

Excessive Noise Problems an Increasing Concern for New-Vehicle Owners in Thailand, J.D. Power Finds

Ford, Honda, Mazda, Mitsubishi, Nissan and Toyota Receive Initial Quality Awards in Respective Segments

BANGKOK: 30 Nov. 2022 — Overall new-vehicle initial quality in Thailand has improved in most categories measured in this year's study, despite an increased number of owners indicating issues with excessive vehicle noises, according to the J.D. Power 2022 Thailand Initial Quality StudySM (IQS), released today. J.D. Power has relaunched the Thailand Initial Quality Study (IQS) in collaboration with NielsenIQ.

Initial quality is measured by the number of problems experienced per 100 vehicles (PP100) during the first six months of ownership, with a lower score reflecting higher quality. The industry performance improves this year to 130 PP100 from 147 PP100 in 2021. Design-related problems (71 PP100) are more prevalent this year than physical defects and malfunctions (55 PP100).

"Noise problems in the exterior, driving experience and interior vehicle categories continue to be more frequently reported," said **Manenatta Jirasevijinda, regional lead of automotive in SEA at NielsenIQ**. "Customers say wind noises, road noises and squeak/ rattle noises in the vehicle interior create an unpleasant experience while driving. Automakers should be mindful of these problems in the design and manufacture processes. Customers who experience fewer problems with their vehicle are more robust in recommendations to family and friends."

The top three problems are excessive wind noise (10.0 PP100) in the defects and malfunctions category; and poor radio reception (5.8 PP100) and A/C not getting cold fast enough (5.7 PP100) in the design category. Minor problems reported in last year's study that were quickly addressed and have fewer number of problems this year include insufficient power plugs/USB charging ports (2.6 PP100, down from 5.5 PP100) and mats not staying in place (1.6 PP100, down from 3.4 PP100).

Following are additional key findings of the 2022 study:

- **Vehicle exterior category remains the top problem:** The exterior category has the most problems (24.4 PP100) while the engine category has the least problems (9.6 PP100). The largest improvement is for abnormal engine noises (-0.9 PP100).
- **Different lifestyles reflect the most commonly reported problems:** Large SUV owners report the largest number of problems for A/C not getting cold fast enough (8.2 PP100) and difficulty to use controls in folding/ stowable rear seats to desired position (8.1 PP100). Pickup single cab owners more often report poor ride quality (9.0 PP100).
- **Repeat vehicle owners cite more negative issues in driving experience, compared to first-time new-vehicle owners:** Repeat vehicle owners have more problems related to driving experience than do first-time owners (24.4 PP100 vs. 16.9 PP100, respectively). For example, among those who cite poor ride quality, repeat vehicle owners have more problems than first-time owners (6.8 PP100 vs. 3.9 PP100, respectively).

Highest Ranked Models

- **Nissan Almera** ranks highest in the compact segment with 134 PP100.
- **Mazda2** ranks highest in the entry midsize segment with 125 PP100.
- **Honda HR-V e:HEV** ranks highest in the compact SUV segment with 117 PP100.
- **Toyota Fortuner** ranks highest in the large SUV segment with 125 PP100.
- **Ford Ranger Hi-Rider X-Cab** ranks highest in the pickup extended cab segment with 122 PP100.
- **Mitsubishi Triton Plus D-Cab** ranks highest in the pickup double cab segment with 122 PP100.

The study measures problems experienced in two 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 2022 Thailand Initial Quality Study (IQS) is based on responses from 5,419 new vehicle owners who purchased their vehicle from November 2021 through August 2022. The study covers 11 different brands that include 77 passenger car, pickup truck and utility vehicle models. The study was fielded from May through September 2022.

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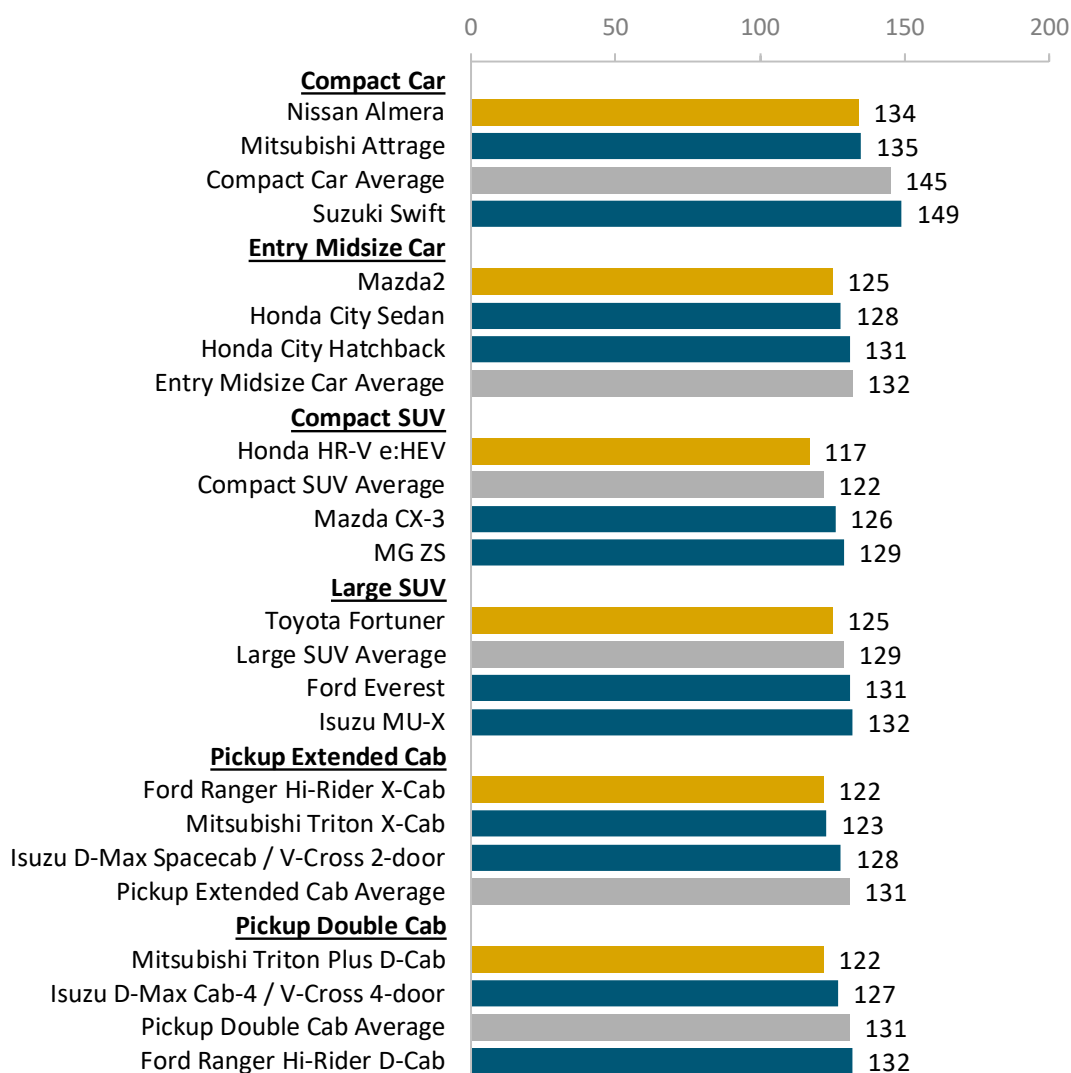
NOTE: One chart follows.

J.D. Power 2022 Thailand Initial Quality StudySM (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 midsize car, premium midsize car, midsize SUV, MPV and pickup single cab.

Source: J.D. Power 2022 Thailand Initial Quality StudySM (IQS)

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