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Top ratings in Quality Study

Repeat winners made in Zuffenhausen and Leipzig: Porsche achieves top ratings in J.D. Power Quality Study.



In this year's "Initial Quality Study" by the US market research institute J.D. Power, the Porsche 911 achieved first place in its segment for the sixth time in a row. The Porsche Macan has also been able to build on the success of previous years, taking the top position for the third time in succession. Porsche heads up the rankings in the plant ratings for Europe/Africa; the Leipzig plant taking first place and being commended with the Gold Award. More than 77,000 private individuals were surveyed, who rated 243 models from 33 manufacturers.

"Quality is the essence of the Porsche brand, we do not compromise", says Oliver Blume, Chairman of the Executive Board of Porsche AG. "Over more than five decades, we have continued to significantly enhance, refine and perfect the 911, in order to offer our customers the highest possible level of quality. We are pleased that the Macan, our compact, sporty off-road vehicle, has been commended by J.D. Power once again. The improvement in the overall ranking validates our work and at the same time is an incentive to climb even further, even though we are already at a high level".

The Porsche factory in Leipzig was awarded first place

Since 2012, the Porsche 911 has retained its title in the "Midsize Premium Sporty Car" category each year. Since first participating in 2015, US customers have attested to the high quality of the sporty SUV Macan in the "Compact Premium SUV" segment. The US market researcher was also able to evaluate the production sites based on the results of their study. In the plant ratings for Europe/Africa, the Porsche factory in Leipzig – where the sporty four-door Cayenne, Macan and Panamera roll off the production line – was awarded first place.

In the "Initial Quality Study", J.D. Power surveys new car owners once a year, 90 days after the delivery of their vehicle. In this, the 31st edition of the study, new car owners in the US were asked questions regarding 233 criteria in various categories between February and

May 2017. Owners' evaluations covered topics including "driving experience" and "engine and transmission".

Link Collection

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Media Package

<https://newsroom.porsche.com/media-package/porsche-jdpower-initial-quality-study-911-macan-first-place-gold-leipzig-plant>

Downloads

Porsche 911 and Macan take first place again – Gold for the Leipzig plant, press release, 06/22/2017, Porsche AG

External Links

<http://www.jdpower.com/cars/awards/initial-quality-study>