

**J.D. Power Asia Pacific Reports:
Customers Who Take Their Vehicles to Service Centers during Morning Peak Periods
Have Lower Satisfaction Than Those Who Visit in the Afternoon**

Toyota and Mitsubishi Rank Highest in a Tie in After-Sales Service Satisfaction
Among Mass Market Brands in Indonesia

Singapore: 1 September 2014 — Satisfaction is higher among customers who visit a dealership later in the day to have their vehicle serviced than among those who take their vehicle for service early in the morning, according to the J.D. Power Asia Pacific 2014 Indonesia Customer Service Index (CSI) StudySM released today.

The study, now in its 14th year, measures new-vehicle owner satisfaction with the after-sales service process by examining dealership performance in five factors: service initiation (27%); service advisor (12%); service facility (15%); vehicle pick-up (15%); and service quality (30%). Dealership service performance is reported as an index score based on a 1,000-point scale. The 2014 study examines service satisfaction exclusively in the mass market segment.

Overall satisfaction for mass market brands averages 767 points in 2014, a 13-point improvement from 2013. Satisfaction improves across all five factors, with the largest year-over-year gain in vehicle pick-up (+17 points).

The study finds that satisfaction among customers who take their vehicle in for service after 12 noon averages 774, compared with 764 among those who take their vehicle in before 10 a.m. More than one-third (38%) of all customers take their vehicle in for service before 10 a.m., compared with 15 percent who take their vehicle in for service in the afternoon.

“Because a significant proportion of customers in Indonesia bring their vehicle in for service early in the day, it stretches the dealership’s resources during the morning peak period,” said Rajeev Nair, director at J.D. Power Asia Pacific. “When the service area is busy, everything—from parking to the amount of time it takes before being greeted by a service advisor to creating work orders to getting the vehicles into the service bay—takes longer, which contributes to lower levels of satisfaction.”

Nair noted that efforts by dealerships to better manage resources during peak periods and encouraging customers to visit during non-peak hours can contribute to increased satisfaction. Further, automakers can also consider modifying dealership business hours to better align growing service volume with capacity.

KEY FINDINGS

- The study finds 80 percent of customers wait at the dealership while their vehicle is being serviced. Dealerships that offer eight or more amenities—such as free meals, air conditioning, sufficient seating space and reading materials—to customers who wait for their vehicle have an average service satisfaction score of 782, which is 25 points higher than dealerships that offer fewer than five amenities.

- The proportion of customers in Indonesia who schedule their service visit via telephone has increased to 27 percent in 2014 from 24 percent in 2013. Among those customers, there is a year-over-year increase in the percentage who indicate that the dealership used the appointment call as an opportunity to confirm their contact information and, importantly, to gain information about the vehicle prior to the service visit.
- The study finds that 68 percent of customers know when to take their vehicle for service through regular tracking of the vehicle mileage/ service needs in 2014, down from 79 percent in 2013. Further, 16 percent of customers take their vehicle in for service because of a problem with the vehicle, up from 11 percent in 2013.
- Among mass market vehicle owners who are highly satisfied with their service experience at the authorized service center (service satisfaction scores of 801 or higher), 65 percent say they “definitely would” revisit the same dealership for post-warranty service, compared with only 43 percent among those who are highly dissatisfied (satisfaction scores averaging 734 or lower).

CSI Study Rankings

Mitsubishi and Toyota rank highest (in a tie) in overall customer service satisfaction with after-sales service among mass market brands, with a score of 770 each. Mitsubishi performs particularly well in service initiation and vehicle pick-up, while Toyota performs particularly well in service advisor, service facility and service quality. Ford and Mazda follow in the rankings, tied for third at 769 each.

“Despite the increase in service volumes arising from increasing new-vehicle sales, nine of the 12 brands ranked in the study register improvements in satisfaction levels from 2013,” said Nair. “This is an impressive achievement and a reflection of the efforts put in by automakers and dealerships in providing customers in Indonesia with a satisfying service experience. Dealerships and brands that continue to provide their customers with a delightful service experience can benefit from increased customer loyalty and advocacy.”

The 2014 Indonesia CSI Study is based on responses from 3,467 vehicle owners who received delivery of their new vehicle between February 2012 and May 2013 and took their vehicle for service to an authorized dealer or service center between August 2013 and May 2014. The study was fielded between February and May 2014.

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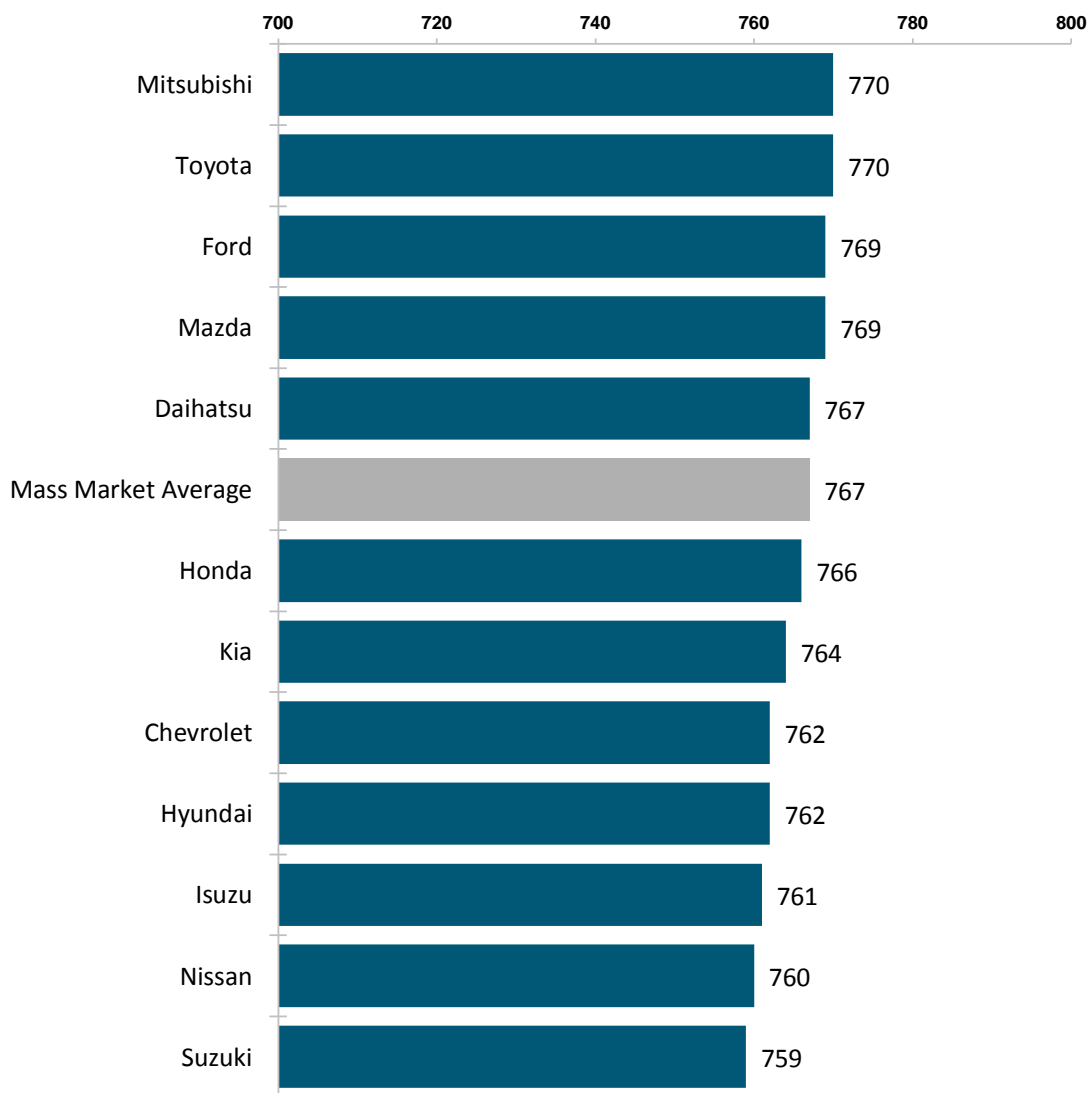
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NOTE: Two charts follows.

J.D. Power Asia Pacific 2014 Indonesia Customer Service Index (CSI) StudySM

Customer Service Index Ranking – Mass Market Brands

(Based on a 1,000-point scale)



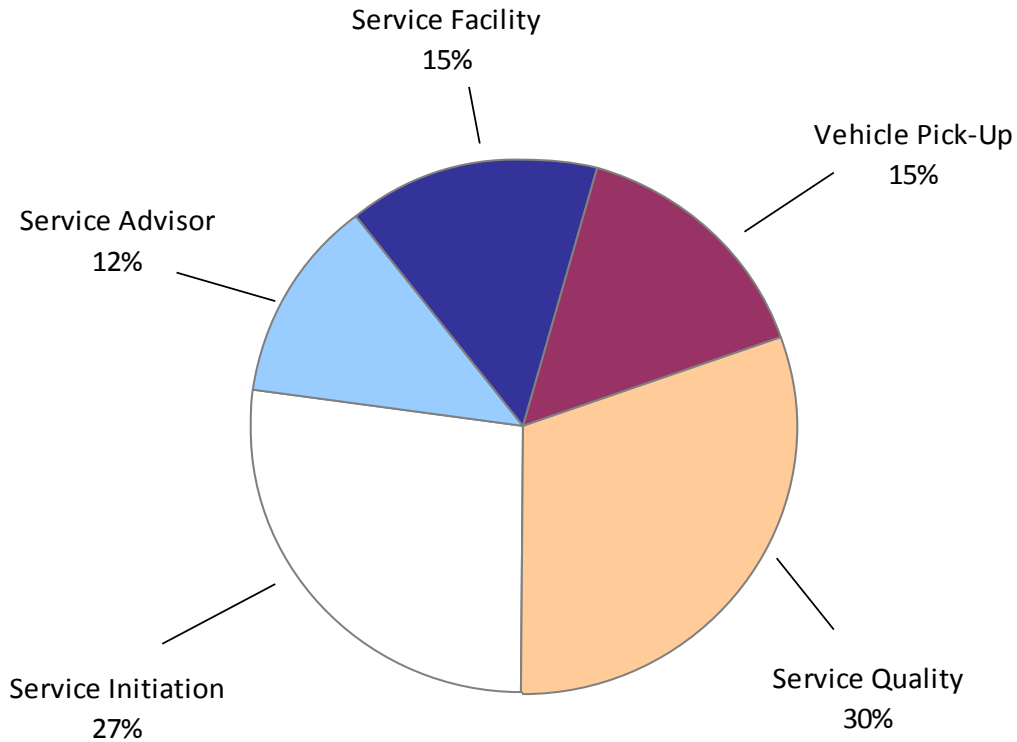
Note: Included in the study but not ranked due to small or insufficient sample size are Proton.

Source: J.D. Power Asia Pacific 2014 Indonesia Customer Service Index (CSI) StudySM

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Factors Comprising Overall Satisfaction



NOTE: Percentages may not total 100 due to rounding

Source: J.D. Power Asia Pacific 2014 Indonesia Customer Service Index (CSI) StudySM

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