

**Gap Between Mass Market and Luxury Sales Experience Shrinking, J.D. Power Finds**

Hyundai Ranks Highest among Mass Market Brands; Mercedes-Benz Ranks Highest among Luxury Brands

**SINGAPORE: 30 July 2019** — While overall customer satisfaction with new vehicle purchase and delivery experience in the mass market segment is on the rise, the luxury segment, while high, has largely stayed the same, according to the J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup>, released today.

Overall satisfaction for the mass market segment is 819 (on a 1,000-point scale), an increase of 17 points from 2018, and 832 for the luxury segment, a decrease of 3 points from last year.

The increase in satisfaction among mass market customers is partially attributed to improvement of in-store amenities, not just for increased customer comfort but to make the sales experience more engaging. In 2019, there has been a rise in dealerships offering free Wi-Fi (up 9 percentage points from 2018); complimentary snacks (up 6 percentage points); touchscreens to view vehicle models (up 4 percentage points); and counter/viewing area for accessories (up 7 percentage points).

“While luxury brands are lowering their threshold with entry-level models, mass market brands are also launching new cars with advanced features,” said **Anthony Tay, Territory Manager, Taiwan at J.D. Power**. “With mass market brands gaining momentum, luxury brands cannot afford to just maintain the status quo—evidenced by the stagnant satisfaction scores—as customers are becoming more discerning and are expecting a differentiated and more engaging experience.”

The study finds that more dealerships of luxury brands are offering a signed formal offer and finalising the price in a larger private office thus outperforming their mass market counterparts by providing a better closing experience. However, sales consultants for mass market brands perform better than their luxury counterparts when it comes to not pushing for a sale (70% vs 63%, respectively) and providing a straight answer to their customers on the vehicle price (86% vs 82%, respectively).

Following are additional key findings of the 2019 study:

- **Differences in buyer needs:** Performance, interior and exterior styling remain the key purchase reasons cited across all segments. However, buyers of import mass market models are mirroring the luxury segment by placing higher emphasis on vehicle image (33% for domestically produced mass market; 41% for import mass market; 58% for luxury).
- **Going the extra mile pays off:** Customers who received additional follow-up explanation of vehicle features are more satisfied than those who did not receive an explanation (+38 points for mass market, +120 points for luxury). Customers with whom dealers shared fuel efficiency tips are also more satisfied (+70 points for mass market, +106 points for luxury).

## Study Rankings

**Hyundai** ranks highest among the mass market brands, with an overall score of 831. **Nissan** ranks second with a score of 827 and **Volkswagen** ranks third with a score of 824.

**Mercedes-Benz** ranks highest among the luxury brands, with an overall score of 856. **Lexus** ranks second with a score of 819 and **BMW** ranks third with a score of 816.

The J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup> is a comprehensive analysis of the new-vehicle purchase and delivery experience. The study is based on responses from 2,574 mass market segment new-vehicle buyers and 816 luxury segment new-vehicle buyers who purchased their vehicle between July 2018 and March 2019 and was fielded from January through May 2019.

Now in its 21st year, the study examines five factors that contribute to overall customer satisfaction with the new-vehicle purchase experience. In order of importance, they are sales consultant (26%); dealer facility (22%); delivery process (21%); working out the deal (18%); and paperwork completion (13%).

The study also includes the Net Promoter Score® (NPS)<sup>1</sup>, which measures new vehicle owners' likelihood to recommend their vehicle brand on a 0-10 point-scale.

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NOTE: Two charts follow

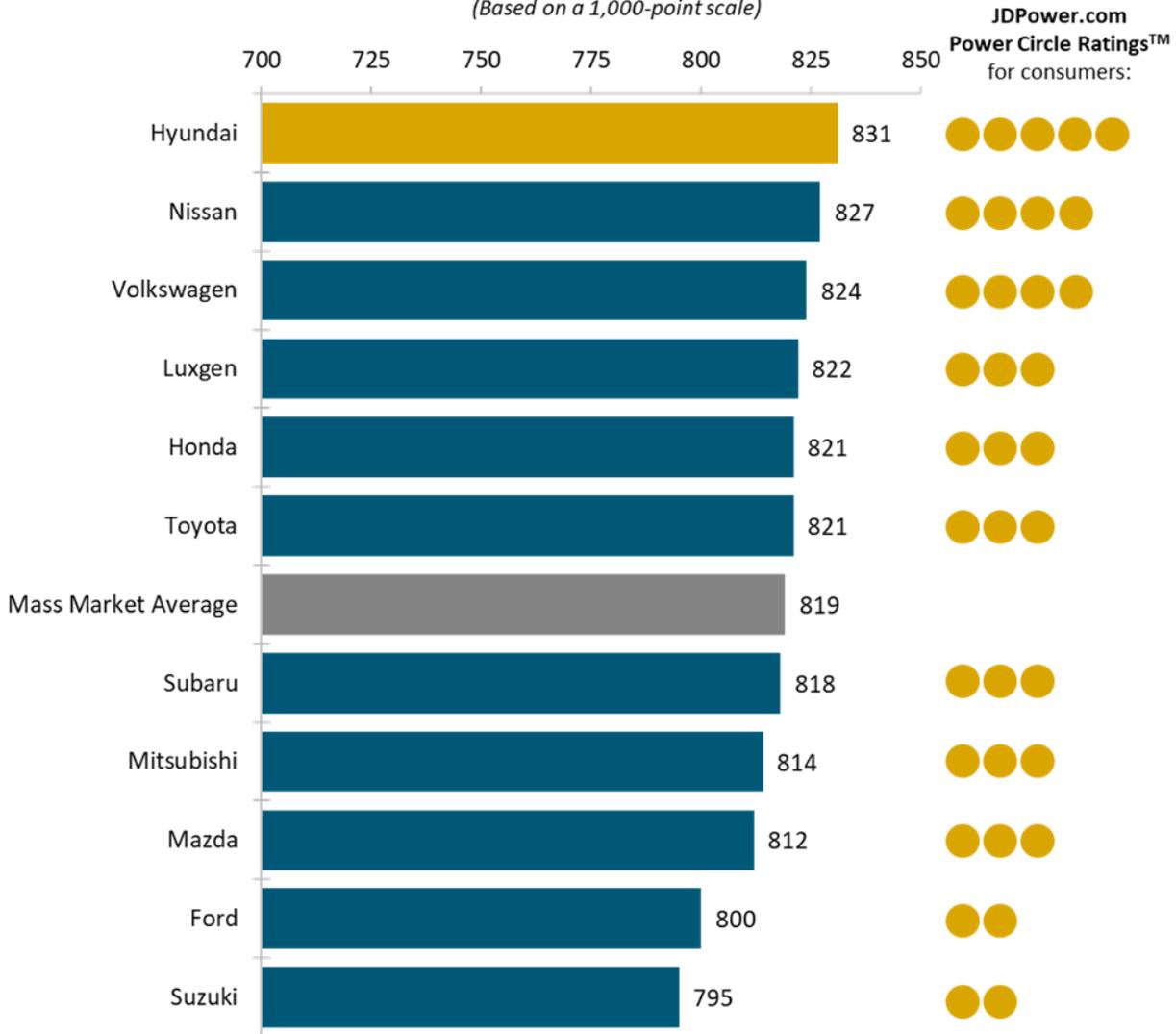
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<sup>1</sup> Net Promoter, ® Net Promoter System, ® Net Promoter Score,® NPS,® and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

# J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup>

## Sales Satisfaction Index Ranking Mass Market Brands

(Based on a 1,000-point scale)



Note: Included in the study but not ranked due to small sample size is Škoda

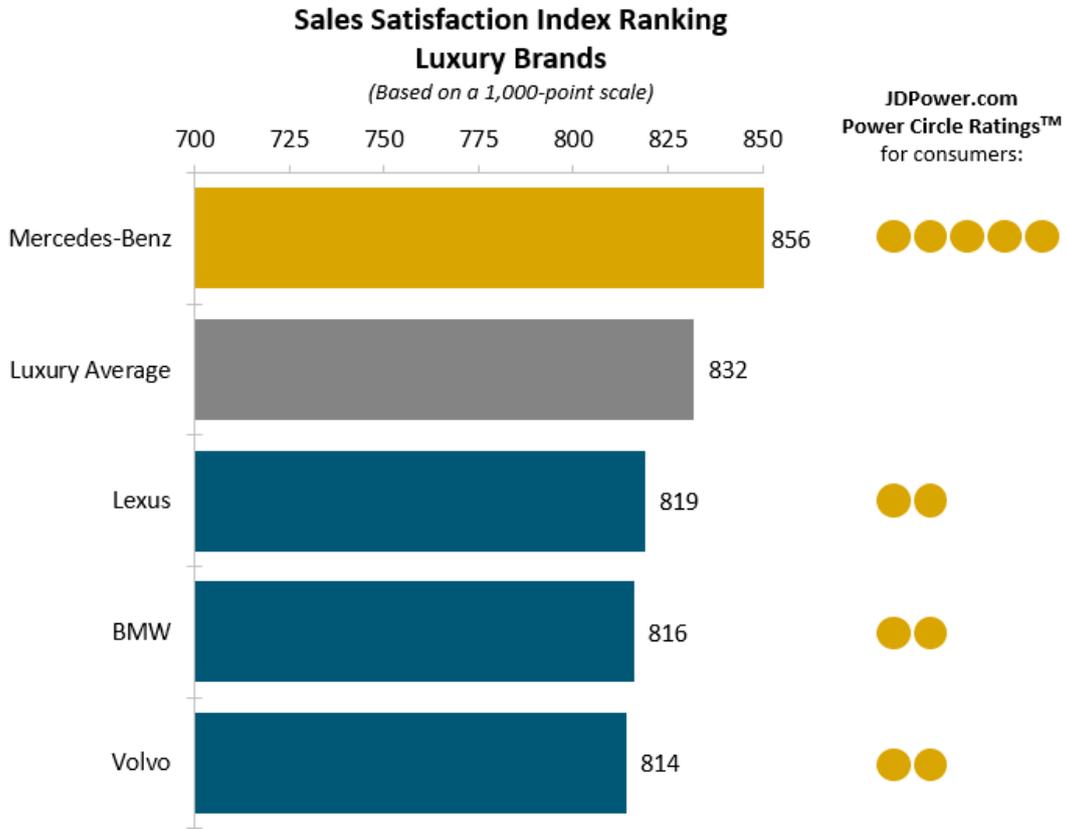
Source: J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup>

**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

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# J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup>



*Note: Included in the study but not ranked due to small sample size is Audi and Porsche*

*Source: J.D. Power 2019 Taiwan Sales Satisfaction Index (SSI) Study<sup>SM</sup>*

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