

**J.D. Power Reports:
As Customer Usage of Their Navigation System Increases, Usability Problems Increase Too**

Lexus Ranks Highest among Luxury Brands for a Fourth Consecutive Year;
Toyota Ranks Highest among Mass Market Brands

TOKYO: 8 October 2015 — As consumers' use of in-vehicle navigation systems increases, so do such usability issues as external device connectivity and system operability, presenting a challenge for automakers to improve the technology they fit in their vehicles, according to the J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index StudySM—OEM released today.

Now in its eighth year, the study measures satisfaction with factory- and dealer-installed navigation systems when used as in-vehicle information systems including music and video player functions and telematics services, in addition to search and guidance functions. Four factors are examined (listed in order of importance): navigation function (39%); infotainment equipment (21%); operation/ user interface (20%); and screen (19%). Satisfaction is calculated on a 1,000-point scale.

Overall satisfaction averages 521 points in 2015, the same as in 2014. In the luxury brand segment, satisfaction decreases by 5 points to 549; in the mass market segment, satisfaction increases by 2 points to 520.

Among external devices used to connect to the navigation system to play music, smartphones are used most often at 34 percent, which is a 7 percentage point increase from 2014. The most common problems experienced when using an external device are the "connection setup is troublesome" (41%), followed by it "takes a long time/does not recognize the connection of an external device-aware" (35%). There has been a 3 percent increase in the number of problems with the connection setup and a 7 percent increase in problems with the time it takes to connect the external device. Experiencing a problem impacts satisfaction significantly, with satisfaction among owners who experience no problems with usability/ connectivity of their external device 54 points higher than among those who experience one or more problems (540 vs. 486, respectively).

"While the usage rate of navigation systems has increased from one to two times per week to three to four times per week, difficulties in connecting and operating the external device with the system have also increased," said **Taku Kimoto, executive director of the automotive division at J.D. Power, Tokyo**. "As navigation system functions are further enhanced, manufacturers need to pursue long-term usability improvements in concert with system integration and vehicle compatibility. To improve customer satisfaction, OEMs should provide instructions on how to use these functions."

Key Findings

- Satisfaction in the navigation function factor has improved by 2 points year over year to 516, and satisfaction with infotainment equipment has improved by 1 point to 520. Satisfaction in the screen and operation/ user interface factors has declined in each one by 1 point, to 552 and 504, respectively.
- More than one-fourth (27%) of navigation system owners have updated the map data on their system, up 4 percentage points from 2014. However, the percentage of owners who know how to update the map data has decreased slightly by 1 percentage point. The proportion of owners who have their

dealer update the map data has increased by 8 percentage points to 33 percent.

- Regarding repurchase intentions, owners who are highly satisfied (overall satisfaction scores of 800 and above) are more likely to choose the factory installed make option—standard/ MOP—for their next navigation system. Among highly satisfied owners, 66 percent say they “definitely would” choose standard/ MOP; however, the percentage drops to 50 percent among those less satisfied (scores below 500).

2015 Ranking Highlights

Lexus ranks highest among luxury brands for a fourth consecutive year, with a score of 651—a 50-point improvement from 2014.

Toyota (534) ranks highest among mass market brands.

The 2015 Japan Navigation Systems Customer Satisfaction Index Study is based on responses from 7,236 vehicle owners who purchased a new vehicle equipped with a factory- and dealer-installed navigation system between April 2013 and March 2015. The Internet study was fielded from late July to early August 2015.

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About J.D. Power in the Asia Pacific Region

J.D. Power 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 in the Asia Pacific region. Together, the five offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power and its products can be accessed through the Internet at asean-oceania.jdpower.com.

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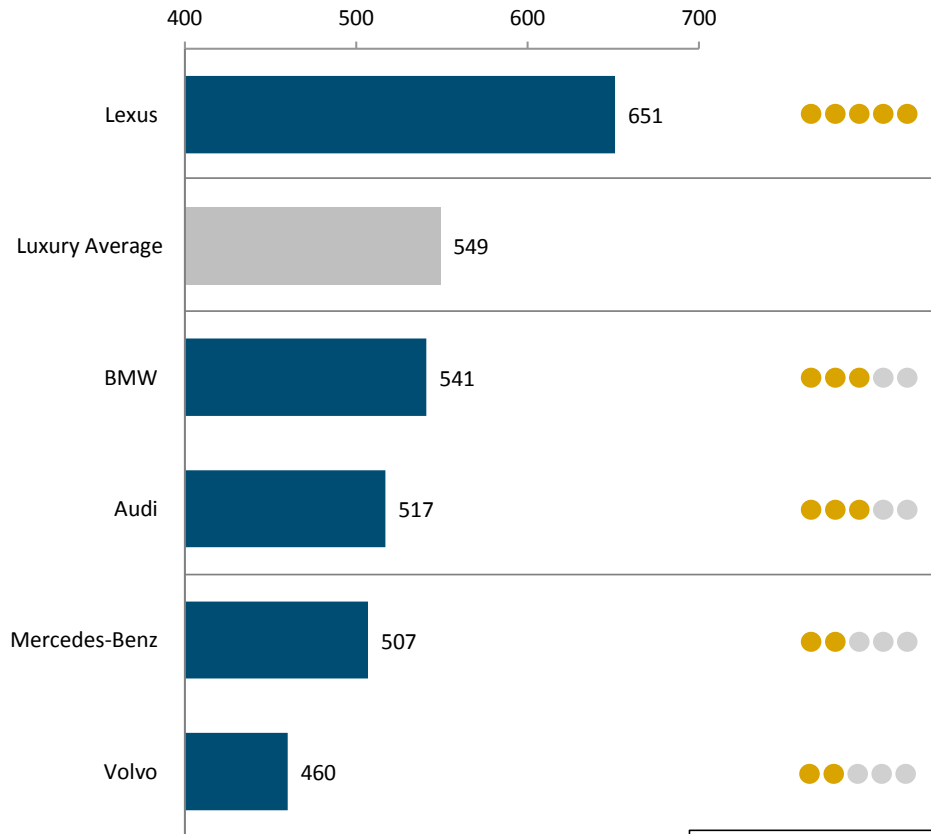
Note: Three charts follow.

J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index StudySM

Overall Satisfaction with OEM Navigation Systems Luxury Brand Segment

(Based on a 1,000-point scale)

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

●●●●● Among the best

●●●●● Better than most

●●●●● About average

●●●●● The rest

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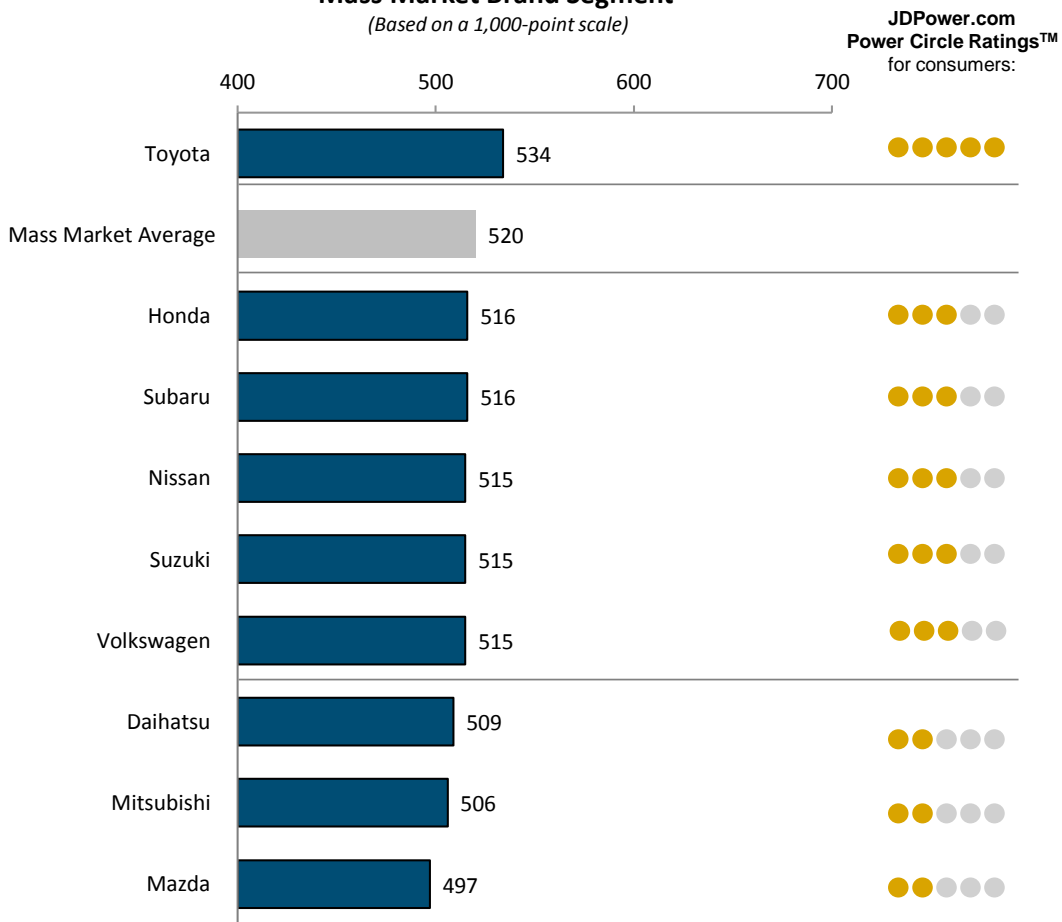
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2015 Japan Navigation Systems Customer Satisfaction Index StudySM

Overall Satisfaction with OEM Navigation Systems Mass Market Brand Segment

(Based on a 1,000-point scale)



Power Circle Ratings Legend

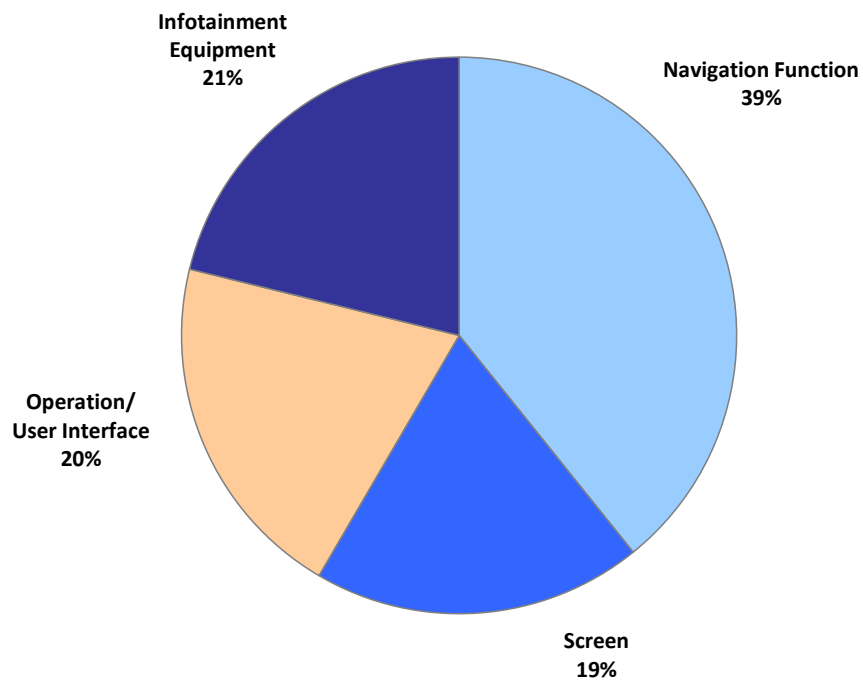
- Among the best
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2015 Japan Navigation Systems
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Factors Contributing to Overall Satisfaction with
OEM Navigation Systems



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