

## Two-Wheeler Industry in India Improves in Vehicle Appeal but Fuel Efficiency Issues Still Affect Owner Satisfaction, J.D. Power Finds

Honda and TVS Each Receive Two APEAL Awards; Suzuki and Yamaha Each Receive One Award

**NEW DELHI: 12 March 2025** – The two-wheeler industry in India continues to make significant strides in enhancing overall owner satisfaction, according to the J.D. Power 2025 India Two-Wheeler APEAL Study<sup>SM</sup> (2WAPEAL), released today. Almost half (46%) of two-wheeler owners say their level of satisfaction with their vehicle exceeded their initial expectation. This compares very favorably with the 2024 study in which 32% indicated a better-than-expected experience.

Fuel economy-related attributes continue to dominate overall owner satisfaction, as owners view higher efficiency as a means to extend driving range and reduce refueling frequency, enhancing convenience and practicality while reducing overall cost of ownership.

“Fuel efficiency is a critical factor in the Indian automotive market due to rising fuel costs, high daily commute distances and a price-sensitive customer base,” said **Pronab Gorai, engagement director at Differential in Singapore**. “Additionally, increasing environmental awareness and government regulations promoting fuel-efficient and cleaner vehicles further reinforce the importance of fuel economy.”

### Highest-Ranking Models

- **Honda Activa** ranks highest in the scooter economy segment with a score of 864.
- **Suzuki Burgman** ranks highest in the scooter executive segment with a score of 873.
- **TVS Radeon** ranks highest in the motorcycle economy segment with a score of 873.
- **Honda Shine 125** ranks highest in the motorcycle executive segment with a score of 871.
- **Yamaha MT-15** ranks highest in the motorcycle premium segment with a score of 873.
- **TVS iQube/ iQube S** ranks highest in the scooter EV segment with a score of 873.

“As competition in the industry intensifies, automakers that effectively align with evolving consumer preferences stand to gain a significant advantage,” said **Atsushi Kawahashi, senior director at J.D. Power Japan**. “This year’s study underscores the importance of continuous innovation in vehicle design and technology to meet and exceed customer expectations.”

The re-designed study conducted in collaboration with Differential, Singapore, measures owners’ satisfaction with their two-wheelers across various vehicle systems. The study covers 55 individual product level attributes across vehicle systems such as seats; looks and styling; controls, switches and locks; engine and transmission; fuel economy; and ride and handling. For electric two-wheelers, additional categories of connectivity and mobile app; charging and driving range; and pickup and performance are included.

The 2025 India Two-Wheeler APEAL Study is based on responses from 6,503 new two-wheeler owners who purchased their vehicle from May through December 2024. The study was fielded from October 2024 through January 2025. Fieldwork was conducted through face-to-face surveys in 42 major cities in India covering 80 two-wheeler models from 12 makes. Brands included in the study are ranked according to aggregate score out of 1,000 index points, with a higher score indicating better performance.

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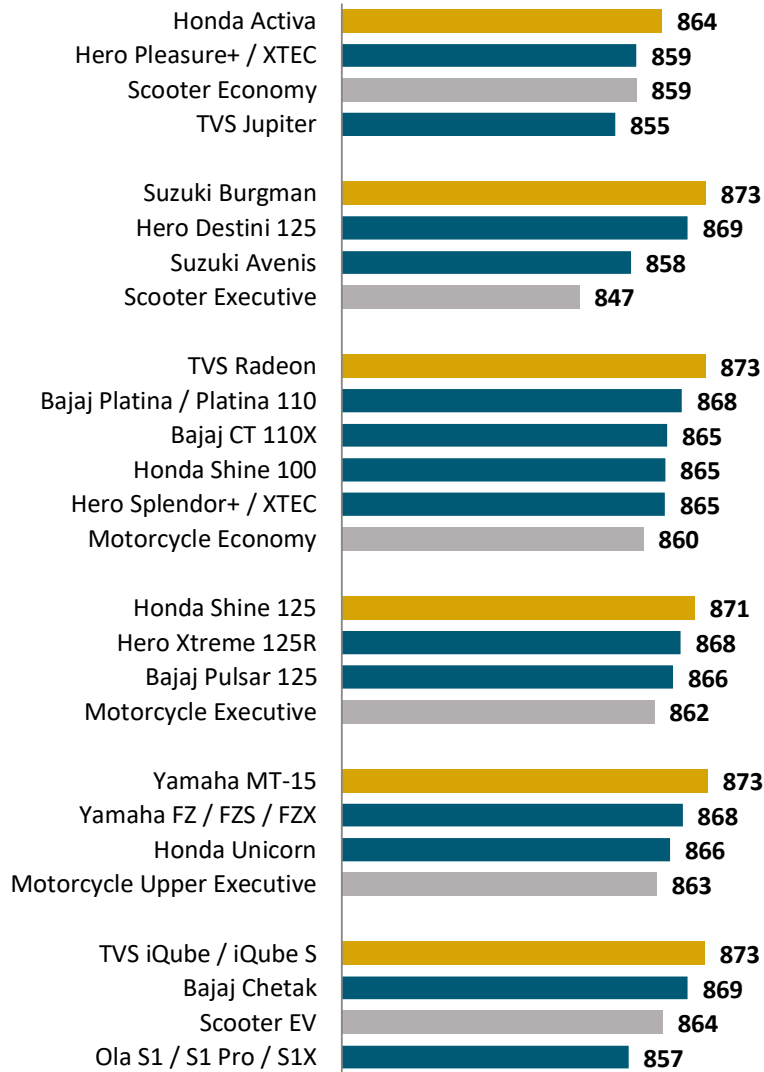
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NOTE: One chart follows.

# J.D. Power 2025 India Two-Wheeler APEAL Study<sup>SM</sup> (2WAPEAL)

## Top Three Models per Segment (Based on a 1,000-point scale)



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 2WAPEAL score better than segment average. No official rankings are published for Motorcycle Premium and Premium Plus segments.

Source: J.D. Power 2025 India Two-Wheeler APEAL Study<sup>SM</sup> (2WAPEAL)

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