

## Two-Wheeler Owners Have High Degree of Satisfaction with Initial Quality, J.D. Power Finds

Bajaj, Honda, TVS, Yamaha Receive Two-Wheeler Initial Quality Study Awards

**DELHI: 22 Feb. 2023** – Two-wheeler owners in India have high satisfaction with the initial quality performance of their vehicles, according to the J.D. Power 2023 India Two-Wheeler Initial Quality Study<sup>SM</sup> (2WIQS), released today. More than one-fourth (28%) of two-wheeler owners say the number of problems experienced with their new two-wheeler are fewer than what they expected. After a hiatus since 2019, J.D. Power has re-launched the India Two-Wheeler Initial Quality Study this year in collaboration with NielsenIQ.

Initial quality is measured by the number of problems experienced per 100 vehicles (PP100) in the first six months of ownership, with a lower score reflecting higher quality. In this year's study, the industry average is 107 PP100. The scooter segments combine for an average of 91 PP100, while the motorcycle segments combine for an average of 101 PP100. For the first time, the study includes electric two-wheelers, with 173 PP100.

"The industry's sharp focus on both manufacturing and perceived quality in recent years has yielded significant positive results," said **Sandeep Pande, lead of the automotive practice India at NielsenIQ**. "Customers are clearly appreciating the same in experiencing fewer issues during their initial ownership period."

Pande cautioned, however, that there has been a decrease in the distance traveled during the initial ownership period. Overall distance traveled cited by customers has declined 13% from the 2019 study. "Given that quality feedback is often directly related to extended usage, the reduced problems cited this year could be transient and may need to be monitored closely for enhanced customer satisfaction."

Following are additional key findings of the 2023 study:

- **More problems cited by owners of electric two-wheelers:** Electric two-wheelers experience more problems (173 PP100) than in any other segment, with nearly half of those problems (85 PP 100) being related to connectivity.
- **Fuel efficiency and driving range expectations:** Owners of gas-powered two-wheelers and electric two-wheelers have similar levels of satisfaction with the fuel efficiency and driving range of their vehicles. Among owners in both categories, 80% say that the fuel efficiency and driving range met their expectations.
- **Longer ownership cycle expected:** Owners say they intend to keep their current two-wheeler for seven to eight years. In the 2019 study, that figure was six years.

### Highest-Ranking Models

- **Honda Dio** ranks highest in the scooter economy segment with 56 PP100
- **TVS Jupiter 125** ranks highest in the scooter executive segment with 70 PP100
- **Honda Dream** ranks highest in the motorcycle economy segment with 88 PP100

- **Bajaj Pulsar 125** ranks highest in the motorcycle executive segment with 90 PP100
- **Yamaha R15** ranks highest in the motorcycle premium segment with 57 PP100

The study measures problems experienced in two distinct categories: design-related problems and defects and malfunctions. The study includes specific diagnostic questions covering seven problem categories for gas-powered models: fit and finish; engine; transmission; brakes; ride and handling; lights and electricals; and gauges and controls. For electric two-wheelers, an additional category of connectivity is included.

The 2023 India Two-Wheeler Initial Quality Study (2WIQS) is based on responses from 7,465 new two-wheeler owners who purchased their vehicle from March through November 2022. The study was fielded from August through December 2022. NielsenIQ conducted face-to-face surveys in 40 major cities in India, asking more than 200 questions of two-wheeler owners about their product experience in their initial months post purchase. After conducting the surveys, the responses were cleaned for data quality and calculated. Brands included in the study are ranked according to aggregate score of problems per 100 vehicles, with a lower score indicating better quality.

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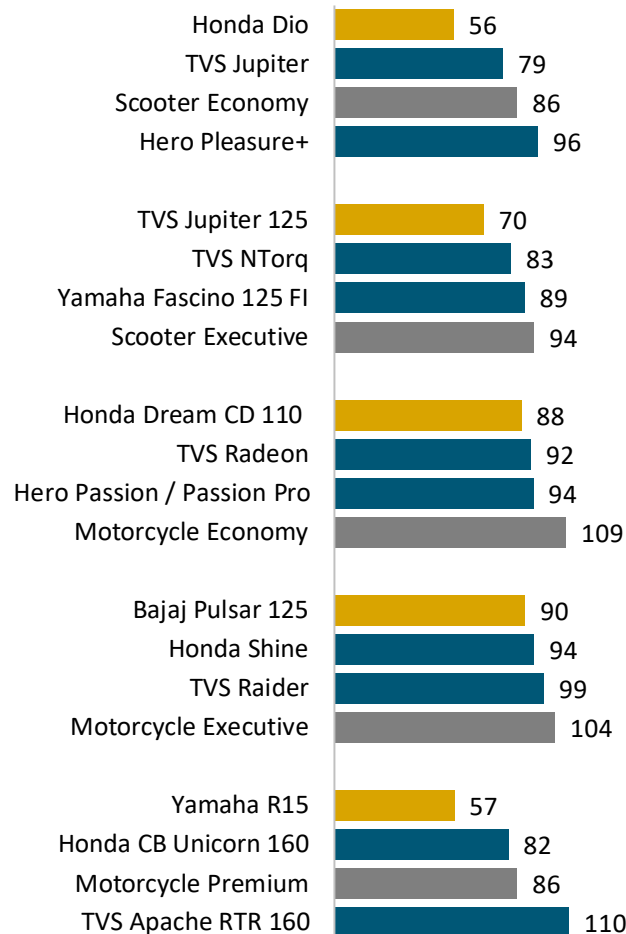
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NOTE: One chart follows.

# J.D. Power 2023 India Two-Wheeler Initial Quality Study<sup>SM</sup> (2WIQS)

## Top Three Models per Segment

Problems per 100 Vehicles (PP100)



Note: Only the top three models 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 a 2WIQS score better than segment average. No official rankings are published for Motorcycle Upper Executive, Motorcycle Premium Plus and Electric 2W segments.

Source: J.D. Power 2023 India Two-Wheeler Initial Quality Study<sup>SM</sup> (2WIQS)

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