

J.D. Power Asia Pacific Reports: New-Vehicle Quality in Malaysia Improves Significantly for the Fourth Consecutive Year

Toyota Models Rank Highest in Two Segments;
Ford and Mitsubishi Models Each Rank Highest in One Segment

SINGAPORE:15 November 2013 — Overall new-vehicle initial quality in Malaysia improves significantly for the fourth consecutive year, according to the J.D. Power Asia Pacific 2013 Malaysia Initial Quality StudySM (IQS) released today.

The study, now in its 11th year, examines new-vehicle quality during the first two to six months of ownership. The study measures 228 problem symptoms covering eight vehicle components: vehicle exterior; driving experience; features/ controls/ displays; audio/ entertainment/ navigation; seats; HVAC; vehicle interior; and engine/ transmission. The overall initial quality score is determined by problems reported per 100 vehicles (PP100), with a lower rate of problem incidence indicating higher quality.

Overall initial quality in Malaysia averages 88 PP100 in 2013, a significant improvement from 111 PP100 in 2012, and 124 PP100 in 2011. Initial quality has improved from 2012 in all eight problem components, with driving experience and engine/ transmission posting the largest improvements at 7.0 PP100 and 5.8 PP100, respectively.

The most common problems reported by new-vehicle owners in 2013 are front doors hard to open/ close; excessive wind noise; rear side doors hard to open and close; brakes are noisy; and air-conditioner doesn't get cold fast enough.

"While it's critical for automakers to understand the problems experienced by new-vehicle owners for precise quality improvement activities, it's also imperative that they communicate to consumers the work they are doing to improve the quality of their vehicles," said Rajaswaran Tharmalingam, Malaysia country manager for J.D. Power Asia Pacific, Singapore. "Communicating improved overall quality highlights the advances made across the industry."

More than one-half (51%) of owners who are "delighted" or "pleased" with their overall vehicle quality (providing ratings of eight or higher on a 10-point scale) say they "definitely would" recommend the model they purchased to family and friends, compared with only 16 percent of those who are "indifferent" or "disappointed" (providing ratings of seven or below).

"The automotive market in Malaysia is becoming increasingly competitive with a rising number of new vehicles, making it essential for brands to be able to meet the changing competitive landscape with high-quality cars and light trucks," said Tharmalingam. "The continued improvement in quality across the industry is encouraging, but it is equally important that automakers continue to focus on quality."

2013 Malaysia IQS Ranking Highlights

Among the 65 models examined in the study, two Toyota models and one model each from Ford and Mitsubishi rank highest in their respective segments.

The Toyota Avanza ranks highest in the MPV/ Van segment for a fourth consecutive year, with a score of 52 PP100. The Toyota Innova (62 PP100) ranks second, followed by the Perodua Alza (70 PP100).

In the entry midsize car segment, the Ford Fiesta ranks highest with a score of 57 PP100. The Honda City ranks second (58 PP100) and the Nissan Almera ranks third (64 PP100).

In the midsize car segment, the Toyota Corolla Altis ranks highest with a score of 50 PP100. The Proton Inspira ranks second (64 PP100), followed by the Honda Civic (74 PP100).

The Mitsubishi Triton ranks highest in the pickup segment, with a score of 52 PP100, and the Toyota Hilux ranks second with 56 PP100.

The 2013 Malaysia Initial Quality Study is based on responses from 3,122 new-vehicle owners who purchased their vehicle between August 2012 and May 2013. The study includes 65 passenger car, pickup and utility vehicle models of 16 brands. The study was fielded between February and July 2013.

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J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: xingti_liu@jdpower.com.sg

About J.D. Power

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.

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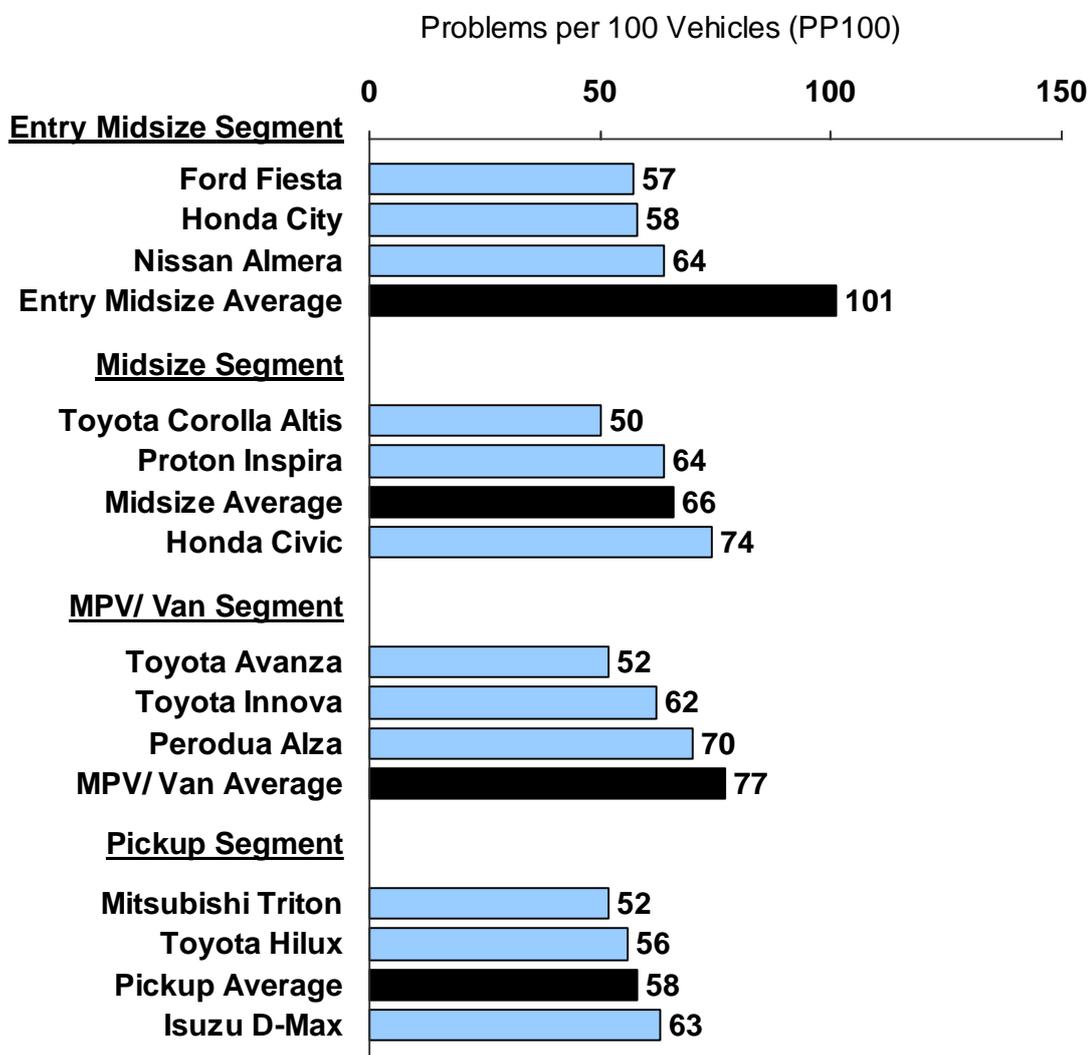
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NOTE: One chart follows.

J.D. Power Asia Pacific 2013 Malaysia Initial Quality StudySM (IQS)

Top Three Vehicles per Segment in Initial Quality

Lower score reflects better quality performance



Note: Only the top three vehicles per segment are shown above. Official rankings are published only for segments with at least three models with sufficient sample and at least one with an IQS score better than segment average. No official rankings are published for the compact, premium compact, premium midsize, luxury and SUV segments.

Source: J.D. Power Asia Pacific 2013 Malaysia Initial Quality StudySM (IQS)

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