

Noise and Infotainment Issues Contribute to Quality Problems Cited by New-Vehicle Owners in India, J.D. Power Finds

Hyundai, Maruti Suzuki and Mahindra Receive Initial Quality Study Awards

DELHI: 2 March 2022 – Among the total problems cited by new-vehicle owners in India, 33% are related to noise and infotainment functionality issues, according to the J.D. Power 2021 India Initial Quality Study (IQS),SM released today. After a hiatus since 2019, J.D. Power has re-launched the India Initial Quality Study in collaboration with NielsenIQ.

Initial quality is measured by the number of problems experienced per 100 vehicles (PP100) during the first month of ownership until six months, with a lower score reflecting higher quality. In this year's study, the industry average stands at 148 PP100.

"As vehicles continue to come in with multitude of infotainment features, consumers' sensitivity towards their seamless functionality and ease of use keep increasing," said **Sandeep Pande, lead of the automotive practice India at NielsenIQ**. "At the same time, traditional problems like excessive fuel consumption, in-car noise and speed of HVAC cooling system continue to occur.

Following are additional key findings of the 2021 study:

- **It is not only about the driver:** Owners who usually have more than two people riding in their car usually cite a significantly higher problem incidence. Owners with up to two people have a PP100 of 95.1, while owners with more than two people in their car have an average of 183 PP100.
- **Features/controls/displays (FCD) category has most design problems:** The FCD category has the most design-related problems at 12.9 PP100. The key issues are related to inadequacy of horn sound and slow charging of the USB ports.
- **Kilometers driven have a bearing on quality issues cited:** Owners who have driven up to 5,000 kilometers in their new vehicle cite considerably fewer problems than those who have driven more kilometers (134 PP100 vs. 170 PP100, respectively).

Highest-Ranking Models

- **Hyundai Santro** ranks highest in the compact segment with 139 PP100.
- **Maruti Suzuki Ignis** ranks highest in the upper compact segment with 157 PP100.
- **Hyundai Elite i20** ranks highest in the premium compact segment with 136 PP100
- **Hyundai Venue** ranks highest in the compact SUV segment with 123 PP100.
- **Hyundai Creta** ranks highest in the SUV segment with 122 PP100
- **Mahindra Bolero** ranks highest in the MPV / MUV segment with 99 PP100

The study measures problems experienced in two distinct categories: design-related problems and defects and malfunctions. The study includes specific diagnostic questions covering eight problem categories: exterior; driving experience; features/controls/displays; seats; audio/communication/entertainment/navigation; heating/ventilation/air conditioning; interior; and engine/transmission.

The 2021 India Initial Quality Study (IQS) is based on responses from 5,421 new vehicle owners who purchased their vehicle from January through December 2021. The months of April-June 2021 were not considered on account of the severe pandemic situation in India. The study was fielded from September through December 2021.

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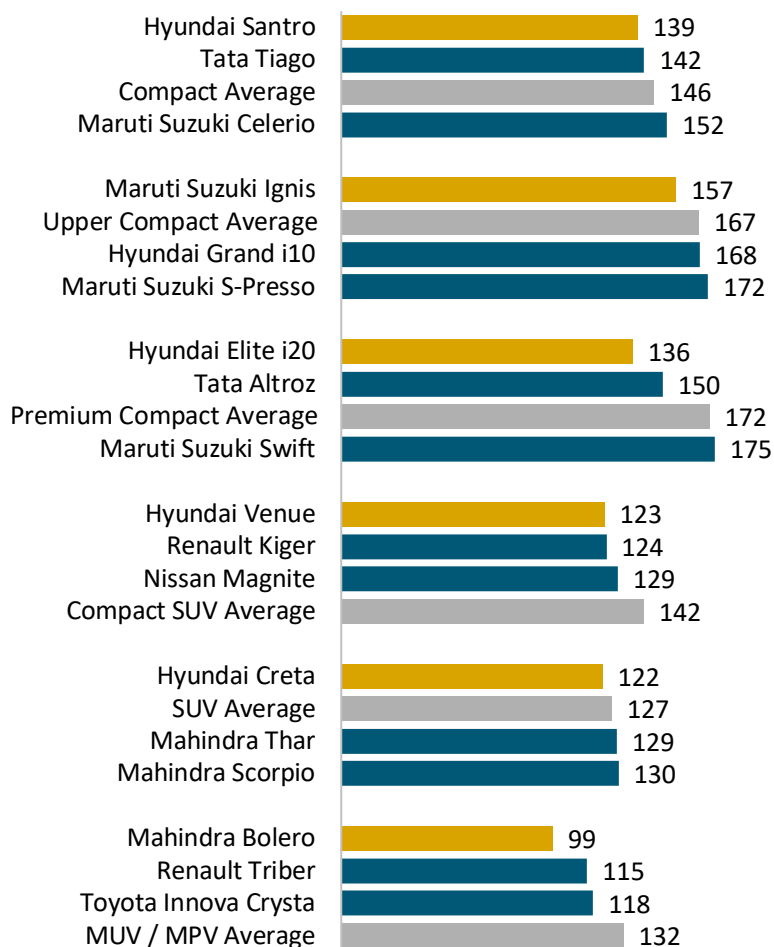
NOTE: One chart follows.

J.D. Power 2021 India Initial Quality Study (IQS)

Top Three Vehicles per Segment in Initial Quality

Problems per 100 Vehicles (PP100)

Lower score reflects higher 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 Entry compact, Entry Midsize, Midsize and Premium SUV segment

Source: J.D. Power 2021 India Initial Quality Study (IQS)

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