

Porsche ranks highest in USA studies

This article reflects the status at the time of its publication. The content may since have become outdated.

29/01/2016 J.D. Power reveals that Porsche ranks highest among nameplates in Initial Quality and Vehicle Appeal in USA. A total of seven awards have been presented to mark this achievement.

The market research company J.D. Power has again awarded Porsche vehicles top marks, and, for the third time in succession, the sports car maker has secured its highest ranking among nameplates in the "Initial Quality Study" (IQS). In the study "Automotive Performance, Execution and Layout" (APEAL) the company has achieved this highest ranking among nameplates for the eleventh time.

Worthy of particular note is the fact that the Macan entered the rankings for the first time following its market launch in 2014 and immediately ranks highest in its segment for both studies.

The other models put up convincing performances, too. In the APEAL study, both the Cayenne and

Cayman ranked highest within their respective categories. In the IQS study, the 911 achieved the highest segment ranking, as did the Boxster. In addition, the Porsche plant in Zuffenhausen has been awarded the “Plant Quality Award 2015” in bronze.

The awards were presented to Porsche in the presence of Dr Oliver Blume, Chairman of the Executive Board, and Detlev von Platen, Member of the Executive Board for Sales and Marketing. “How successful Porsche is depends on the satisfaction of our customers,” said Blume. “We are therefore especially proud of these honours from J.D. Power.” At the same time, he remarked that the good rankings brought with them an obligation to ensure the continuing top quality of the vehicles.

In conducting each of the two studies, J.D. Power questioned more than 84,000 owners of new cars in the USA. The APEAL study considers a total of 77 attributes in ten categories – among them driving dynamics, design and everyday utility – while the IQS counts problems with the vehicles during the first 90 days of ownership.

But how exactly does the market research institute work? A glimpse behind the scenes of J.D. Power.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-j-d-power-customer-usa-awards-12178.html

Media Package
https://pmdb.porsche.de/newsroomzips/a3c69c61-44aa-4e7b-9949-9d9127fd0bc8.zip

External Links
http://www.jdpower.com/home.php

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart