

J.D. Power: Trophies for top quality

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09/02/2017 In 2016, Porsche again won six awards from J.D. Power – and now they have been presented to the company.

The quality supplied by Porsche has once more convinced customers: This is shown by the results of the “Initial Quality Study” (IQS) and “Automotive Performance, Execution and Layout” (APEAL) study conducted by the market research institution J.D. Power. More than 80,000 private individuals assessed 245 models from 33 manufacturers. At the end of the survey, Porsche took top spot in six categories.

In the IQS study the Porsche 911 was rated highest among all nameplates in the overall study and takes top position in its segment for the fifth time in succession. With its top place once again, the iconic 911 sports car takes first spot for the fifth time in a row in the 'Midsize Premium Sporty Car' segment. The US customers have thus been attesting since 2012 that this classic vehicle provides the highest quality. In addition, the Porsche 911 is the model with the least number of complaints of all vehicles

taking part in the study. The Macan came top in the 'Compact Premium SUV' segment. The company's main production plant in Stuttgart-Zuffenhausen also comes first in the factory rankings in the Europe/Africa region.

In the APEAL Study, which takes place once a year, J.D. Power surveys new car customers 90 days after they have taken delivery of their vehicle. 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”. The Porsche Boxster was able to achieve victory in the category “Compact Premium Sporty Car”. And the Macan, as youngest member of the model family, won in the category “Compact Premium SUV”.

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