

Porsche tops J.D. Power APEAL Study for 4th year running

21/07/2022 The iconic 911 also wins top spot in its segment in survey of customer experience

Customers have rated Porsche highest among all automotive brands in the J.D. Power 2022 U.S. Automotive Performance, Execution and Layout (APEAL) Study. The annual study reports on customer experience with owning and driving a new vehicle. Porsche was no. 1 among premium brands for the fourth year in a row. It was also the overall leader when mass brands are included, for the third time in four years. In addition, the Porsche 911 took the top spot in the "Premium Sporty Car" segment.

"We are honored to be recognized by our customers for the excitement and emotion they experience in our cars," said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. "It's particularly meaningful that this recognition comes amid a challenging environment across the industry. This is a testament to the dedication of Porsche teams in Germany and the U.S, as well as throughout our exceptional dealer network, to making dreams come true for our customers."

The 2022 U.S. Automotive Performance, Execution and Layout (APEAL) Study measures owners'

emotional attachment and level of excitement with their new vehicle across 37 attributes, ranging from the sense of comfort and luxury when climbing into the driver's seat to the power they feel stepping on the accelerator. These attributes combine into an overall APEAL index score measured on a 1,000-point scale.

This year, Porsche earned 888 points on the 1,000-point scale, compared to the premium brand average of 872, improving six points on its already leading total year-over-year. The study, now in its 27th year, is based on customer responses gathered from February through May of this year from more than 84,000 purchasers and lessees of new 2022 model-year vehicles who were surveyed after 90 days of ownership.

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