

**J.D. Power Reports:  
Satisfaction Increases Significantly When Automotive Dealerships  
Use Tablets or Smartphones during the New-Vehicle Sales Process**

Audi Ranks Highest among Luxury Brands:  
Beijing Hyundai and Dongfeng Citroen Rank Highest in a Tie among Mass Market Brands

**Shanghai: 30 June 2014** — Sales satisfaction among new-vehicle buyers is significantly higher when their salesperson uses a tablet/ smartphone during the sales process, according to the J.D. Power Asia Pacific 2014 China Sales Satisfaction Index (SSI) Study<sup>SM</sup> released today.

Satisfaction is 96 points higher among new-vehicle shoppers when their salesperson uses a tablet/ smartphone than when their salesperson does not use one of these devices during the sales process (762 vs. 666, respectively, on a 1,000-point scale). However, tablet usage remains relatively low compared to traditional sales tools such as product brochures, DVDs or desktop/laptop computers, with only 9 percent of dealership salespeople using these devices. Satisfaction averages 706 when shoppers are presented with vehicle features on a computer or DVD and drops to 684 when catalogs or brochures are used.

“The study finds that tablets and smartphones are very effective tools in helping consumers understand vehicle features during the sales process,” said Dr. Mei Songlin, vice president and managing director at J.D. Power Asia Pacific, Shanghai. “Providing shoppers with sales information on a single platform that allows them to easily browse options and features creates an opportunity to improve the overall sales experience, yet dealers are still missing this opportunity.”

### **KEY FINDINGS**

- The gap in sales satisfaction between the luxury and mass market segments increases to 35 index points in 2014 (706 vs. 671, respectively) from 18 points in 2013, largely driven by a 41-point improvement in satisfaction in the luxury segment from 665 in 2013.
- Among all brands of origin, Korean automakers achieve the highest satisfaction at 762, which is 91 points higher than the mass market average.
- Sales satisfaction in the luxury segment is a significant 83 points higher among vehicle owners who indicate their salesperson accompanied them at all times during the sales process than among those who indicate otherwise (711 vs. 628, respectively).
- Sales satisfaction increases by 60 points when dealerships offer shoppers at least 25 minutes to test drive a vehicle than when they offer a shorter test-drive period (723 vs. 663, respectively). The average test drive time is 19 minutes.

### **Rankings**

Overall sales satisfaction improves to 674 in 2014 from 649 in 2013.

Audi ranks highest among luxury brands in satisfaction with the new-vehicle buying experience (793).

Beijing Hyundai and Dongfeng Citroen rank highest in a tie among mass market brands (772 each). Dongfeng Nissan ranks third with a score of 765.

The 2014 China Sales Satisfaction Index (SSI) Study is based on responses from 15,388 vehicle owners who purchased or leased their new vehicle between July 2013 and February 2014. The study was fielded from January through April 2014 in 51 major cities in China.

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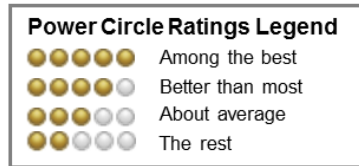
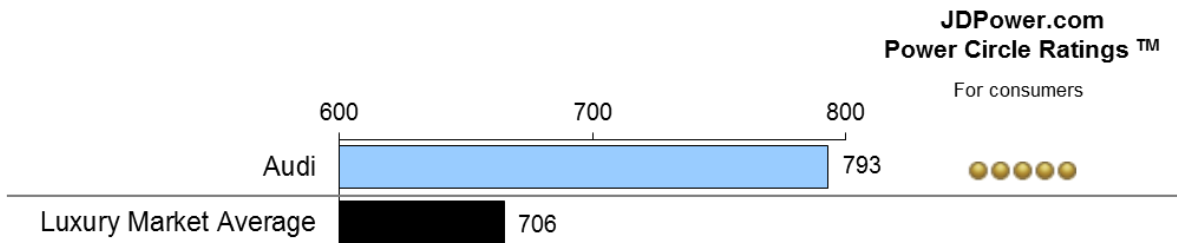
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(Page 2 of 2)

NOTE: Two charts follow.

# J.D. Power Asia Pacific 2014 China Sales Satisfaction Index (SSI) Study<sup>SM</sup>

## Sales Satisfaction Index Ranking Luxury Brands (Based on a 1,000-point scale)



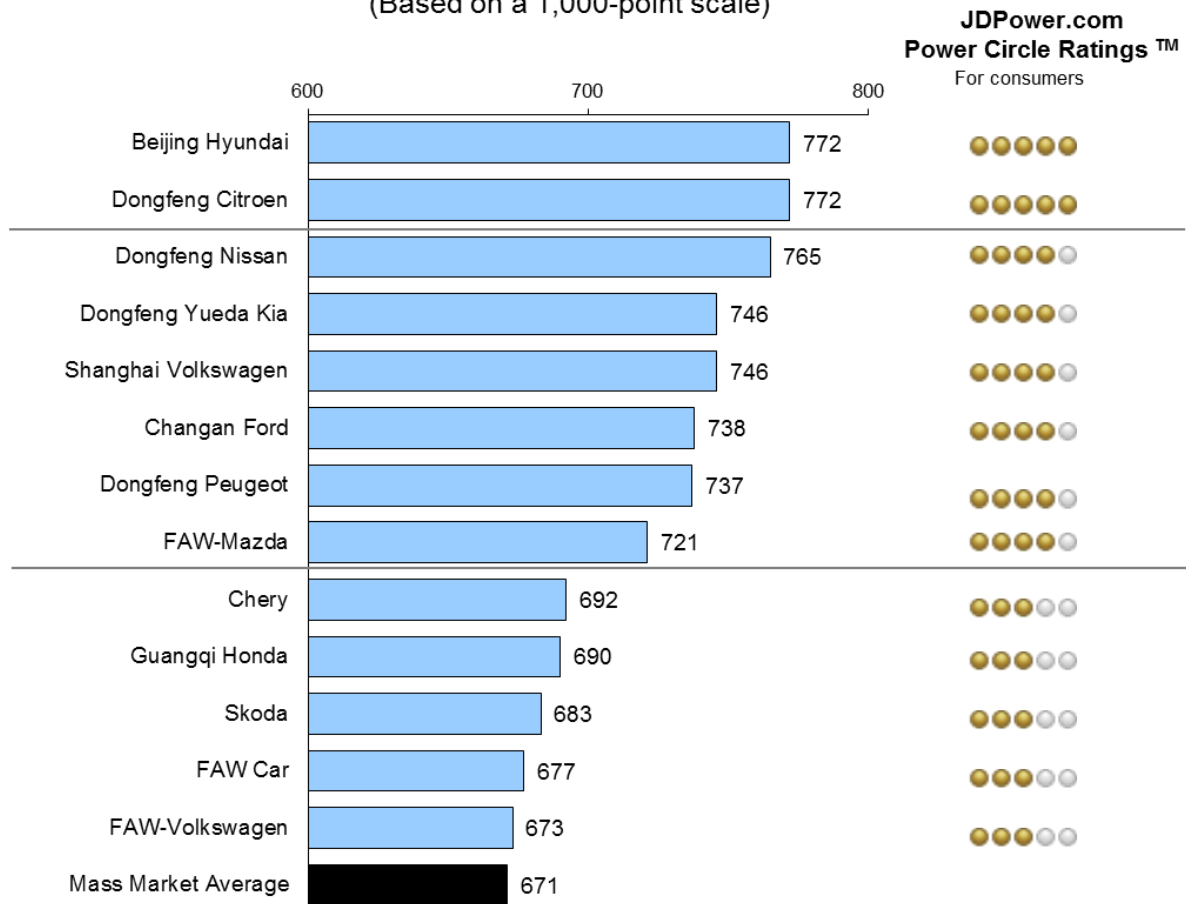
Source: J.D. Power Asia Pacific 2014 China Sales Satisfaction Index (SSI) Study<sup>SM</sup>

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## Sales Satisfaction Index Ranking Mass Market Brands

(Based on a 1,000-point scale)



### Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

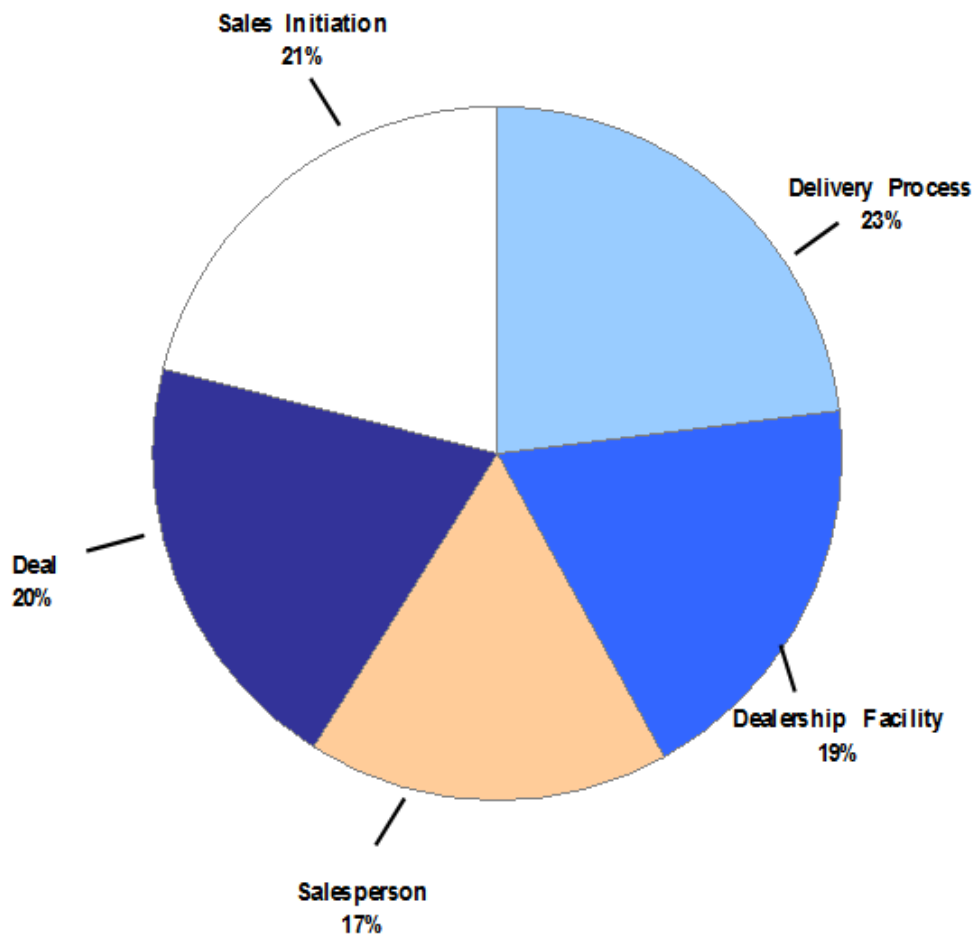
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## Factors Contributing to Overall Satisfaction



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Source: J.D. Power Asia Pacific 2014 China Sales Satisfaction Index (SSI) Study<sup>SM</sup>

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