

New-Vehicle Owners in India Cite Similar Quantum of Design- and Defect-Related Problems with Initial Ownership Experience, J.D. Power Finds

Hyundai, MG, Tata, Toyota and Volkswagen Receive Initial Quality Awards

DELHI: 22 Dec. 2023 – Among the total number of problems cited by new-vehicle owners in India, design- and defect-related problems have been cited almost equally, according to the J.D. Power 2023 India Initial Quality Study (IQS),SM released today. This is a different trend from previous years in which incidence of design-related problems has been higher. J.D. Power re-launched the India Initial Quality Study in partnership with NielsenIQ in 2022.

Initial quality is measured by the number of problems experienced per 100 vehicles (PP100) during the first month of ownership until six months, with a lower score reflecting higher quality. In this year's study, the industry average stands at 122 PP100, unchanged from 2022.

"Though the defect incidences have increased year over year, design-related problems account for seven of the top 10 problems," said **Sandeep Pande, lead of the automotive practice India at NielsenIQ**. "These are clearly areas of opportunity for manufacturers to improve upon."

Following are additional key findings of the 2023 study:

- **Younger owners difficult to satisfy:** Owners 30 years of age and younger tend to have more problems with their new vehicle. Owners in this age range average 136 PP100, which is 14 PP100 higher than the industry average.
- **First-time buyers tend to cite more issues:** First-time new-vehicle buyers have significantly more problems with their new vehicle than repeat buyers (131 PP100 vs. 108 PP100, respectively).

Highest-Ranking Models

- **Tata Tiago** ranks highest in the compact segment with 112 PP100.
- **Toyota Glanza** ranks highest in the premium compact segment with 102 PP100.
- **Hyundai Aura** ranks highest in the entry midsize segment with 109 PP100.
- **Volkswagen Virtus** ranks highest in the midsize segment with 88 PP100.
- **MG Astor** ranks highest in the compact SUV segment with 71 PP100.
- **Volkswagen Taigun** ranks highest in the SUV segment with 87 PP100.
- **Toyota Innova Hycross** ranks highest in the MPV / MUV segment with 83 PP100.

The India Initial Quality Study measures problems experienced in two distinct 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 2023 study is based on responses from 7,198 new-vehicle owners who purchased their vehicle from January through October 2023. The study was fielded from July through November 2023. NielsenIQ conducted face-to-face surveys in 25 major cities in India, asking more than 200 questions of vehicle 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 a better quality.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies. J.D. Power has offices in North America, Europe and Asia Pacific.

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decision-making for the world's leading consumer goods companies and retailers.

Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth.

NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population. For more information, visit NielsenIQ.com.

Media Relations Contacts

Sandeep Pande, NielsenIQ; sandeep.pande@nielseniq.com

Kaustav Roy, NielsenIQ; kaustav.roy@nielseniq.com

Geno Effler, J.D. 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>

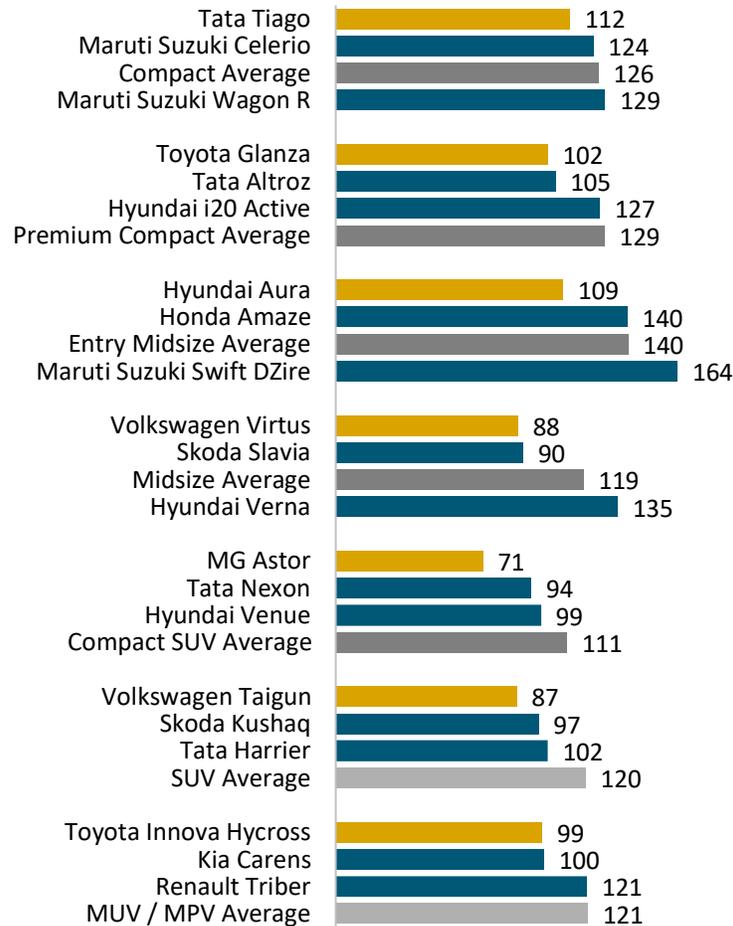
###

NOTE: One chart follows.

J.D. Power 2023 India Initial Quality StudySM (IQS)

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 an IQS score better than segment average. No official rankings are published for Entry Compact, Upper Compact, Premium Midsize and Premium SUV segments.

Source: J.D. Power 2023 India Initial Quality StudySM (IQS)

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.