

### Satisfaction with Vehicle Navigation Systems Increases Industry-Wide, J.D. Power Finds

#### Lexus and Toyota Again Rank Highest in Their Respective Segments

**TOKYO: 3 Oct. 2019** – Overall satisfaction with factory- and dealer-installed navigation systems has increased to 600 (on a 1,000-point scale), up 26 points from 2018, according to the J.D. Power 2019 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>—OEM, released today.

Now in its 12<sup>th</sup> year, the study measures satisfaction with factory- and dealer-installed navigation systems. Six factors comprised of 20 attributes are examined (listed in order of importance): navigation function (23%); display screen (19%); audio and video function (18%); ease of use (17%); design and texture (16%); and other functions, apps and services (7%). Satisfaction is calculated on a 1,000-point scale.

“Overall satisfaction has increased considerably in the industry, particularly in display screen and design and texture,” said **Atsushi Kawahashi, Senior Director of the Automotive Division at J.D. Power**. “These improvements are driven by manufacturers’ efforts to increase the appeal of new vehicles from a customer’s viewpoint and to improve new-vehicle quality. In recent years, the roles and functions of navigation systems have expanded. New vehicles are more often equipped with communication systems following the CASE<sup>1</sup> trends, becoming connected cars.”

The study finds that, in the luxury segment, larger improvements are seen in the imported brands, indicating the convenience of services and functions installed on connected cars, a focus of the foreign manufacturers, has been increasingly accepted in the Japanese market. On the other hand, satisfaction has increased in navigation function as well as audio and video function for the domestic brands in both the luxury and the mass market segments, suggesting that the convenience of frequently used functions has increased.

“Factory- and dealer-installed navigation systems will evolve to become essentials and lead the CASE trends in the passenger-car market in Japan,” Kawahashi added.

Following are some key findings of the 2019 study:

- **Satisfaction achieves 600 points for the first time:** Overall navigation system satisfaction has increased to 600 points in 2019, up 26 points from 2018, reaching its highest score since the study was inaugurated.
- **Satisfaction increases by 26 points for five factors:** When looking at the factors, satisfaction has increased only 15 points in other functions, apps and services but by an average of 26 points for the other five factors.
- **Satisfaction in both segments increases 27 points:** By segment, satisfaction for the luxury brands increases 27 points, increasing more than 30 points in display screen and ease of use. Satisfaction for the mass market brands also increases 27 points, and is up 15 points in other functions, apps and services and 27 points in the other factors.

---

<sup>1</sup> Connected, Autonomous, Shared & Services, Electric

## Study Rankings

Among the four brands in the luxury segment, **Lexus** ranks highest for the eighth consecutive year with a score of 697. Lexus also receives the highest score in all six factors. **BMW** (631) ranks second and **Audi** (625) ranks third.

Among the nine mass market brands, **Toyota** ranks highest for the second consecutive year with a score of 621. Toyota also achieves the highest score in all six factors. **Subaru** (597) ranks second and **Nissan** (595) ranks third.

The 2019 Japan Navigation Systems Customer Satisfaction Index Study—OEM is based on responses from 969 luxury vehicle owners and 6,261 mass market vehicle owners who purchased a new vehicle equipped with a factory- or dealer-installed navigation system from April 2018 through March 2019. The study was fielded in July 2019.

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe.

### Media Relations Contacts

Kumi Kitami; Tokyo; 81-3-4570-8410; [release@jdpa.com](mailto:release@jdpa.com)

Geno Effler; Costa Mesa, Calif.; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

**About J.D. Power and Advertising/Promotional Rules** [www.jdpower.com/business/about-us/press-release-info](http://www.jdpower.com/business/about-us/press-release-info)

# # #

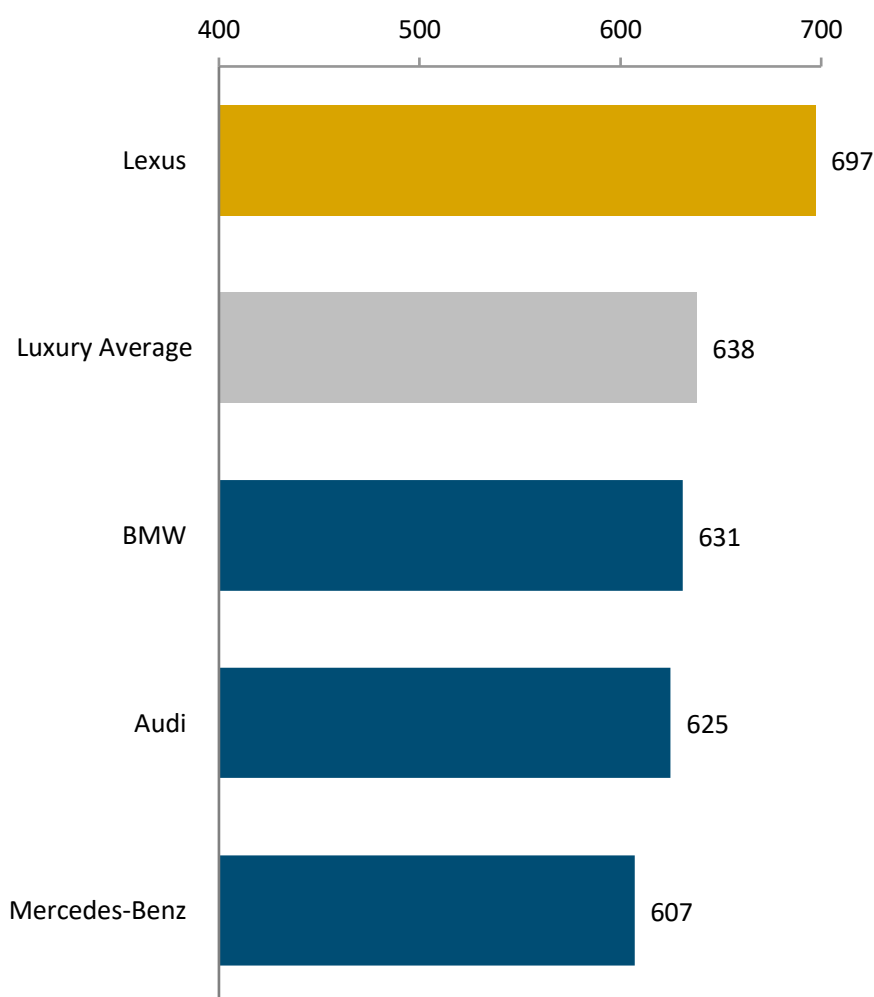
NOTE: Two charts follow.

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

---

## Luxury Brand Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



*Note: Included in the study but not ranked due to insufficient sample size is Volvo.*

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

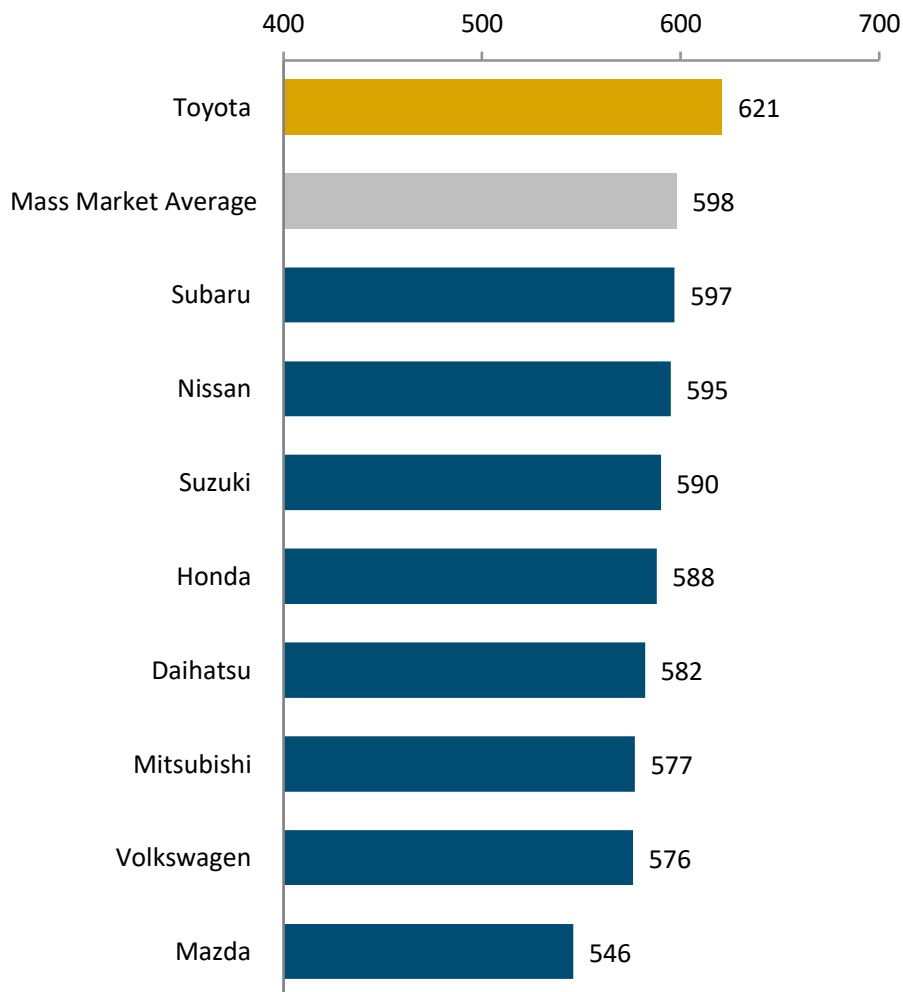
*Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising 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**  
**2019 Japan Navigation Systems Customer Satisfaction Index Study<sup>SM</sup>**  
**- OEM -**

---

**Mass Market Brand Customer Satisfaction Index Ranking**

*(Based on a 1,000-point scale)*



*Note: Included in the study but not ranked due to insufficient sample size is MINI.*

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

*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.*