

Porsche claims the top spot in the JD Power 2026 U.S. Initial Quality Study, ranking highest overall in Initial Quality

25/06/2026 In addition, Porsche ranks highest in the Overall Model category.

ATLANTA. Porsche claimed the top overall position in the JD Power 2026 U.S. Initial Quality Study (IQS), released Thursday, earning both the highest ranking among all automotive brands and the top score in the Premium Brand segment with a score of 138 PP100. Further underscoring the strength of the lineup, for the second year in row, the Porsche 911 ranked as the #1 overall model in the industry (ranking highest among Premium Sporty Cars) with a score of 110 PP100 versus the industry average of 175 PP100. IQS measures vehicle quality during the first 90 days of ownership based on problems reported per 100 vehicles (PP100). A lower score reflects higher vehicle quality.

“This recognition reflects the collective effort of a team deeply committed to striving for the best,” said

Timo Resch, President and CEO of Porsche Cars North America. “Winning this award speaks to the painstaking focus on even the smallest details that our engineers put into each of our vehicles to give our customers the standard of quality they rightly expect from Porsche. We also thank our dealer partners, whose commitment to serving customers is instrumental in earning this kind of recognition.”

Now in its 40th year, the JD Power 2026 U.S. Initial Quality Study is based on responses from over 78,000 buyers and lessees of new 2026 model-year vehicles. The study focuses on ten vehicle categories: infotainment; features, controls and displays; exterior; driving assistance; interior; powertrain; seats; driving experience; climate; and unspecified (unique to repair). The performance rankings are based on data collected between June 2025 through May 2026.

MEDIA ENQUIRIES



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