

Three-peat: Porsche named most appealing premium brand for third consecutive year in JD Power 2026 U.S. APEAL Study

23/07/2026 Porsche 911 earns top ranking in the Premium Sporty Car Segment.

Porsche owners report the highest levels of driver satisfaction with their vehicles, according to the JD Power 2026 U.S. Automotive Performance, Execution and Layout (APEAL) Study. For a third consecutive year, Porsche was ranked No. 1 among premium automotive brands in the industry benchmark study. The sports car manufacturer has now earned the top ranking six times since 2020. In addition, the Porsche 911 earned the top ranking in the Premium Sporty Car category.

Results from this year's APEAL Study closely align with the findings of the JD Power 2026 U.S. Initial Quality Study (IQS), in which Porsche earned the highest ranking among all automotive brands, claiming the top overall position as well as the No. 1 spot in the Premium Brand segment.

"The emotional connection our customers have with Porsche extends far beyond the vehicle itself. It is something we never take for granted," said Timo Resch, President and CEO of Porsche Cars North America, Inc. "Their trust and enthusiasm motivate us every day to deliver exceptional products and meaningful experiences while staying true to what makes a Porsche so special."

Porsche earned the top spot with a score of 896 points, an improvement of 6 points year over year on a 1,000-point scale, compared with the premium-brand average of 893. The Porsche Panamera was the highest-scoring model in the brand portfolio, earning 910 points.

The 2026 U.S. Automotive Performance, Execution and Layout (APEAL) Study measures owners' emotional attachment to and excitement about their vehicles across key aspects of the ownership experience, including comfort, convenience, technology, safety, connectivity and everyday usability.

The 2026 U.S. APEAL Study is based on responses from 78,514 owners of new 2026 model-year vehicles who were surveyed after 90 days of ownership. The study was fielded from June 2025 through May 2026 based on vehicles registered from March 2025 through February 2026.

MEDIA ENQUIRIES



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