

Porsche has the most satisfied customers

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27/07/2016 The Porsche brand has again won the overall classification of the prestigious J.D. Power APEAL Study. In addition, the models Porsche 911 Boxster and Macan secured the first places in their categories.

Taking part in the survey were more than 80,000 owners of new cars, who evaluated more than 245 models by 33 manufacturers in 10 categories.

“The results of the customer survey confirm our strategy,” said Oliver Blume, Chairman of the Executive Board of Porsche AG. “At the centre of attention in all business units is the enthusiasm of our customers. It is not only the products but also the service and communication with our customers around the world that are so important for us.”

Highest ranking in the overall classification for the twelfth time in succession

The renewed top placing for the Porsche brand means that the sports car manufacturer has achieved the highest ranking in the overall classification for the twelfth time in succession. Since 2004, US customers have thus been demonstrating that the sports car from Zuffenhausen has the most satisfied customers. With 877 from a total of 1,000 possible points, Porsche is in first place this year once again.

Apart from the overall rankings, three models from Porsche were also able to achieve a clear decision in their categories. The 911 came top in the category “Midsize Premium Sporty Car” with 893 points. The Porsche Boxster was able to achieve victory in the category “Compact Premium Sporty Car” with 892 points. And the Macan, as youngest member of the model family, scored 876 points to lead in the category “Compact Premium SUV”.

Link Collection

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