

Initial New Vehicle Quality Notably Increases from 2022 in China, J.D. Power FindsPorsche, GAC Honda and Chery Rank Highest in Respective Segments

SHANGHAI: 31 Aug. 2023 – Overall new-vehicle quality in China improves in 2023, with the greatest improvement in the infotainment system category. The overall initial quality average is 204 problems per 100 vehicles (PP100), which is a notable 9 PP100 fewer than in 2022, according to the J.D. Power 2023 China Initial Quality StudySM (IQS), released today.

The study, now in its 24th year, measures initial vehicle quality by examining problems experienced by new-vehicle owners within the first two to six months of ownership. Overall initial quality is determined by problems cited per 100 vehicles, with a lower number of problems indicating higher quality.

The higher quality performance this year is mainly due to the improvement of design-related problems, which is 13 PP100 fewer than last year. The study also finds that the quality of plug-in hybrid electric vehicles (PHEV) is better than that of internal combustion engine (ICE) vehicles: The overall scores for PHEVs and ICE vehicles average 194 PP100 and 205 PP100, respectively. This is the third consecutive year that PHEV quality is better than ICE quality. While PHEVs have significant advantages in lower PP100 in the exterior and interior problem categories, PP100 for PHEVs and ICE vehicles are similar in intelligence, driving experience and powertrain.

“This year, we are very pleased to see that design-related problems have significantly improved, which illustrates that automakers are carefully listening to the voice of customers and putting effort toward improving their satisfaction,” said **Elvis Yang, general manager of auto product practice, J.D. Power China**. “Owners’ complaints about vehicle quality problems are more diverse and complex now, so automakers need better understand the needs of owners and improve the quality in a more comprehensive way.”

Following are additional findings of the 2023 study:

- **Infotainment system notably increases:** Among the problem categories, infotainment system (-4.2 PP100) has the greatest improvement while problems in the driving experience (+1 PP100) has risen for a second consecutive year.
- **Top 20 problems for ICE vehicles and new energy vehicles (NEVs) notably similar:** Nearly 80% of the top 20 problems for ICE vehicles and NEVs are the same in 2023. The most problematic for both ICE vehicles and NEVs—unpleasant interior smell/odor and road noise—have been among the top three problems for the past three years.
- **Vehicle owners of different national brands have different tolerances for quality problems:** The Net Promoter Score[®] (NPS)¹ for all national brands decreases as the number of problems increases. However, owners of Korean and domestic brands are less tolerant regarding quality. The NPS for these two brands among owners who cite problems with their vehicle is significantly lower than among those who do not cite problems. Owners of Japanese and German brands have some tolerance for quality problems and there is a narrow gap in NPS between owners who cite problems and those who do not.

¹ Net Promoter System[®], Net Promoter Score[®], NPS[®], and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Highest-Ranked Brands and Models

Porsche ranks highest in initial quality among premium brands with 172 PP100, followed by **Lexus** (178 PP100) and **Cadillac** (190 PP100).

GAC Honda (186 PP100) is the highest-ranked mass market brand for a fourth consecutive year. **Dongfeng Honda** (187 PP100) ranks second. **Buick** and **FAW Toyota** rank third in a tie, each with 195 PP100.

Chery is the highest-ranked Chinese domestic brand with 200 PP100. **Geely** (201 PP100) ranks second and **GAC Trumpchi** (202 PP100) ranks third.

There are 18 models from 13 brands receiving awards across 18 segments in the 2023 study.

- Chery models ranking highest in their respective segments are **Chery Arrizo 5** and **Chery Tiggo 5x**.
- Dongfeng Honda models ranking highest in their respective segments are **Honda Civic** and **Honda CR-V**.
- FAW Toyota models ranking highest in their respective segments are **Toyota Corolla** and **Toyota IZOA**.
- GAC Honda models ranking highest in their respective segments are **Honda Fit** and **Honda Accord**.
- Mercedes-Benz models ranking highest in their respective segments are **Mercedes-Benz E-Class** and **Mercedes-Benz GLA-Class**.

Other models ranking highest in their respective segments are **Buick New GL8**; **Changan CS75**; **Dongfeng Forthing Lingzhi**; **Geely Boyue/BoyueX**; **Lexus ES**; **Porsche Macan**; **Volkswagen Tayron X**; and **Volvo XC90 (Import)**.

The China Initial Quality Study (IQS) measures new-vehicle quality by examining problems in two segments: design-related problems and defects/ malfunctions. Specific diagnostic questions include 218 problem symptoms across nine categories: features/ controls/ displays; exterior; interior; infotainment system; seats; driving experience; driving assistance; powertrain; and climate.

The 2023 study is based on responses from 34,648 owners who purchased their vehicle between June 2022 and March 2023. The study includes 230 models from 48 different brands and was fielded from December 2022 through May 2023 in 81 major cities across China.

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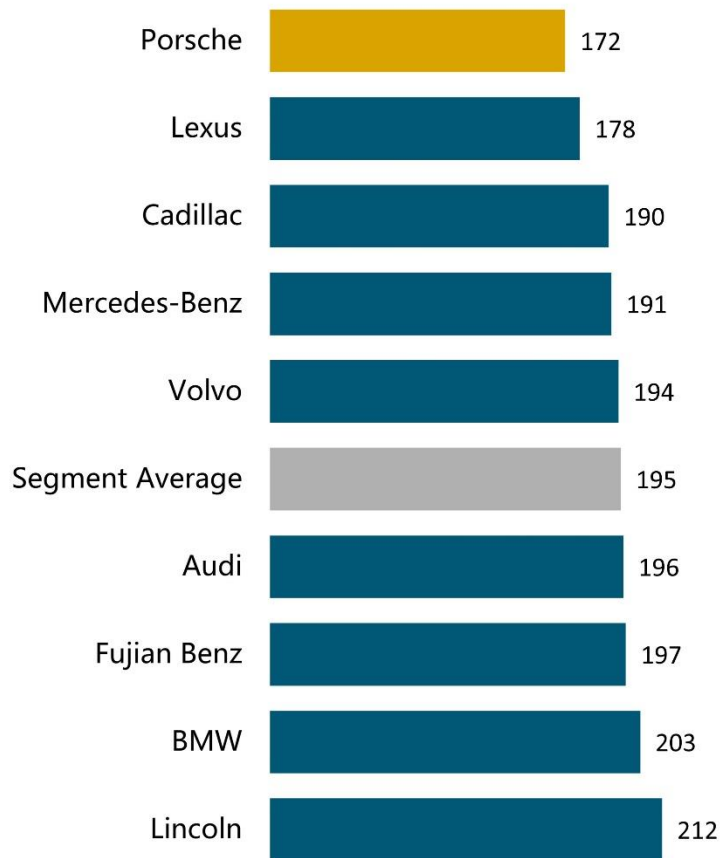
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NOTE: Seven charts follow.

J.D. Power 2023 China Initial Quality StudySM (IQS)

Brand Ranking Premium Brands *Problem per 100 Vehicles (PP100)*

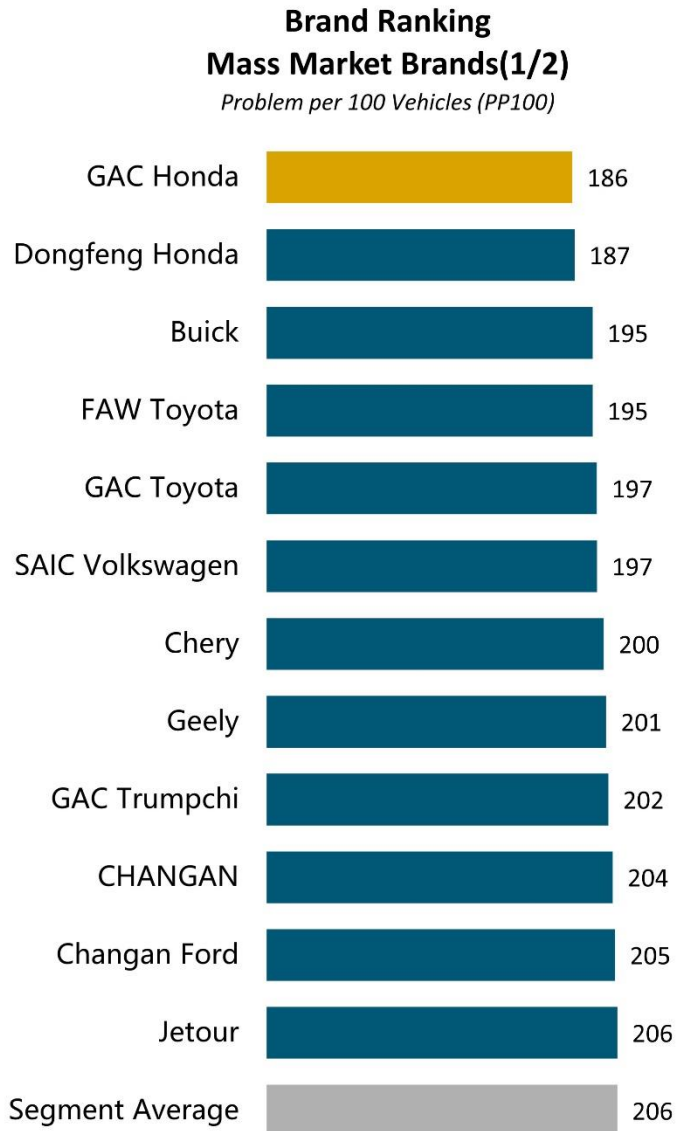


Notes: Scores are not shown for insufficient brand (n<=29): Land Rover

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)



Notes: In alphabetical order if there are tie scores.

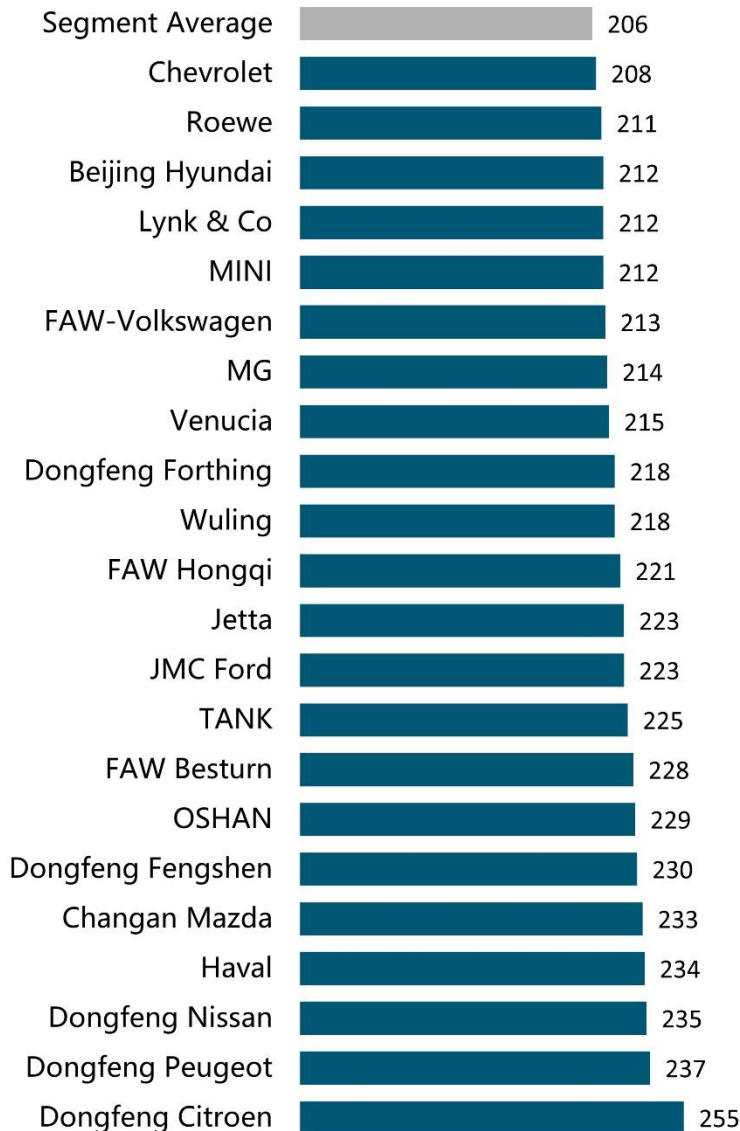
Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)

Brand Ranking Mass Market Brands(2/2)

Problem per 100 Vehicles (PP100)



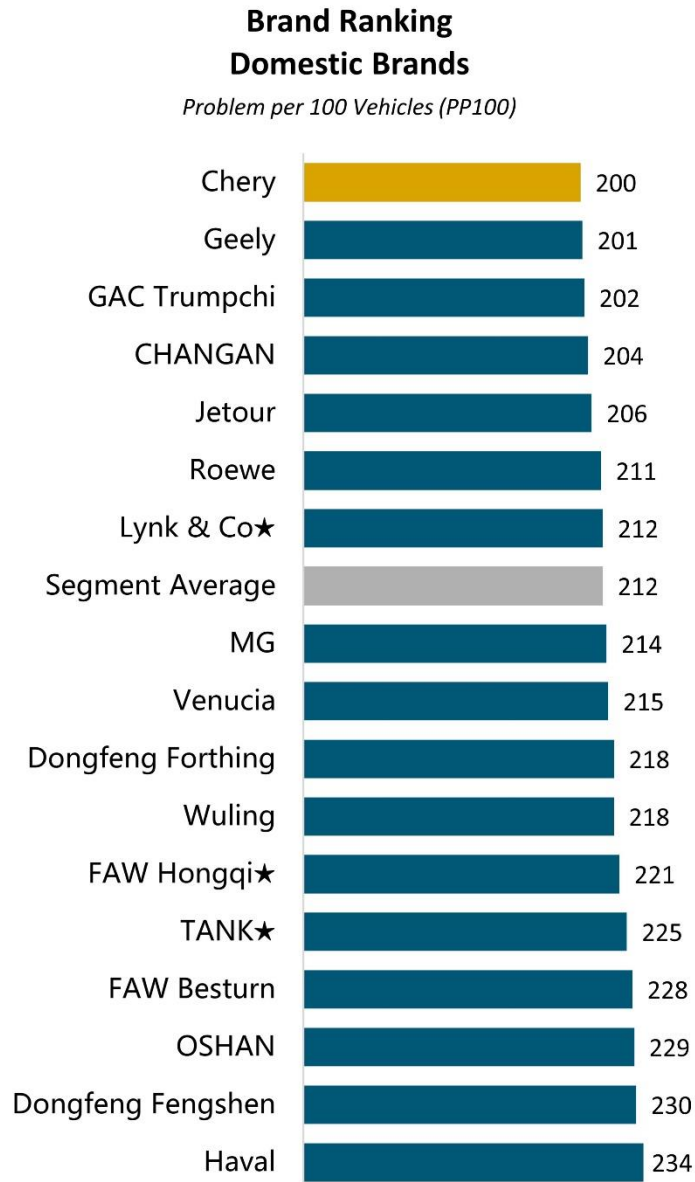
Notes: In alphabetical order if there are tie scores.

Scores are not shown for small sample brands (n=30~99): BAICORV, GAC Mitsubishi, Maxus and insufficient brand (n<=29): Kia.

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)



Notes: In alphabetical order if there are tie scores.

Scores are not shown for small sample brands (n=30~99): BAICORV, Maxus.

★ 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.

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)

Top Three Models per Segment Car Segment

Compact Car

Highest Ranked: Chery Arrizo 5
Second Ranked: Toyota Vios/Vios FS
Third Ranked: Roewe i5

Compact Upper Car

Highest Ranked: Honda Fit
Second Ranked: Volkswagen Polo
Third Ranked: Buick Excelle GT

Compact Premium Car

Highest Ranked: Lexus ES
Second Ranked: Mercedes-Benz A-Class
Third Ranked: Cadillac CT5

Midsize Economy Car

Highest Ranked: Toyota Corolla
Second Ranked: Honda Crider
Third Ranked: Volkswagen Lavida

Midsize Car

Highest Ranked: Honda Civic
Second Ranked: Geely Preface
Third Ranked: GAC Trumpchi Empow

Midsize Upper Car

Highest Ranked: Honda Accord
Second Ranked: Buick Regal
Third Ranked: Volkswagen Magotan

Midsize Premium Car

Highest Ranked: Mercedes-Benz E-Class
Second Ranked: Audi A6L (tie)
Second Ranked: Hongqi H9 (tie)

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

Note: To qualify for an award in the 2023 China Initial Quality 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 premium car segments, these criteria were not met, thus no awards have been issued.

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)

Top Three Models per Segment SUV Segments

Compact SUV

Highest Ranked: Chery Tiggo 5x
Second Ranked: Geely Binyue/Binyue COOL
Third Ranked: Geely Vision X6 Pro

Compact Upper SUV

Highest Ranked: Changan CS75
Second Ranked: Geely Emgrand S
Third Ranked: Venucia V-online

Compact Premium SUV

Highest Ranked: Mercedes-Benz GLA-Class
Second Ranked: BMW X1
Third Ranked: BMW X2

Midsize Economy SUV

Highest Ranked: Geely Boyue/BoyueX
Second Ranked: Changan UNI-T
Third Ranked: Jetour Angola

Midsize SUV

Highest Ranked: Toyota IZOA
Second Ranked: Toyota C-HR
Third Ranked: Changan CS75 Plus

Midsize Upper SUV

Highest Ranked: Honda CR-V
Second Ranked: Buick Envision S (tie)
Second Ranked: Honda Breeze (tie)

Midsize Premium SUV

Highest Ranked: Porsche Macan
Second Ranked: Cadillac XT5
Third Ranked: Mercedes-Benz GLC-Class

Large SUV

Highest Ranked: Volkswagen Tayron X
Second Ranked: Toyota Highlander
Third Ranked: Honda Avancier

Large Premium SUV*

Highest Ranked: Volvo XC90 (Import)
Second Ranked: BMW X5

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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J.D. Power 2023 China Initial Quality StudySM (IQS)

Top Three Models per Segment MPV Segments

Compact MPV*

Highest Ranked: Dongfeng Forthing Lingzhi
Second Ranked: Wuling Hongguang V

Large MPV

Highest Ranked: Buick New GL8
Second Ranked: Honda Odyssey (tie)
Second Ranked: Toyota Sienna (tie)

Note: To qualify for an award in the 2023 China Initial Quality 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 midsize MPV and premium MPV segments, these criteria were not met, thus no awards have been issued.

Source: J.D. Power 2023 China Initial Quality StudySM (IQS)

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