

SPOTLIGHT | Top Reasons Shoppers Avoid

Based on findings from the J.D. Power and Associates 2013 Avoider StudySM

The top reasons, and the percentage of, shoppers who avoided purchasing a particular model because of image/styling but still bought another model in the same vehicle segment.

OVERALL

#1



Too bland or boring (38%)

#2



Not sporty enough (25%)

#3



Looks like too many other vehicles (24%)

SEGMENTS



SUB-COMPACT

Too bland or boring (45%)

Looks like too many other vehicles (25%)

Too boxy/square (24%)



MIDSIZE

Too bland or boring (40%)

Not enough of a "luxury" vehicle (26%)

Looks like too many other vehicles (24%)



LARGE

Too bland or boring (38%)

Too boxy/square (23%)

Not rugged enough (22%)

COMPACT

Too bland or boring (38%)

Not sporty enough (27%)

Looks like too many other vehicles (25%)

MIDSIZE PREMIUM

Not enough of a "luxury" vehicle (26%)

Aged styling/design (24%)

Too much of an old person's vehicle (18%)

LARGE PREMIUM

Not sporty enough (34%)

Aged styling/design (26%)

Looks like too many other vehicles (26%)

COMPACT PREMIUM

Not sporty enough (30%)

Not enough of a "luxury" vehicle (25%)

Aged styling/design (24%)

©2013 J.D. Power and Associates, The McGraw-Hill Companies, Inc. All Rights Reserved.

Charts and graphs extracted from this publication must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2013 Avoider StudySM as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this publication or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.