

Porsche Takes Top Spot for Sales Satisfaction in 2018 J.D. Power Study

14/03/2019 Customers score sales experience with Porsche higher than any other brand

New car customers rated Porsche as the top brand in J.D. Power's annual Sales Satisfaction Index (SSI) Study released today.

Porsche improved its overall ranking by three spots in 2018 compared to last year's SSI Study. With an increase of 10 points to a total of 828, Porsche ranked higher than any other brand.

"This achievement is the result of a customer-focused strategy that has been superbly executed by our 190 U.S. dealer partners," said Klaus Zellmer, President and CEO of Atlanta-based Porsche Cars North America, Inc. "First and foremost, this award is for our dedicated dealers, who have invested significant time in training for their employees and committed \$500 million to improving facilities in just the last five years."

The SSI Study provides an analysis of the purchase experience from a customer perspective. It is based on responses from 25,748 people who purchased or leased new vehicles this year.

Particular high points for customers who bought or leased a Porsche between April and May 2018 included the delivery process, dealership facilities, and working out the details of the transaction. Porsche shoppers also expressed satisfaction with salespeople and inventory.

Zellmer noted that in the first 10 months of this year, Porsche sales in the U.S. were up 3.2 percent compared to the same period in 2017. "We are glad to see growth going hand-in-hand with continually improving the customer experience," he said.

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