

Porsche Ranks Highest Overall in J.D. Power APEAL Study

22/07/2020 Second year in row as no. 1 in customer experience with new vehicles

U.S. customers have rated Porsche highest among all automotive brands in the J.D. Power 2020 U.S. Automotive Performance, Execution and Layout (APEAL) Study. It was the second year in a row that Porsche took the top position in the annual study of customer experience with owning and driving a new vehicle.

"I am gratified at how excited our customers are with their new dream cars," said Klaus Zellmer, President and CEO of Porsche Cars North America, Inc. "Porsche believes in continuous improvement and winning the top spot again just encourages us to find new ways to delight our drivers."

The 2020 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 881 points on the 1,000-point scale, compared to the premium brand average of 861. The study, now in its 25th year, is based on responses gathered from February through May of this year from more than 87,000 purchasers and lessees of new 2020 model-year vehicles who were surveyed after 90 days of ownership.

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