Porsche regains top spot for Sales Satisfaction in 2021 J.D. Power study

10/11/2021 Porsche sales experience ranks highest among premium brands

For the third time in four years, new car customers rated Porsche as the top premium brand in the J.D. Power 2021 U.S. Sales Satisfaction Index (SSI) StudySM released today. This follows two previous wins this year in key J.D. Power studies: Porsche was number one among premium brands in both the 2021 Customer Service Index (CSI) Study and 2021 Automotive Performance, Execution and Layout (APEAL) Study.

In the annual SSI Study, Porsche regained the top spot that it held consecutively in 2018 and 2019. The brand's overall score of 833 points improved by eight points over 2020 to lead both the premium and mass market categories.

"This is a fantastic response from our growing community of Porsche customers, built on the dedication

and creativity of our dealers. To both I have to say a big 'Thank you!'" said Kjell Gruner, President and CEO of PCNA. "Together with our dealers nationwide, we continue to invest in dealerships as destinations, enhancing our digital retail touchpoints and strengthening the Porsche culture and sense of community among our customer base. I am grateful to see customers feeling ever more at home and well cared for as they select their dream Porsche."

The SSI Study provides an analysis of the purchase experience from a customer perspective. It is based on responses from 35,387 people who purchased or leased new vehicles between March and May 2021.

Customers rated brands on various aspects of the new car buying process. Favorable responses for Porsche were led by dealership personnel, the delivery process and working out the details of the transaction. The brand was also ranked above its peers in its effectiveness in explaining the features of new cars to customers.

Through the first nine months of the year, PCNA U.S. retail deliveries achieved a record of 51,615 vehicles, 29.9 percent higher than in January-September 2020 and 14.5 percent better than the same period in the pre-pandemic year 2019.

Consumption data

Taycan with Performance Battery (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

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https://newsroom.porsche.com/en_US/2021/company/porsche-cars-north-america-jd-power-sales-satisfaction-study-2021-26384.html

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