

Top position in quality study

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18/06/2015 For the third time in succession, Porsche took top place in the overall ratings in the "Initial Quality Study" by the renowned US market research institute J.D. Power.

It's a hat-trick: Porsche drivers in the USA are highly satisfied with new cars from Zuffenhausen and Leipzig.

"The success of Porsche is primarily dependent on the satisfaction of our customers," said Matthias Müller, Chairman of the Executive Board of Dr. Ing. h.c. F. Porsche AG. "We see these awards as confirmation of our strategy for high quality standards in design, development and production and in continuously offering Porsche customers a unique purchase and ownership experience."

Porsche 911 took first place for the fourth time in a row

The Porsche 911 took first place in the US customer survey – for the fourth time in a row – and received the J.D. Power Award as the car with the highest customer satisfaction in the "Midsize Premium Sporty Car" segment. The Boxster is also becoming a guarantee for success. The mid-engine roadster achieved a hat-trick by winning first place in the "Compact Premium Sporty Car" segment. As last year, directly followed by the Cayman mid-engine coupé.

Porsche Macan promptly went to top position

The Porsche Macan – not included in the study last year due to the market launch – promptly went to top position and received the award for "Highest Initial Quality - Compact Premium SUV". In the customer survey, the sporty Cayenne off-roader and the Panamera Gran Turismo also landed on the winner's rostrum. The two cars each achieved third place in the "Midsize Premium SUV" and "Large Premium Car" segments. As a result, it is the first time that five Porsche model series reached the top 3 rankings in their respective segments.

Bronze Award for the home Porsche plant in Zuffenhausen

From the results of its study, the US market researcher also rated the production sites. In the plant ratings for Europe and Africa, the home Porsche plant in Stuttgart-Zuffenhausen received the Bronze Award for "U.S. Initial Quality Study – Plant Quali-ty Award 2015".

In the "Initial Quality Study", J.D. Power and Associates surveys new car customers once a year 90 days after delivery of their car. In this year's 29th edition of the study, new US car owners were surveyed on the quality of their new car in various catego-ries containing 233 criteria from February to May 2015. Among the properties which owners were asked to rate were "driving experience" and "engine and transmission".

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