Porsche tops J.D. Power APEAL Study for 3rd year running

15/09/2021 Study measures customer experience with new vehicles

Porsche won the top spot with customers among premium brands in the J.D. Power 2021 U.S. Automotive Performance, Execution and Layout (APEAL) Study. It is the third year in a row that Porsche landed the no. 1 ranking in the premium category in the annual study of customer experience with owning and driving a new vehicle.

“It is exciting to see drivers connecting with what we think is the best, most complete range of sports cars we've ever had,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. “This result only encourages us to continue working to deliver dreams that surprise and delight our customers.”

The 2021 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 on climbing into the driver's seat to the power they feel when they step on the gas. These attributes combine into an overall APEAL index score measured on a 1,000-point scale.

Porsche earned 882 points on the 1,000-point scale, compared to the premium brand average of 864. The result was a tie with the winner of the mass market category. The study, now in its 26th year, is based on responses gathered from February through July of this year from more than 110,800 purchasers and lessees of new 2021 model-year vehicles who were surveyed after 90 days of ownership.

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