

**After-Sales Vehicle Service Satisfaction Significantly Increases for Second Consecutive Year, J.D. Power Finds**

Land Rover, Chery and GAC Honda Each Rank Highest in Respective Segment

**SHANGHAI: 19 Sept. 2025** — Customer satisfaction with after-sales service in China has significantly improved during the past two years as automakers strive to improve service experiences and address market competition. Overall customer service satisfaction has improved year over year by 16 points to 789 (on a 1,000-point scale), according to the J.D. Power 2025 China Customer Service Index (CSI) Study,<sup>SM</sup> released today. While satisfaction among owners of premium vehicles has increased 2 points to 798, scores for mass market vehicles (786) and Chinese domestic vehicles (788) have notably increased by 19 points and 23 points, respectively, narrowing the gap between segments.

The China Customer Service Index (CSI) Study, now in its 25<sup>th</sup> year, measures satisfaction with after-sales service at authorized dealers in the past 12 months among owners of one- to four-year-old vehicles.

Overall scores across vehicle segments have shown significant year-over-year growth for two consecutive years, reflecting automakers' commitment to strengthening customer loyalty by enhancing service experiences, differentiating their brands in a fiercely competitive market, and capitalizing on emerging growth opportunities. Of the six factors measured in the study, service facility has seen the highest increase, improving 18 points from 2024. Continuous investment in upgrading the service facilities and improving service environments has enhanced the customer experience throughout the after-sales service process.

"The after-sales service experience in the automotive industry is undergoing profound evolution," said **Ann Xie, general manager of the digital retail consulting practice at J.D. Power China**. "The core of after-sales service for internal combustion engine [ICE] vehicles lies in building a trustworthy and emotional connection for customers through tangible, high-quality offline facilities and professional service teams. However, the Chinese automotive market is now being reshaped by new energy vehicle manufacturers, who have taken the lead in focusing their service on efficient and transparent digital processes, an anxiety-free energy replenishment ecosystem, and innovative customer benefits. This shift marks the industry's evolution from providing passive service to proactive customer operation. In the future, the Chinese automotive market will deeply integrate the advantages of these two types of experiences and lead the way in delivering high-end service experiences through a more human-centered digital approach."

Following are additional findings of the 2025 study:

- **After-sales service for ICE vehicles leads NEVs in professionalism:** The traditional service system for ICE vehicles has been built on standardized procedures, stable service teams and a comprehensive spare parts supply chain, all of which demonstrate a high level of professionalism. Whether it's the speed of repair, the first-time fix rate or consistency in delivery quality, service for ICE vehicles provides reliable performance, constantly reinforcing the perception of dependability in customers' minds.
- **Female customers seek a sense of control, respect and attention to details:** Female vehicle owners have distinct needs during after-sales interactions. They place great emphasis on process transparency, access to sufficient information and being respected by service advisors. The details of the transaction, including showing the replaced old parts and the staff patiently explaining cost breakdowns, can directly influence their establishment of trust. Transparent, clear and meticulous communication not only helps

female customers build the certainty of being respected but also serves as a key driver for boosting satisfaction and positive word-of-mouth recommendations.

- **Independent after-sales channels are emerging as a key choice for customers:** A growing number of customers are turning to independent service channels for future service after their vehicle's warranty period expires. What drives them are not only cost advantages or convenience, but more importantly, many independent workshops can now deliver service quality on par with 4S dealerships, along with direct and flexible communication experiences. Direct engagement channels such as WeChat and exclusive membership systems are continuously building user loyalty. They have gradually moved beyond being alternative options to become service providers that stand alongside the dealerships, and in many cases offer a more human-centered experience.

## Study Rankings

**Land Rover** ranks highest in customer service satisfaction among premium brands with a score of 809. **Mercedes-Benz** ranks second with a score of 808. **Cadillac** ranks third with a score of 804.

**Chery** and **GAC Honda** rank highest in a tie in customer service satisfaction among mass market brands, each with a score of 808. Chery also ranks highest among Chinese domestic brands with a score of 808. **Geely** ranks second among Chinese domestic brands and ranks third among mass market brands, each with a score of 801. **GAC Trumpchi** ranks third among Chinese domestic brands with a score of 799.

The China Customer Service Index (CSI) Study measures customer satisfaction based on six factors (in order of importance): service facility (21%); service team (18%); welcome and diagnostic (18%); service value (16%); service quality (15%); and reservation (12%).<sup>①</sup>

The 2025 study is based on responses from 22,867 vehicle owners of 38 automotive brands in 81 major cities who purchased their new internal combustion engine (ICE) vehicle between February 2021 and June 2024. The study was fielded from February through July 2025.

To learn more about the China Customer Service Index (CSI) Study, please contact [china.marketing@jdpa.com](mailto:china.marketing@jdpa.com)

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NOTE: Three charts follow.

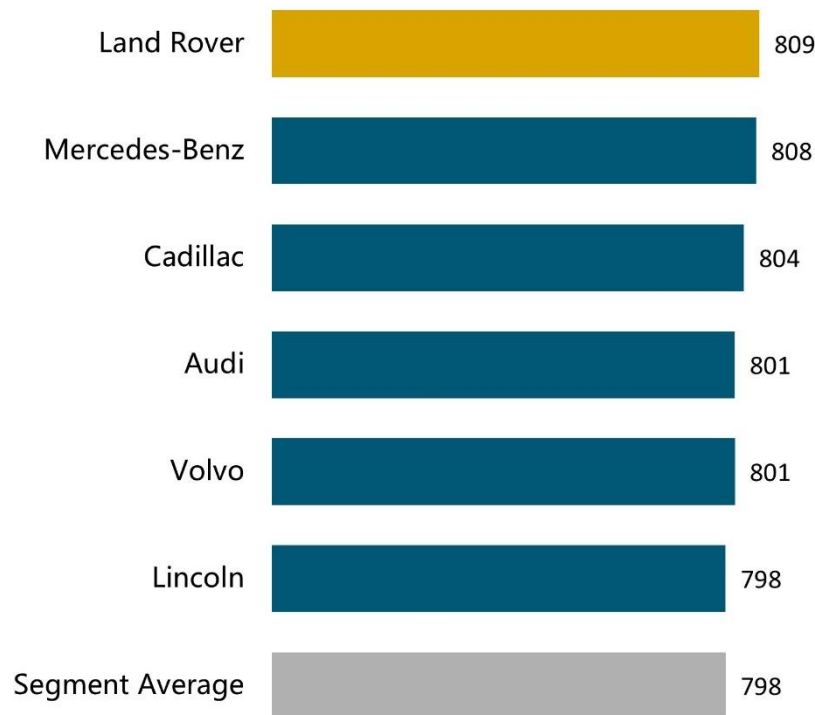
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<sup>①</sup> The weights are presented in rounded form, and the actual calculation is based on decimal places.

# J.D. Power 2025 China Customer Service Index (CSI) Study<sup>SM</sup>

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## Premium Brands (Based on a 1,000-point scale)



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Source: J.D. Power 2025 China Customer Service Index (CSI) Study<sup>SM</sup>

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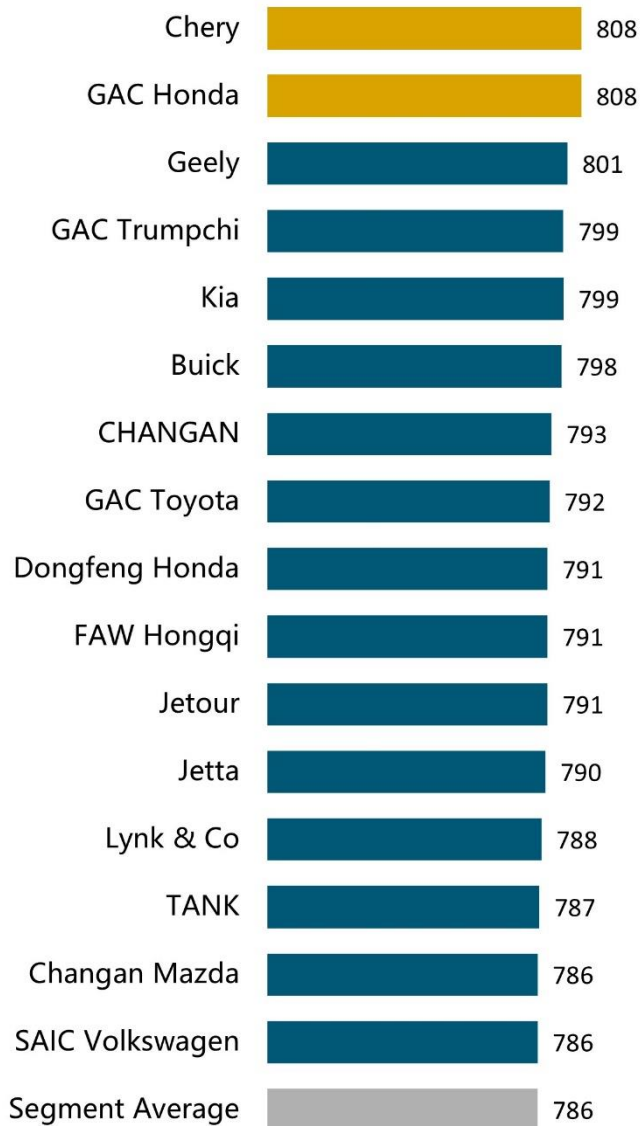
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## 2025 China Customer Service Index (CSI) Study<sup>SM</sup>

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### Mass Market Brands

(Based on a 1,000-point scale)



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Source: J.D. Power 2025 China Customer Service Index (CSI) Study<sup>SM</sup>

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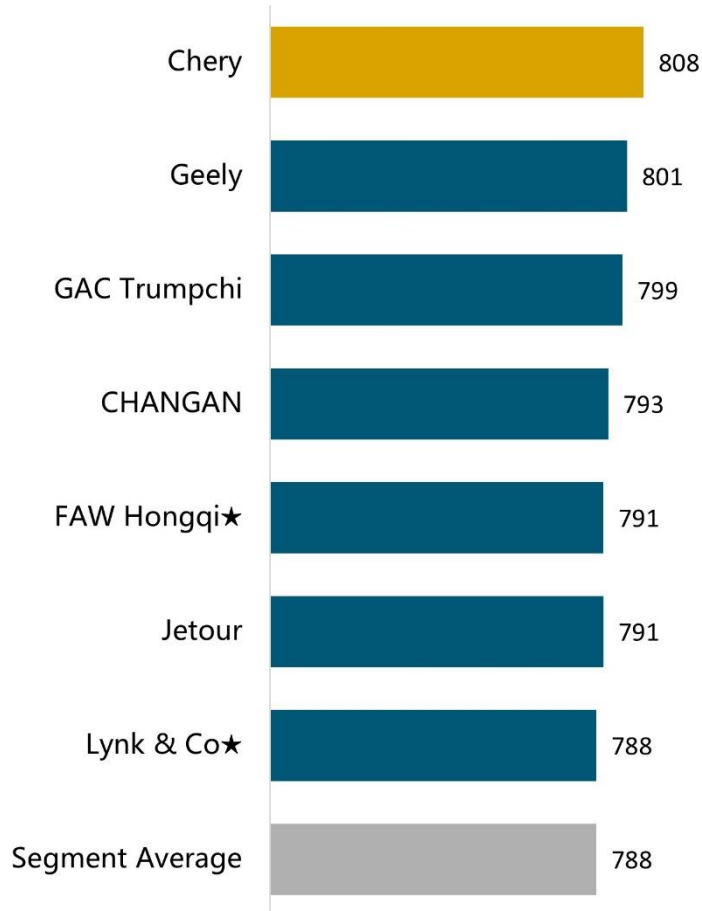
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## 2025 China Customer Service Index (CSI) Study<sup>SM</sup>

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### Chinese Domestic Brands

(Based on a 1,000-point scale)



★ Defined as Chinese 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.

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