Porsche Ranks Highest Overall in J.D. Power APEAL Study

18/06/2019 New Cayenne also wins top spot in its segment

Atlanta, Georgia. U.S. customers have rated Porsche highest among all automotive brands in the latest annual J.D. Power 'APEAL' (Automotive Performance, Execution and Layout) Study. In addition, the Porsche Cayenne took the top position in the 'Midsize Premium SUV' segment, the third straight year for the model line and the first entry for the new, third generation Cayenne.

The 2019 U.S. Automotive Performance, Execution and Layout (APEAL) Study measures owners' emotional attachment and level of excitement with their new vehicle across 77 attributes, ranging from the sense of comfort and luxury they feel when climbing into the driver's seat to the power they feel when they step on the gas. These attributes combine into an overall APEAL index score measured on a 1,000-point scale. The study, now in its 24th year, is based on responses gathered from February 2019 through May 2019 from nearly 68,000 purchasers and lessees of new 2019 model-year vehicles who were surveyed after 90 days of ownership.

Porsche earned 891 points on the 1,000-point scale, improving 8 points over last year. This compared to the premium brand average of 853 and overall industry average of 823.

MEDIA ENQUIRIES



Jade Logan

470-449-3805
jade.logan@porsche.us

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/company/porsche-highest-overall-jd-power-apeal-study-18381.html

Media Package