

Quality Concerns Rise Year-Over-Year in Two-Wheelers in India, JD Power Finds

TVS Wins Three Segment Awards; Hero Receives Two Awards

NEW DELHI: 05 March 2026 – While the two-wheeler industry has seen significant volume growth over the previous year, new vehicle buyers report a significant increase in quality issues with their new two-wheeler, according to the JD Power 2026 India Two-Wheeler Initial Quality StudySM (2WIQS), released today. Owners on average report an increase of 8 PP100 over last year, contributed mostly by increase in problems reported on Engine (+5 PP100) and Connectivity/Mobile App (+3 PP100).

The study finds that within the engine category; customers report greatest increase in fuel mileage and engine responsiveness related problems. Also, the median daily distance driven increased from 30 km in 2025 to 35 km in 2026. In addition, there is a greater adoption of connectivity-enabled vehicles with one in three customers this year indicating that their two-wheeler has the Bluetooth feature, compared to about one in four saying so last year.

“Improving road infrastructure in India combined with growing city sizes is enabling longer daily driving distances. As customers spend more time on better, faster roads, their expectations are evolving—they now demand both strong fuel efficiency and superior acceleration for responsive performance.” said **Pronab Gorai, engagement director at Differential in Singapore**. “For automakers, this reinforces the need to engineer powertrains that deliver efficiency and performance simultaneously, rather than treating them as trade-offs.”

Overall initial quality for the industry stands at 94 PP100 in 2025, with the highest number of problems being in the engine (23 PP100) category. More than half (58%) of customers continue to indicate that the number of problems experienced during their initial ownership are less than what they expected – a figure similar to last year.

“The data underscores the critical importance of initial quality: customers who do not experience problems demonstrate significantly higher advocacy and stronger loyalty intentions,” said **Atsushi Kawahashi, senior director of JD Power Japan**. “This reinforces why systematically tracking and benchmarking quality performance is essential to sustaining customer satisfaction, strengthening brand perception, and protecting long-term loyalty.”

Highest-Ranking Models

- **TVS Jupiter** ranks highest in the scooter economy segment with 102 PP100.
- **Suzuki Burgman Street/EX** ranks highest in the scooter executive segment with 41 PP100.
- **Hero HF Deluxe** ranks highest in the motorcycle economy segment with 82 PP100.

- **TVS Raider** ranks highest in the motorcycle executive segment with 90 PP100.
- **Yamaha FZ/FZS/FZX** ranks highest in the motorcycle premium segment with 68 PP100.
- **TVS Ronin** ranks highest in the motorcycle premium plus segment with 57 PP100.
- **Hero Vida V2/VX2** ranks highest in the scooter EV segment with 58 PP100.

The study is conducted in collaboration with Differential, Singapore. It measures problems experienced in eight problem categories for internal combustion engine (ICE) models (in alphabetical order): brakes; connectivity, mobile app and navigation; engine; fit and finish; gauges and controls; lights and electricals; ride and handling; and transmission. For electric two-wheelers, the categories of engine and transmission are replaced by the categories of battery and charging; and pick-up and performance.

The 2026 India Two-Wheeler Initial Quality Study (2WIQS) is based on responses from 6,381 new two-wheeler owners, including both internal combustion engine and electric powertrains, who purchased their vehicle from March through December 2025. The study was fielded from September 2025 through January 2026. Fieldwork was conducted through face-to-face surveys in 42 major cities in India covering over 80 two-wheeler models from 15 nameplates. Models included in the study are ranked according to aggregate score of problems per 100 vehicles, with a lower score indicating better quality.

About JD Power

JD Power is a proven leader in business-critical data and intelligence to drive auto-related decisions with confidence and clarity. By leveraging unmatched proprietary data, advanced analytics and deep industry expertise, JD Power fuels original equipment manufacturers, retailers, lenders, insurers and partners to enhance their performance.

Since 1968, JD Power has delivered incisive guidance and intelligence about customer interactions with brands and products. To learn more about the company's business offerings, visit [JDPower.com](https://www.jdpower.com).

Differential is a strategic consulting and research firm specializing in consumer insights, brand strategy, and market intelligence across the Asia-Pacific region. With expertise in data-driven decision-making, the firm helps businesses navigate complex market dynamics by providing deep cultural and behavioral insights. Its services range from qualitative and quantitative research to competitive analysis and trend forecasting, enabling clients to develop effective business strategies and customer engagement plans. Leveraging a strong understanding of regional nuances, Differential supports companies in various industries, including automotive, finance, and technology, to drive growth and innovation. To learn more about the company's business offerings, visit www.differential.com.sg.

Media Relations Contacts

Ishika Arora, Differential; Singapore; +65-8428-3005 ishika.arora@differential.com.sg
Joe LaMuraglia, JD Power; USA; +1-714-621-6224; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules: <http://www.jdpower.com/business/about-us/press-release-info>

#

NOTE: One chart follow.