

**J.D. Power Reports:  
Satisfaction with Aftermarket Navigation Systems Outpaces Factory-Installed Systems,  
Manufacturers Must Continue to Provide Unique Features to Stay Ahead**

[Alpine Big X Series Ranks Highest in Customer Satisfaction  
With In-Dash Aftermarket Navigation Systems for a Fourth Consecutive Year](#)

**TOKYO: 22 October 2015** — Overall customer satisfaction with aftermarket in-dash navigation systems in Japan remains stable, but is higher than with factory-installed navigation systems, according to the J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—Aftermarket released today.

Now in its ninth year, the study measures customer satisfaction with aftermarket in-dash vehicle 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<sup>1</sup> (42%); infotainment equipment (21%); operation/ user interface (20%); and screen (17%). Satisfaction is calculated on a 1,000-point scale.

Overall satisfaction with aftermarket in-dash vehicle navigation systems is 533 in 2015, unchanged from 2014 and one point higher than in 2013. However, satisfaction with aftermarket in-dash navigation systems is higher than satisfaction with factory- and dealer-installed navigation systems, which averages 521.<sup>2</sup>

There is a direct correlation between satisfaction and repurchase intent among owners of aftermarket navigation systems, as 72% of those who are highly satisfied (overall satisfaction scores of 800 and above) say they “definitely would” repurchase an aftermarket navigation system. As satisfaction declines, the likelihood that customers will purchase a factory-installed navigation system or dealer-installed system rather than an aftermarket system on their next purchase increases. Among owners who currently have an in-dash aftermarket navigation system and indicate they will buy the same type of system in the future, satisfaction averages 552. However, when owner satisfaction with their current in-dash aftermarket navigation system slips to 535 or lower, repurchase intent moves to a factory- or dealer-installed navigation system.

“While overall satisfaction is higher for aftermarket navigation systems, manufacturers need to provide unique features in their products that appeal to consumers in order improve satisfaction and draw market share from factory- or dealer-installed systems,” said **Taku Kimoto, executive director of the automotive division, at J.D. Power, Tokyo**. “Competing with original equipment navigation systems that tend to be integrated into the vehicle operational system and incorporate new technologies—including safety features—is critical in order for aftermarket systems to continue to appeal to consumers.”

### **Key Findings**

- At the factor level, satisfaction with navigation function (525) in 2015 is unchanged from 2014.

<sup>1</sup> Navigation Function includes evaluations of destination search, route setting, route/ road guidance and map data.

<sup>2</sup> Source: J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—OEM

However, satisfaction with infotainment equipment has improved by 3 points to 538 from 535 in 2014, and satisfaction with operation/ user interface has improved to 519, an increase of 6 points from 513. In contrast, screen satisfaction has declined by 7 points year over year to 565 from 572.

- Compared with original equipment navigation system buyers, aftermarket navigation system buyers more actively collect information in advance of their decision to purchase. Among aftermarket navigation system buyers, 77 percent indicate that they “referred to information sources about navigation systems before shopping,” which is 22 percent higher than OEM navigation system buyers.
- The types of information sources aftermarket navigation system buyers consult prior to purchase vary, with 25 percent indicating they visited “navigation system’s official website,” 21 percent “word-of-mouth information/ reviews on the Internet/ SNS” and 25 percent “shop display.” For factory-installed navigation system buyers these percentages are lower (6%, 5% and 10%, respectively).

### **Ranking**

The Alpine Big X Series ranks highest for a fourth consecutive year, with a score of 589, an increase of 16 points from 2014. The Alpine Big X Series has improved significantly—by at least 10 points—in all four factors, except operation/ user interface.

The Pioneer Cyber Navi Series ranks second at 555, improving by 6 points from 2014. The Kenwood MDV Series ranks third, with a score of 544.

The 2015 Japan Navigation Systems Customer Satisfaction Index Study is based on responses from 2,301 vehicle owners who purchased aftermarket navigation system between April 2013 and March 2015. The Internet study was fielded from late July to early August 2015.

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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](http://asean-oceania.jdpower.com).

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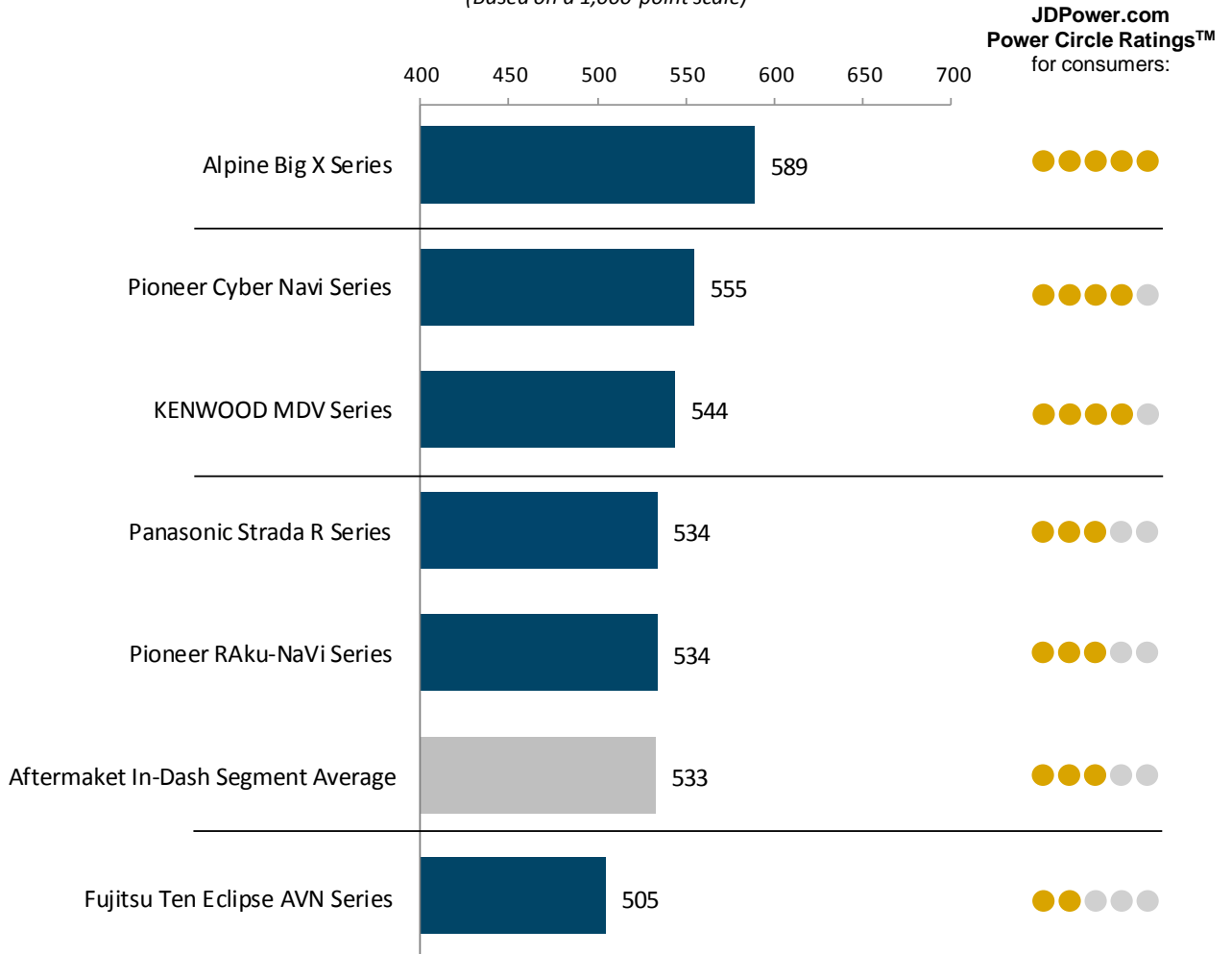
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Note: Two charts follow.

# J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

## Overall Satisfaction with Aftermarket In-Dash Navigation Systems

(Based on a 1,000-point scale)



**Power Circle Ratings Legend**

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

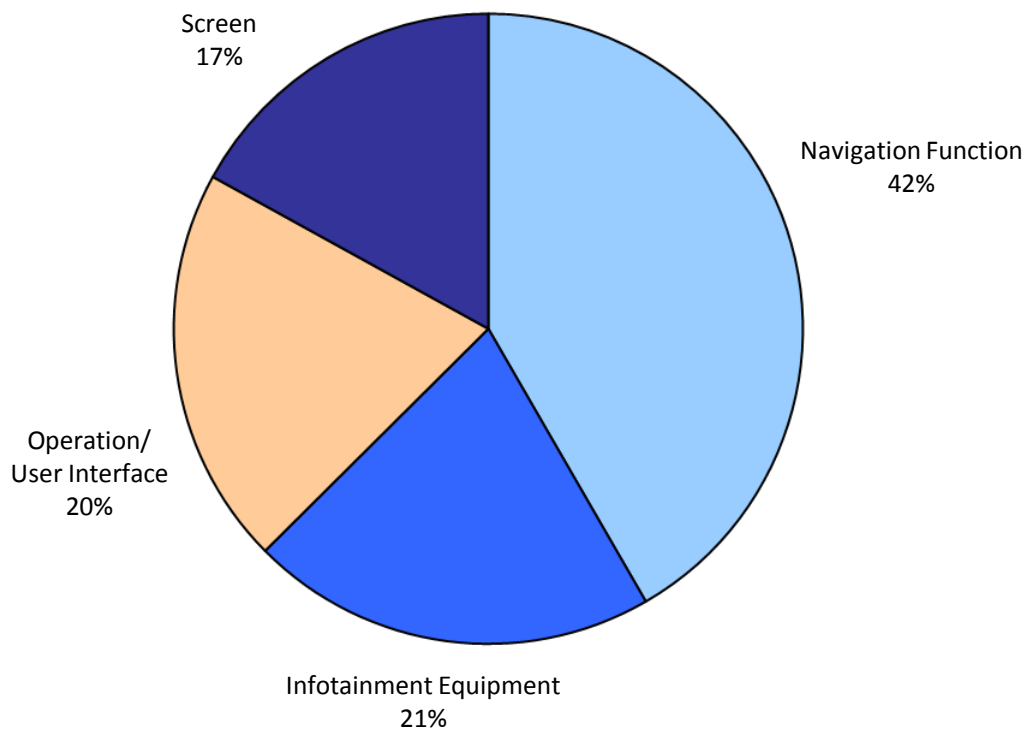
J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—Aftermarket

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# J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>

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## Factors Contributing to Overall Satisfaction with Aftermarket In-Dash Navigation Systems



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*J.D. Power 2015 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—Aftermarket*

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