.



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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 192 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>.