

Vehicle Noises, ADAS and Charging-Related Issues Increase, While Thailand's Overall New-Vehicle Quality Holds Steady, J.D. Power Finds

Toyota Wins Three Segment Awards; Honda and Mitsubishi Each Receive Two Awards

BANGKOK: 19 November 2025 — Despite overall new-vehicle initial quality levels remaining stable this year at 177 problems per 100 vehicles (PP100), vehicle owners in Thailand have experienced a notable increase in noise-related problems—including wind noise, road noise and other abnormal cabin sounds—according to the J.D. Power 2025 Thailand Initial Quality StudySM (IQS) — Volume 2, released today. A lower PP100 score indicates higher vehicle quality.

New-vehicle owners remain highly sensitive to noise refinement, reflected in rising incidences of road noise (11 PP100, +1); wind noise (6 PP100, +5); suspension noise (3 PP100, +1); and abnormal window operation sounds (2 PP100, +1). Beyond noise-related issues, several usage-driven problems have emerged across all vehicle categories (NEV, ICE and Hybrid). Increased exposure to advanced driver-assistance system (ADAS) features has led to higher incidence of problems related to alerts, warnings and perceived system intrusiveness. In-vehicle device charging also continues to frustrate owners due to insufficient ports and slow charging speeds. Among NEV owners, EV charging speed remains the most prominent problem within the battery and charging category, as real-world performance trails customer expectations.

"When comparing the problem reports from 2025 V1 (dry season: Dec 2024–Feb 2025) and V2 (rainy season: Jun–Oct 2025), clear differences emerge in the nature of issues customers experience," said **Chaiyawat Kesaporn, senior project manager and lead analyst at Differential in Thailand**. "In V1, fieldwork aligned with the traveling season, when vehicles were packed with passengers who fought each other for charging ports for their devices. In V2, problems with wipers and lights are increasingly reported. This points to the necessity for OEMs to implement continuous customer quality tracking to obtain a holistic performance view and make more informed product improvement decisions."

Highest-Ranking Models

- **Toyota Yaris Ativ** ranks highest in the compact car segment with 165 PP100
- **Honda City e:HEV Hatchback** ranks highest in the entry midsize car segment with 170 PP100
- **Honda HR-V e:HEV** ranks highest in the compact SUV segment with 174 PP100
- **Toyota Fortuner** ranks highest in the large SUV segment with 170 PP100
- **Mitsubishi Xpander HEV** ranks highest in the MPV segment with 167 PP100
- **Isuzu D-Max Spark** ranks highest in the pickup single cab segment with 169 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 181 PP100
- **Mitsubishi Triton Plus D-Cab** ranks highest in the pickup double cab segment with 169 PP100
- **MG4 Electric** ranks highest in the NEV car segment with 173 PP100
- **BYD Atto 3** ranks highest in the NEV SUV segment with 149 PP100

"In today's fast-changing automotive landscape, the brands that succeed are those that integrate customer feedback into every stage of product design and manufacturing," said **Atsushi Kawahashi, senior director of J.D. Power Japan**. "Continuous, data-driven insights—such as those provided through

IQS benchmarking together with tracking data—enable OEMs to identify emerging issues early and feed those learnings directly into their next product development cycles.”

The 2025 Thailand Initial Quality Study (IQS)—Volume 2, conducted in collaboration with **Differential**, measures problems experienced in 10 problem categories for ICE vehicles, hybrids (HEV, PHEV) and NEV (in alphabetical order): climate control; driving assistance; driving experience; exterior; engine, motor and transmission; features, controls and displays; infotainment; interior; and seats. NEV includes an additional battery and charging category.

The 2025 study is based on responses from 4,832 owners of new vehicles, including internal combustion engines, hybrids and electric powertrains, who purchased their vehicle between January and September 2025. The study was fielded from June through October 2025. Fieldwork was conducted through face-to-face surveys in 22 major cities in Thailand covering 57 vehicle models from 15 makes. Brands included in the study are ranked according to aggregate score of problems per 100 vehicles (PP100), with a lower score indicating higher initial vehicle quality.

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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NOTE: Three charts follow.

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2025 Thailand Initial Quality StudySM (IQS)—Volume 2

Top Three Models per Segment

Car Segments

Compact Car

Highest Ranked: Toyota Yaris Ativ
Toyota Yaris
Mitsubishi Mirage

Entry Midsized Car

Highest Ranked: Honda City e:HEV Hatchback
Mazda 2
Honda City e:HEV Sedan

New Energy Vehicle (NEV) Car

Highest Ranked: MG4 Electric
BYD Seal
BYD Dolphin

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 the Midsize SUV, Midsize Car and Premium Midsize Car segments.

Source: J.D. Power 2025 Thailand Initial Quality StudySM (IQS)—Volume 2

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2025 Thailand Initial Quality StudySM (IQS)—Volume 2

Top Three Models per Segment

SUV and MPV Segments

Compact SUV

Highest Ranked: Honda HR-V e:HEV
Toyota Yaris Cross
Mitsubishi XForce

Large SUV

Highest Ranked: Toyota Fortuner
GWM Tank 300
Ford Everest

New Energy Vehicle (NEV) SUV

Highest Ranked: BYD Atto 3
Changan Deepal S07
BYD Sealion

MPV

Highest Ranked: Mitsubishi Xpander HEV
Mitsubishi Xpander Cross HEV
Toyota Veloz

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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

Pickup Extended Cab

Highest Ranked: Toyota Hilux Revo Smart Cab
Toyota Hilux Revo Prerunner Smart Cab
Isuzu D-Max Hi-Lander X-Cab

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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