

Significant Rise in Noise-Related Problems in Thailand Affects Overall Quality, J.D. Power Finds

Isuzu and Nissan Each Receive Two Segment Awards in Initial Quality

BANGKOK: 20 Dec. 2023 – Although number of new-vehicle owners who cite any problems with their vehicle is 10 percentage points lower than a year ago (81% vs. 91%), the number of total problems experienced is nearly double, as evidenced by an increase of those who claimed at least two problems (52% vs. 27% in 2022), according to the J.D. Power 2023 Thailand Initial Quality StudySM (IQS), released today. J.D. Power relaunched the Thailand Initial Quality Study in collaboration with NielsenIQ in 2021.

Initial quality is determined by the number of problems experienced per 100 vehicles (PP100) during the first six months of ownership, with a lower score reflecting higher quality. It is the first year of introducing the new energy vehicle (NEV) segment in the study which includes models with battery electric vehicle (BEV) and plug-in hybrid vehicle (PHEV) powertrains.

The overall industry performance stands at 168 PP100, 38 more problems than in 2022. Design-related problems (91 PP100) are still mentioned more frequently than defects and malfunctions (76 PP100). The top three problems overall are excessive wind noise (13.1 PP100); excessive road noise (9.3 PP100); and poor ride quality (8.1 PP100).

“New-vehicle owners are experiencing the same persistent problems from a year ago,” said **Manenatta Jirasevijinda, director of automotive at NielsenIQ**. “The excessive noise from wind around the vehicle and from underneath remain the top issues. While the automakers are focusing on developing new technology and exploring new-energy vehicles, they should be mindful of securing the vehicle quality based on all basic needs of owners.”

Following are additional key findings of the 2023 study:

- **Vehicle exterior is most problematic category:** The highest problem incidence is in the category of vehicle exterior, which includes the excessive wind and road noises (13.1 and 9.3 PP100, respectively); difficulty to open or close trunk/hatch/tailgate (2.8 PP100); dim/ not bright enough for headlights (1.9 PP100); and difficulty to open or close fuel cap (1.0 PP100).
- **New issues revealed in top 5 problems in each category:** Squeak/rattle/other noise at glove box (3.7 PP100) of the vehicle interior element is new to the top five defects and malfunctions category. Insufficient engine power (5.2 PP100) of the engine/ motor/ charging/ transmission element has become a more sensitive issue and is now among the top five design-related problems.
- **HVAC issues widely cited among new-energy vehicles:** Owners of new-energy vehicles encounter HVAC issues more often than the industry average (26.3 PP100 vs. 12.6 PP100, respectively). Noteworthy HVAC problem symptoms are A/C not getting cold fast enough (13.7 PP100) and A/C not getting cold at all (6.1 PP100). Also notable is too slow of a charging speed while using normal chargers (2.2 PP100).

Highest Ranked Models

- **Nissan Almera** ranks highest in the compact segment with 153 PP100.
- **Mazda2** ranks highest in the entry midsize segment with 149 PP100.
- **Honda Civic Sedan** ranks highest in the midsize segment with 150 PP100.
- **Nissan Kicks** ranks highest in the compact SUV segment with 163 PP100.
- **Ford Everest** ranks highest in the large SUV segment with 169 PP100.
- **Isuzu D-Max Hi-Lander X-Cab** ranks highest in the pickup extended cab segment with 138 PP100.
- **Isuzu D-Max Cab-4/ V-Cross 4-Door** ranks highest in the pickup double cab segment with 150 PP100.
- **BYD Atto 3** ranks highest in the new energy segment with 158 PP100.

The Thailand Initial Quality Study measures problems experienced in two 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/ motor/ charging/ transmission.

This year's study is based on responses from 4,726 new-vehicle owners who purchased their vehicle from November 2022 through August 2023. The study covers 12 different brands that include 47 passenger car, pickup truck, utility vehicle and new-energy vehicle models. The study was fielded from May through September 2023.

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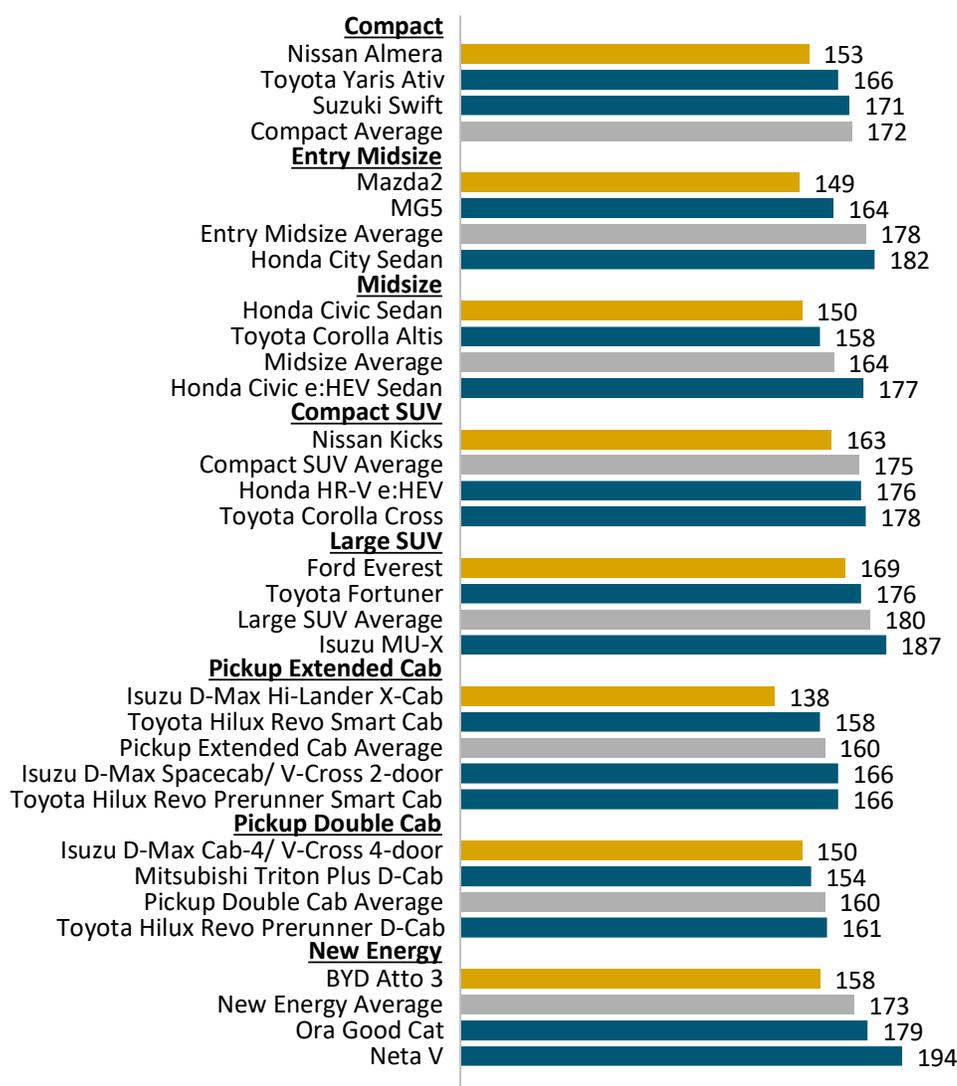
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NOTE: One chart follows.

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

Top Three Vehicles per Segment in Initial Quality

Problems per 100 Vehicles (PP100)



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 MPV and pickup single cab.

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

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