

Vehicle Buyers Paying More Attention to Safety, J.D. Power FindsPorsche, Buick, GAC Trumpchi and Geely Rank Highest in Respective Segments

SHANGHAI: 18 Aug. 2022 – Vehicle buyers show more emphasis on safety across all segments than they did a year ago, according to the J.D. Power 2022 China Automotive Performance, Execution and Layout (APEAL) Study,SM released today.

The study, now in its 20th year, examines new-vehicle owners' assessments of their experience with their vehicle within the first two to six months of ownership. The resulting data is used extensively by manufacturers to help them design and develop more appealing models. The overall APEAL score for the industry is 730 (on a 1,000-point scale) this year, up from 727 in 2021.

Among the study's 10 factors, safety is the only one to increase across all vehicle segments, which indicates that buyers attach more importance to vehicle safety year over year. However, the APEAL score for safety declines 5 points to 720 from a year ago, indicating that consumers' perception and satisfaction of safety has declined.

"Recently, some vehicle safety incidents have raised the attention of owners and the industry," said **Elvis Yang, general manager of auto product practice at J.D. Power China**. "In fact, as China's automotive market continues to mature, consumers are becoming more rational. While being impressed by the high exterior level and various smart technologies, they are also paying more attention to the safety. When the automakers are designing and developing new models, they should consider more safety measures to improve the ownership experience."

Following are key findings of the 2022 study:

- **Luxury brands lead the industry:** The overall APEAL score among luxury brands is 744, which continues to lead the industry. The scores of mass international brands (732) and domestic brands (715) decline. In terms of market segments, luxury vehicles show the highest improvement, up three points from 2021. The overall score for small vehicles remained the same, 723, while scores decline for SUVs, MPVS and midsize cars.
- **Gas-powered vehicles lag further behind new energy vehicles (NEVs):** The 2022 APEAL score for gas-powered vehicles is 730, nine points lower than NEVs (739). The gap was only two points in 2021.
- **Fuel economy becomes most lagged factor:** For the Chinese automotive industry, fuel economy/range factors score 728 this year, declining significantly from 744 in 2021. Overall satisfaction is down from 2021 as consumers become more sensitive to the fuel economy/range due primarily to rising gas prices.

Study Rankings

Porsche ranks highest in APEAL among luxury brands with a score of 765. **BMW** (747) and **Lexus** (747) rank second in a tie.

Buick is the highest-ranking mass market brand with a score of 739. **Dongfeng Nissan** (738) ranks second and **FAW Toyota** (737) ranks third.

GAC Trumpchi and Geely rank highest among Chinese domestic brands, each with a score of 731. **Dongfeng Forthing (727)** and **Roewe (727)** rank third in a tie.

The segment-level APEAL awards by brand are the **Mercedes-Benz GLB Class, Mercedes-Benz GLC Class(tied)**, and **Porsche Panamera, Porsche Macan(tied)** and **Porsche Cayenne**.

Other models that rank highest in their respective segments are **Audi A5, BMW 5 Series, Buick All New GL8, Chery Areze 5 Plus, Dongfeng Forthing AX7, GAC Trumpchi GS3, Geely Cool, Haval M6, Honda LIFE, Toyota Allion, Volkswagen CC, Volkswagen Teremont**.

The 2022 China Automotive Performance, Execution and Layout (APEAL) Study measures owners' emotional attachment to and level of excitement with their new vehicle across 37 attributes in 10 vehicle experience groups: exterior; setting up and starting; getting in and out; interior; performance; driving feel; keeping your safe; infotainment; driving comfort; and fuel economy.

The study is based on responses from 35,277 owners of gas-powered vehicles who purchased their new vehicle between June 2021 and March 2022. The study includes 247 models from 56 different brands and was fielded from December 2021 through May 2022 in 70 major cities across China. Another J.D. Power study, China New Energy Vehicle—Automotive Performance, Execution and Layout (NEV-APEAL) Study,SM measures the satisfaction of NEV owners' experience with their vehicles.

To learn more about the J.D. Power China Automotive Performance, Execution and Layout (APEAL) Study, please contact: china.marketing@jdpa.com

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NOTE: Five charts follow.

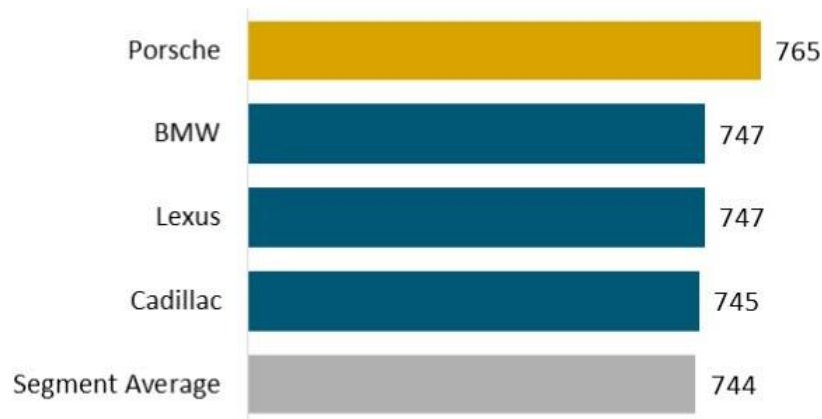
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APEAL Brand Index Ranking

Luxury Brands

Segment Average and Above

(Based on a 1,000-point scale)



Notes: In alphabetical order if there are tie scores.

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

Source: J.D. Power 2022 China Automotive Performance, Execution and Layout (APEAL) StudySM

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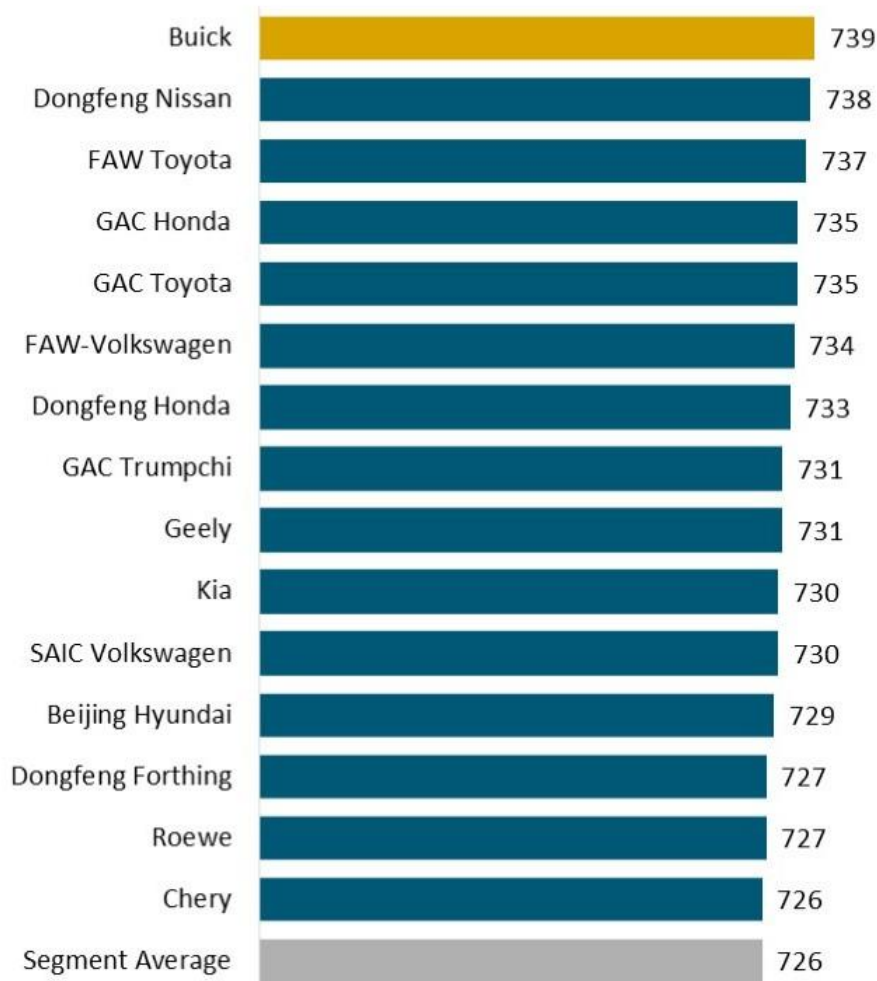
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APEAL Brand Index Ranking

Mass Market Brands

Segment Average and Above

(Based on a 1,000-point scale)



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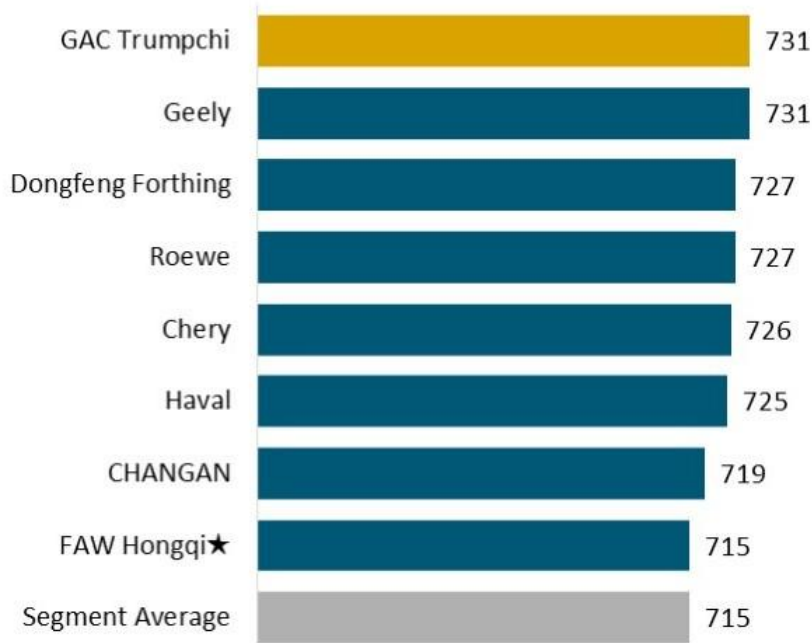
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APEAL Brand Index Ranking

Domestic Brands

Segment Average and Above

(Based on a 1,000-point scale)



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 ranked eligible unless they meet study criteria by J.D. Power, including insufficient sample.

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Top Three Models per Segment Car Segment

Compact Upper Car

Highest Ranked: Honda LIFE
Second Ranked: Volkswagen Polo
Third Ranked: Honda Fit

Midsized Upper Car

Highest Ranked: Volkswagen CC
Second Ranked: Nissan Teana
Third Ranked: Toyota Avalon

Midsized Basic Car

Highest Ranked: Chery Arrizo 5 Plus
Second Ranked: CHANGAN Eado Plus
Third Ranked: Hyundai Celesta

Compact Luxury Car

Highest Ranked: Audi A5
Second Ranked: BMW 3 Series
Third Ranked: Cadillac CT5

Midsized Car

Highest Ranked: Geely Binrui
Second Ranked: Geely Preface
Third Ranked: Toyota Levin

Midsized Luxury Car

Highest Ranked: BMW 5 Series
Second Ranked: Lexus ES
Third Ranked: Cadillac CT6

Midsized Upper Economy Car

Highest Ranked: Toyota ALLION
Second Ranked: Volkswagen Lamando
Third Ranked: Buick Verano Pro/Pro GS

Large Luxury Car*

Highest Ranked: Porsche Panamera

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

Note: To qualify for an award in the 2022 China Automotive Performance, Execution and Layout (APEAL) 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 compact MPV, midsized MPV and luxury MPV segments, these criteria were not met, thus no awards have been issued.

Source: J.D. Power 2022 China Automotive Performance, Execution and Layout (APEAL) StudySM

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Top Three Models per Segment SUV and MPV Segments

Small SUV*

Highest Ranked: GAC Trumpchi GS3
Second Ranked: Geely Vision X3

Compact Luxury SUV

Highest Ranked: Mercedes-Benz GLB-Class
Second Ranked: Lexus NX (tie)
Second Ranked: Mercedes-Benz GLA-Class (tie)

Compact SUV

Highest Ranked: Haval M6
Second Ranked: Nissan Qashqai (tie)
Second Ranked: Toyota C-HR (tie)

Midsize Luxury SUV

Highest Ranked: Mercedes-Benz GLC-Class (tie)
Highest Ranked: Porsche Macan (tie)
Third Ranked: Cadillac XT6

Midsize SUV

Highest Ranked: Dongfeng Fengshen AX7
Second Ranked: Chery Tiggo 8 Plus (tie)
Second Ranked: Volkswagen Tayron (tie)

Large Luxury SUV*

Highest Ranked: Porsche Cayenne
Second Ranked: Mercedes-Benz GLE-Class

Large SUV

Highest Ranked: Volkswagen Teramont
Second Ranked: Honda Avancier
Third Ranked: Volkswagen Talagon

Large MPV

Highest Ranked: Buick All New GL8
Second Ranked: Buick New GL8
Third: Honda ElySION

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

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