

### Persistent Infotainment Issues Highlight Need for Vehicle Quality Improvement in Thailand, J.D. Power Finds

#### Toyota Wins Four Segment Awards; Mitsubishi and BYD Each Receive Two Awards

**BANGKOK: 31 March 2025** – A higher proportion of vehicle owners in Thailand cited quality problems with their vehicles this year (89% vs. 81% in 2023), with the infotainment category registering the highest incidence, according to the J.D. Power 2025 Thailand Initial Quality Study<sup>SM</sup> (IQS)—Volume 1, released today.

Given the rapid emergence of new-energy vehicles in Thailand, the study has been redesigned to include battery electric vehicles (BEVs) and their related problems. The number of quality problems cited are similar among new-energy vehicle (NEV) owners and non-NEV owners (those who own internal combustion engine (ICE) vehicles or hybrid vehicles). NEV owners had 179 problems per 100 vehicles (PP100) and non-NEV owners had 177 PP100. NEV owners also had more issues in climate control and infotainment categories, whereas non-NEV owners experienced more problems with seats; vehicle exterior; and interior. A lower score reflects higher vehicle quality.

"Modern vehicle owners stay closely connected to their mobile devices and consider them essential to their daily lives," said **Chaiyawat Kesaporn, senior project manager and lead analyst at Differential in Thailand**. "As a result, they increasingly expect seamless connectivity when entering and exiting their vehicles. However, the infotainment category still faces significant challenges as owners often have problems with Bluetooth connectivity, limited power outlets, slow charging speeds and unresponsive touchscreens."

#### Highest-Ranking Models

- **Toyota Yaris Ativ** ranks highest in the compact car segment with 166 PP100.
- **Honda City e:HEV Hatchback** ranks highest in the entry midsize car segment with 167 PP100.
- **Toyota Yaris Cross** ranks highest in the compact SUV segment with 165 PP100.
- **Toyota Fortuner** ranks highest in the large SUV segment with 170 PP100.
- **Mitsubishi Xpander** ranks highest in the MPV segment with 178 PP100.
- **Isuzu D-Max Spark** ranks highest in the pickup single cab segment with 173 PP100.
- **Toyota Hilux Revo Prerunner Smart Cab** and **Toyota Hilux Revo Smart Cab** rank highest in a tie in the pickup extended cab segment, each with 188 PP100.
- **Mitsubishi Triton Plus D-Cab** ranks highest in the pickup double cab segment with 165 PP100.
- **BYD Dolphin** ranks highest in the NEV car segment with 167 PP100.
- **BYD ATTO 3** ranks highest in the NEV SUV segment with 180 PP100.

"Measuring new-vehicle quality in Thailand is crucial for both established automakers and emerging contenders in the NEV segment, as they strive to enhance customer satisfaction and brand reputation," said **Atsushi Kawahashi, senior director of J.D. Power Japan**. "By leveraging these insights for proactive quality improvements, manufacturers can establish a strong brand image, boost resale value, reduce warranty costs and strengthen their competitive position in Thailand's automotive market."

The study, conducted in collaboration with Differential, measures problems experienced in 10 problem categories for ICE vehicles, hybrids (HEV, PHEV) and BEVs (in alphabetical order): climate control;

driving assistance; driving experience; exterior; engine, motor and transmission; features, controls and displays; infotainment; interior; and seats. For BEVs, the battery and charging category is an additional category.

The 2025 Thailand Initial Quality Study (IQS)—Volume 1 is based on responses from 4,721 new car owners, including both internal combustion engine, hybrids and electric powertrains, who purchased their vehicle from June 2024 through January 2025. The study was fielded from December 2024 through February 2025. Fieldwork was conducted through face-to-face surveys in 22 major cities in Thailand covering 55 car models from 14 makes. Brands included in the study are ranked according to aggregate score of problems per 100 vehicles, with a lower score indicating better quality. The J.D. Power 2025 Thailand Initial Quality Study (IQS)—Volume 2 is scheduled to publish in the fourth quarter of this year.

**J.D. Power** is a global leader in automotive data and analytics, and provides industry intelligence, consumer insights and advisory solutions to the automotive industry and selected non-automotive industries. J.D. Power leverages its extensive proprietary datasets and software capabilities combined with advanced analytics and artificial intelligence tools to help its clients optimize business performance.

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**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](http://www.differential.com.sg).

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NOTE: Three charts follow.

# J D. Power 2025 Thailand Initial Quality Study<sup>SM</sup> (IQS)—Volume 1

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## Top Three Models per Segment

### *Car Segments*

#### Compact Car

Highest Ranked: Toyota Yaris Ativ

Toyota Yaris  
Mitsubishi Attrage

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#### Entry Midsize Car

Highest Ranked: Honda City e:HEV Hatchback

Honda City e:HEV Sedan  
Mazda 2

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#### New Energy Vehicle (NEV) Car

Highest Ranked: BYD Dolphin

BYD Seal  
MG4 Electric

*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 SUV.*

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*Source: J.D. Power 2025 Thailand Initial Quality Study<sup>SM</sup> (IQS)—Volume 1*

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*Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.*

# J D. Power 2025 Thailand Initial Quality Study<sup>SM</sup> (IQS)—Volume 1

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## Top Three Models per Segment

### *SUV & MPV Segments*

#### Compact SUV

Highest Ranked: **Toyota Yaris Cross**

GWM Haval Jolion

Honda HR-V e:HEV

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#### Large SUV

Highest Ranked: **Toyota Fortuner**

Isuzu MU-X

Ford Everest

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#### New Energy Vehicle (NEV) SUV

Highest Ranked: **BYD ATTO 3**

AION Y Plus

Changan Deepal S07

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#### MPV

Highest Ranked: **Mitsubishi Xpander**

Mitsubishi Xpander HEV

Toyota Veloz

*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 SUV.*

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## Top Three Models per Segment

### *Pickup Segments*

#### Pickup Single Cab

Highest Ranked: Isuzu D-Max Spark

Toyota Hilux Revo S-Cab

Toyota Hilux Champ

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#### Pickup Extended Cab

Highest Ranked: Toyota Hilux Revo Prerunner Smart Cab

Toyota Hilux Revo Smart Cab

Isuzu D-Max Hi-Lander X-Cab

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#### Pickup Double Cab

Highest Ranked: Mitsubishi Triton Plus D-Cab

Ford Ranger Hi-Rider D-Cab

Isuzu D-Max Hi-Lander D-Cab

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*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 SUV.*

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