

Number One: Porsche earns top spot for sales satisfaction in J.D. Power study

08/11/2023 Porsche sales experience ranks highest among all premium brands

Atlanta. New car customers rated Porsche as the top premium brand in the J.D. Power 2023 U.S. Sales Satisfaction Index (SSI) StudySM released Wednesday.

With a score of 840 points, Porsche improved by nine points to earn the number one ranking in the industry among premium brands, as well as the number one ranking in both the premium car and premium SUV segments.

“We strive for every customer to have the same exceptional experience in a Porsche Center that they do while driving one of our vehicles,” said Timo Resch, President and CEO of Porsche Cars North America (PCNA). “We recognize and are grateful for the hard work and dedication of our dealer colleagues in our network of independently owned and operated Porsche Centers across America supported by field

teams and the staff of Porsche Cars North America in Atlanta – this award is fitting recognition of their efforts."

The SSI Study provides an analysis of the purchase experience from a customer perspective. It is based on responses from 37,234 people who purchased or leased new vehicles between March and May 2023.

Customers rated brands on six aspects of buyer satisfaction for the new car buying process. Favorable responses for Porsche were led by dealership personnel, the delivery process and paperwork completion.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

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