

Luxury Brands in China Losing Ground in Vehicle Dependability, J.D. Power FindsPorsche, GAC FCA Jeep and FAW Hongqi Rank Highest in Respective Segments

SHANGHAI: 4 Nov. 2021 –Luxury brands are losing their edge over domestic brands in vehicle dependability, especially during the past three years, according to the J.D. Power 2021 China Vehicle Dependability StudySM (VDS), released today. The number of problems experienced by luxury vehicle owners has notably increased and surpasses those experienced by owners of mass market brands, after 30 months of ownership.

The study, now in its 12th year, measures the number of problems experienced per 100 vehicles (PP100) during the past six months by owners of 13- to 48-month-old vehicles. A lower score reflects higher quality. The study covers 177 specific problems grouped into eight major vehicle categories: vehicle exterior; vehicle interior; driving experience; features/ controls/ displays; audio/ communication/ entertainment/ navigation; heating/ ventilation/ air conditioning; seats; and engine/ transmission.

According to the 2021 study, the gap in vehicle dependability between luxury brands and mass market brands is 5 PP100 and has narrowed during the past three years. The ratio of Luxury brands PP100 to industry average PP100 has increased to 97% in 2021 from 79% in 2018, which indicates that their advantage in vehicle dependability over industry average has been shrinking. Luxury vehicle owners experience more problems than mass market vehicle owners in driving experience, vehicle interior, and engine/ transmission as the tenure of ownership increases. Additionally, the number of problems experienced by luxury owners increases more rapidly than by mass market vehicle owners over time—during 13 to 18 months of ownership, luxury brands have 5.9 PP100 fewer than mass market brands in performance; however, at 30 to 48 months of ownership, luxury brands increase to 6.4 PP100 more than mass market brands.

“Luxury brands losing an advantage in dependability indicates manufacturers are failing to keep up with the evolving expectations of vehicle owners in China,” said **Jeff Cai, general manager of auto product practice, J.D. Power China**. “Compared with mass market brands, especially domestic brands, luxury brands are relatively conservative in design and installation of infotainment systems and configurations, which might make owners feel good early in the ownership cycle, but those owners experience more and more problems over time, such as incompatibility and impracticality.”

Following are additional findings of the 2021 study:

- **Percentage of engine/ transmission and exterior problems decreases:** Although vehicle exterior is still the top problem category, the percentage of problems in engine/ transmission and vehicle exterior decreases this year by 5 and 3 percentage points, respectively, compared with 2020.
- **Dependability of Chinese domestic brands continues to improve:** The gap in vehicle dependability between domestic brands and international mass market brands narrows to 6 PP100 in 2021 from 9 PP100 in 2020. Domestic brands improve notably in engine/ transmission, which decreases by 6 percentage points in 2021, compared with 2020.
- **Improving problems related to broken/worn items are essential for long-term quality:** The percentage of problems related to items that are broken/not working and worn/damaged rise 25 and 8 percentage points, respectively, during 30 to 48 months of ownership, compared with problems experienced during

13 to 18 months and 19 to 29 months of ownership. Improving these types of problems are critical for long-term quality.

Highest-Ranked Brands and Models

Porsche ranks highest in vehicle dependability among luxury brands with 120 PP100, followed by **Land Rover** (127 PP100) and **BMW** (128 PP100).

GAC FCA Jeep is the highest-ranked mass market brand with 115 PP100. **FAW Toyota** (125 PP100) ranks second and **Dongfeng Peugeot** (132 PP100) and **FAW Hongqi** (132 PP100) rank third, in a tie.

FAW Hongqi is also the highest-ranked Chinese domestic brand (132 PP100). **WEY** (135 PP100) and **Soueast** (138 PP100) rank second and third, respectively.

There are 18 models from 15 brands eligible for awards across 18 segments in the 2021 study.

- FAW Toyota models that rank highest in their respective segments are **Toyota Vios/Vios FS**; **Toyota Crown**; and **Toyota RAV4**.
- BMW models that rank highest in their respective segments are **BMW 3 Series** and **BMW X1**.

Other models that rank highest in their respective segments are **Buick Verano/GS**; **BYD Qin Pro**; **Chery Tiggo 3x**; **Chevrolet Cavalier**; **Honda Odyssey**; **Hyundai Reina**; **Jeep Compass**; **Land Rover Discovery Sport**; **Oshan A600**; **Porsche Cayenne**; **Skoda Kodiaq**; **Toyota Camry**; and **Volkswagen Touran L**.

The 2021 study is based on responses from 36,860 vehicle owners who purchased their vehicle between December 2016 and May 2020. The study includes 239 models from 49 different brands and was fielded from January 2021 through June 2021 in 70 major cities across China.

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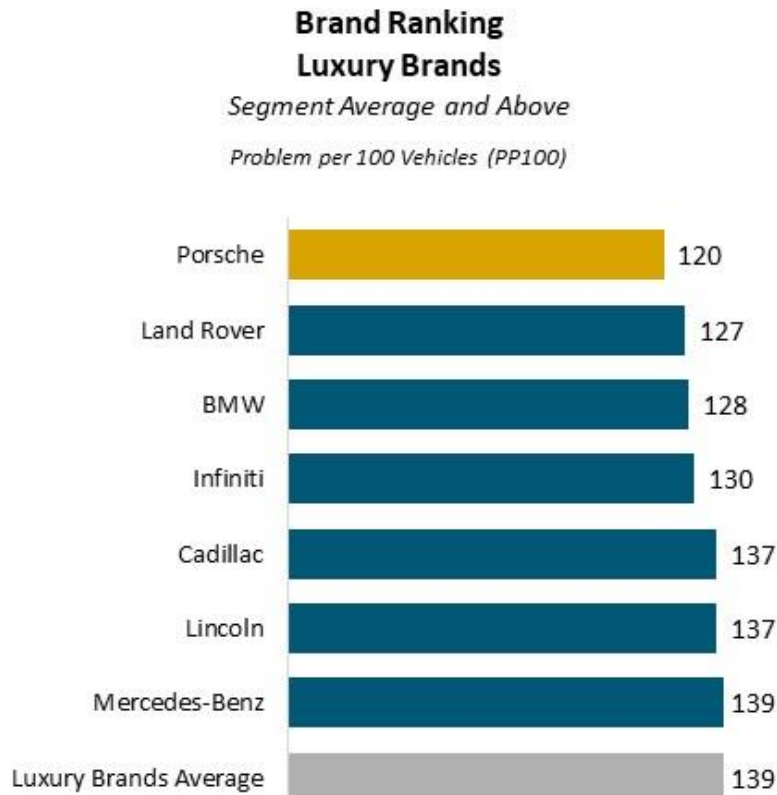
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NOTE: Five charts follow.

J.D. Power 2021 China Vehicle Dependability StudySM (VDS)



Notes: In alphabetical order if there are tie scores.

Brand/Segment are not rank eligible unless they meet study criteria by J.D. Power, including insufficient sample.

Source: J.D. Power 2021 China Vehicle Dependability StudySM (VDS)

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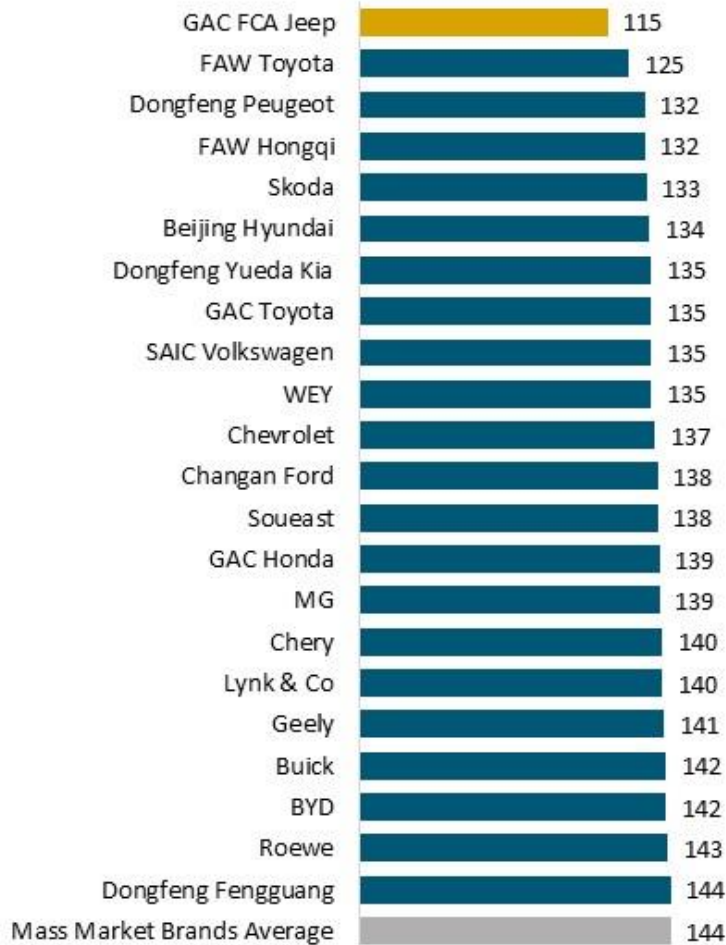
J.D. Power 2021 China Vehicle Dependability StudySM (VDS)

Brand Ranking

Mass Market Brands

Segment Average and Above

Problem per 100 Vehicles (PP100)



Notes: In alphabetical order if there are tie scores.

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Source: J.D. Power 2021 China Vehicle Dependability StudySM (VDS)

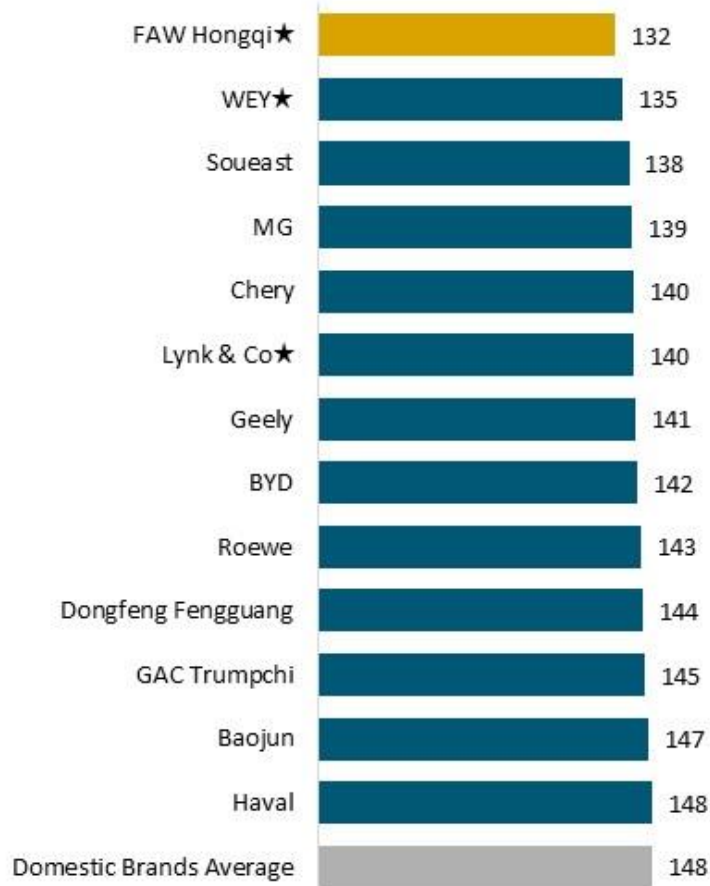
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J.D. Power 2021 China Vehicle Dependability StudySM (VDS)

Brand Ranking Domestic Brands

Segment Average and Above

Problem per 100 Vehicles (PP100)



Notes: ★ are Chinese premium brands defined as domestic brands whose premium models contribute more than 50% of its total sales; Premium models are defined as those with an average MSRP of more than RMB 150,000.
In alphabetical order if there are tie scores.

Brand/Segment are not rank eligible unless they meet study criteria by J.D. Power, including insufficient sample.

Source: J.D. Power 2021 China Initial Quality StudySM (IQS)

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2021 China Vehicle Dependability StudySM (VDS)

Top Three Models per Segment Car Segment

Compact Car

Highest Ranked: Hyundai Reina
Second Ranked: Geely Kingkong
Third Ranked: Baojun 310W

Midsize Upper Economy Car

Highest Ranked: Buick Verano/GS
Second Ranked: Honda Jade
Second Ranked: Peugeot 408

Compact Upper Car*

Highest Ranked: Toyota Vios/Vios FS
Second Ranked: Volkswagen Polo

Midsize Upper Car

Highest Ranked: Toyota Camry
Second Ranked: Skoda Superb
Second Ranked: Toyota Camry 8

Midsize Basic Car

Highest Ranked: Chevrolet Cavalier
Second Ranked: Hyundai Yuena Verna
Third Ranked: Geely Vision

Compact Luxury Car

Highest Ranked: BMW 3 Series
Second Ranked: Mercedes-Benz C-Class
Third Ranked: Audi A4L
Third Ranked: Cadillac ATS-L

Midsize Car

Highest Ranked: BYD Qin Pro
Second Ranked: Hyundai Langdong Elantra
Third Ranked: Peugeot 308

Midsize Luxury Car

Highest Ranked: Toyota Crown
Second Ranked: Cadillac XTS
Third Ranked: Mercedes-Benz E-Class

* No other model in this segment performs above segment average.

Note: To qualify for an award in the 2021 China Vehicle Dependability Study, models must meet these criteria: 1. Four models with at least 100 samples, or three models with at least 100 samples and with more than 80% of market share. 2. At least one model must perform better than segment average. In the Large Luxury Car segment, these criteria were not met, thus no awards have been issued.

Source: J.D. Power 2021 China Vehicle Dependability StudySM (VDS)

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2021 China Vehicle Dependability StudySM (VDS)

Top Three Models per Segment SUV and MPV Segments

Small SUV

Highest Ranked: Chery Tiggo 3x
Second Ranked: Haval H2s
Third Ranked: Baojun 560
Third Ranked: Haval H2

Compact SUV

Highest Ranked: Jeep Compass
Second Ranked: Jeep Renegade
Third Ranked: Soueast DX7

Midsize SUV

Highest Ranked: Toyota RAV4
Second Ranked: Hyundai Tucson
Third Ranked: Jeep Cherokee

Large SUV

Highest Ranked: Skoda Kodiaq
Second Ranked: Honda Avancier
Third Ranked: Toyota Land Cruiser Prado

Compact Luxury SUV

Highest Ranked: BMW X1
Second Ranked: Infiniti QX50
Third Ranked: Lexus NX

Midsize Luxury SUV

Highest Ranked: Land Rover Discovery Sport
Second Ranked: Mercedes-Benz GLC-Class
Third Ranked: Porsche Macan

Large Luxury SUV

Highest Ranked: Porsche Cayenne
Second Ranked: Land Rover Range Rover
Third Ranked: Mercedes-Benz GLS-Class

Compact MPV*

Highest Ranked: Oshan A60
Second Ranked: Baojun 730

Midsize MPV

Highest Ranked: Volkswagen Touran L
Second Ranked: Buick GL6
Third Ranked: BYD Song MAX

Large MPV*

Highest Ranked: Honda Odyssey
Second Ranked: Buick New GL8

* No other model in this segment performs above segment average.

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