

**Overall Customer Satisfaction with Aftermarket In-Dash Vehicle Navigation Systems Increases, J.D. Power Finds**

Alpine Ranks Highest among Aftermarket Navigation Systems for Eighth Consecutive Year

**TOKYO: 25 Oct. 2019** – Satisfaction with the aftermarket navigation systems has increased in all factors, according to the J.D. Power 2019 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—Aftermarket, released today.

Now in its 12<sup>th</sup> year, the study measures customer satisfaction with aftermarket in-dash vehicle navigation systems. Six factors comprised of multiple attributes are examined (listed in order of importance): navigation function (27%); audio and video function (19%); display screen (18%); design and texture (17%); ease of use (14%); and other functions, apps and services (5%). Satisfaction is calculated on a 1,000-point scale.

“Overall customer satisfaction with aftermarket navigation systems has increased since last year. We specifically see an increase in satisfaction in the display screen because of an enlarged screen and improved visibility, which were originally and creatively developed by manufacturers,” said **Atsushi Kawahashi, Senior Director of the Automotive Division at J.D. Power**. “In addition, satisfaction has also increased in the user-friendliness of Apple CarPlay, the improvement of the user interface, including voice recognition, and the accuracy of vehicle location.”

Following are some of the key findings of the 2019 study:

- **Overall satisfaction increases by 18 points:** Overall aftermarket in-dash navigation system satisfaction averages 623 (on a 1,000-point scale) in 2019, up 18 points from a year ago.
- **Satisfaction increases in all factors:** Satisfaction in all factors are in descending order: 639 points for display screen (+23 from 2018); 636 for design and texture (+18); 624 for audio and video function (+16); 619 for other functions, apps and services (+25); 619 for navigation function (+16); and 602 for ease of use (+20).

**Study Rankings**

**Alpine** ranks highest for the eighth consecutive year, with a score of 694. Alpine achieves the highest scores in all six factors. **Pioneer** (625) ranks second and **Panasonic** (613) ranks third.

The 2019 Japan Navigation Systems Customer Satisfaction Index Study—Aftermarket is based on responses from 2,104 vehicle owners who purchased an aftermarket navigation system from April 2017 through March 2019. The study was conducted via internet and was fielded in July 2019.

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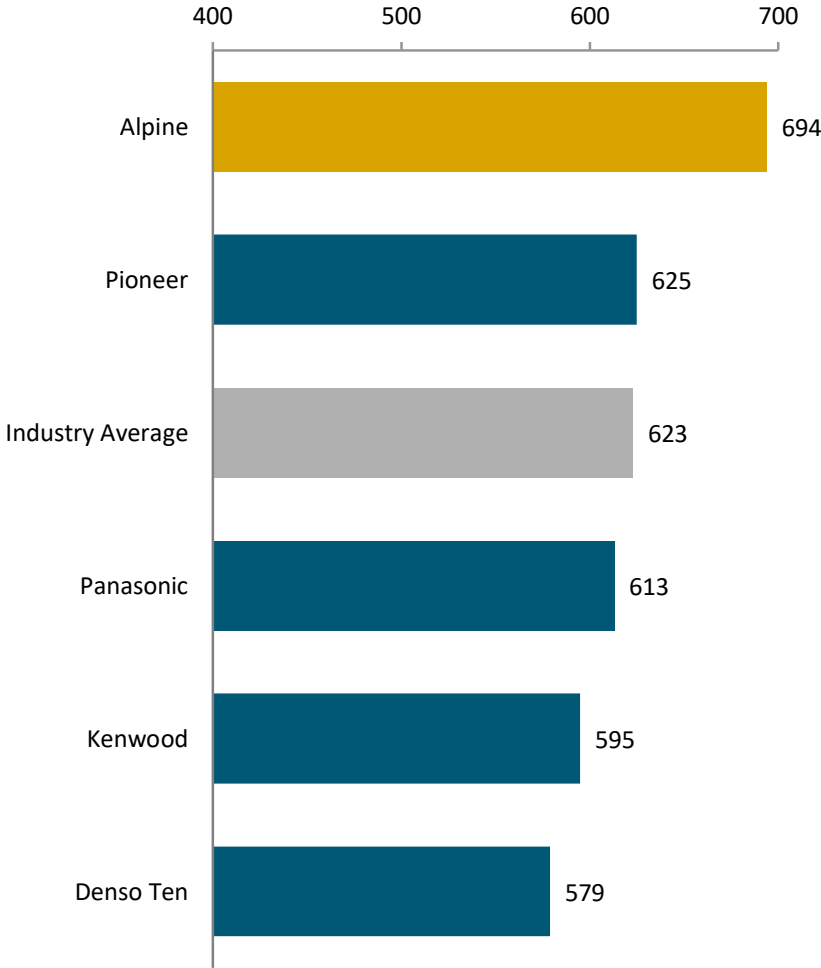
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NOTE: One chart follows.

**J.D. Power**  
**2019 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>**  
**- Aftermarket -**

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**Customer Satisfaction Index Ranking**  
*(Based on a 1,000-point scale)*



*Note: Included in the study but not ranked due to insufficient sample size are Clarion and Mitsubishi Electric.*

*Source: J.D. Power 2019 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>*

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