



Press Release

J.D. Power and Associates and CAR Magazine Report: Honda and Toyota Each Capture Four Awards in South Africa Automotive Customer Satisfaction Index Study

Industry Achieves Record High Results for a Second Consecutive Year

JOHANNESBURG: 21 January 2008—Honda and Toyota models capture four segment awards each, earning more awards than any other manufacturer, according to the J.D. Power and Associates/CAR Magazine 2007 South Africa Customer Satisfaction Index (CSI) StudySM released today.

Honda models receiving awards include the Civic, CR-V, FR-V and Jazz. Toyota models ranking highest in their respective segments are the Avensis, Hilux, Land Cruiser Prado and Tazz. Also receiving awards are the BMW X5, Fiat Panda and Opel Corsa Utility.

Now in its fourth year, the independent CSI study is a comprehensive measurement of customer satisfaction after 10 to 21 months of ownership that covers 77 attributes grouped in four factors (the importance of each factor is shown as a percentage): vehicle quality and reliability (32%); vehicle appeal (29%)—which includes performance, design, comfort, styling and features; dealership service satisfaction (19%); and cost of ownership (20%)—which includes fuel consumption, insurance and cost of service/repair. Importance weights are based on survey responses from vehicle owners, thus reflecting what is more important to motorists in South Africa. CSI performance is reported as an index score based on a 1,000-point scale, with a higher CSI score indicating a more satisfying ownership experience.

At the brand level, Honda ranks highest in the South Africa market for a second consecutive year, improving by 9 index points since 2006. Mercedes-Benz improves by 21 index points—more than any other top-five ranked nameplate—to follow Honda in the nameplate rankings. Rounding out the top five nameplates are Audi, BMW and Volvo, respectively. In addition, Honda performs particularly well in the areas of quality/reliability and service satisfaction, while Mercedes-Benz performs well in vehicle appeal and Audi performs particularly well in ownership costs.

“Honda and Toyota models continue their strong performance in satisfying customers in South Africa,” said Brian Walters, vice president of J.D. Power and Associates Europe, Middle East and Africa operations. “In both 2006 and 2007, four Toyota models ranked highest in their respective segments, while Honda has led in nameplate rankings in both years. These results are a testament to the commitment to high quality that both brands demonstrate. In addition, Mercedes-Benz maintains its ranking in the top five for a second consecutive year and improves in an impressive manner since 2006.”

Overall satisfaction continues to improve steadily in the South Africa market and reaches a record-high level for a second consecutive year. Improving by 5 points since 2006, overall customer satisfaction averages 795 in the 2007 study.

“The consistent improvement in overall satisfaction in the South Africa market is good news for consumers, franchised dealers and manufacturers,” said Walters. “However, there is still significant room for improvement. While customers seem to be more satisfied with vehicle quality and reliability as well as vehicle appeal, service satisfaction and ownership cost satisfaction levels are not on par.”

“We are pleased to publish the latest independent J.D. Power and Associates South Africa CSI research findings, covering the overall vehicle ownership experience,” said John Bentley, editor of CAR Magazine.

“These findings provide our readers with quantified information from current owners, further assisting them with their vehicle purchase decisions.”

In addition to South Africa, the CSI study is currently conducted in 15 other markets: Canada, China, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, the Philippines, Taiwan, Thailand, the United Kingdom and the United States.

J.D. Power and Associates is recognized across the globe as the leading independent authority on customer satisfaction in the automotive industry. The firm’s primary role is to help automotive manufacturers further improve their product quality and service levels through a better understanding of consumer behaviour and preferences. J.D. Power and Associates also provides topline results of its automotive studies to consumers for use as a reference point when purchasing a new vehicle.

The 2007 South Africa Customer Satisfaction Index Study is based on a representative sample of more than 8,700 new-vehicle owners who registered their vehicles between October 2005 and September 2006. The study was funded by J.D. Power and Associates as part of its global research programs in cooperation with the Road Traffic Management Corporation (RTMC), and includes a section of questions to assist the Corporation and the Department of Transport (DOT) in measuring the performance of its vehicle and drivers licensing program.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

ABOUT CAR MAGAZINE

CAR magazine is read by an average of 915000 people each month. CAR magazine also publishes www.cartoday.com. The results of the J.D. Power and Associates/CAR Magazine 2007 South Africa Customer Satisfaction Index (CSI) StudySM are published exclusively in the February 2008 issue of CAR, on newsstands Monday, 21 January 2008.

About The McGraw-Hill Companies

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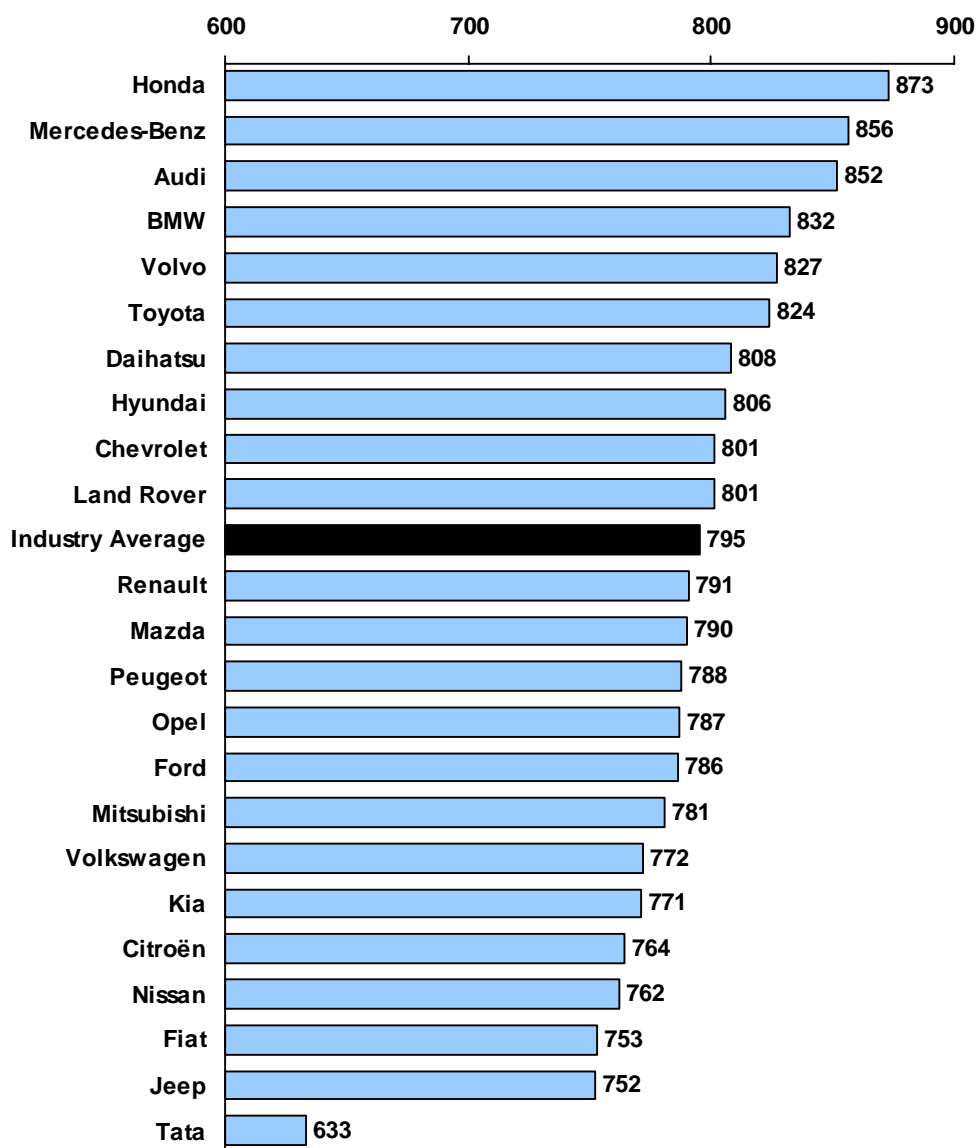
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NOTE: Three charts follow.

J.D. Power and Associates 2007 South Africa Customer Satisfaction Index (CSI) StudySM

CSI Nameplate Index Ranking

(Based on a 1,000-point scale)



Included in the study, but not ranked due to small sample size are: Alfa Romeo, Chrysler, Isuzu, Jaguar, Lexus, MINI and SsangYong.

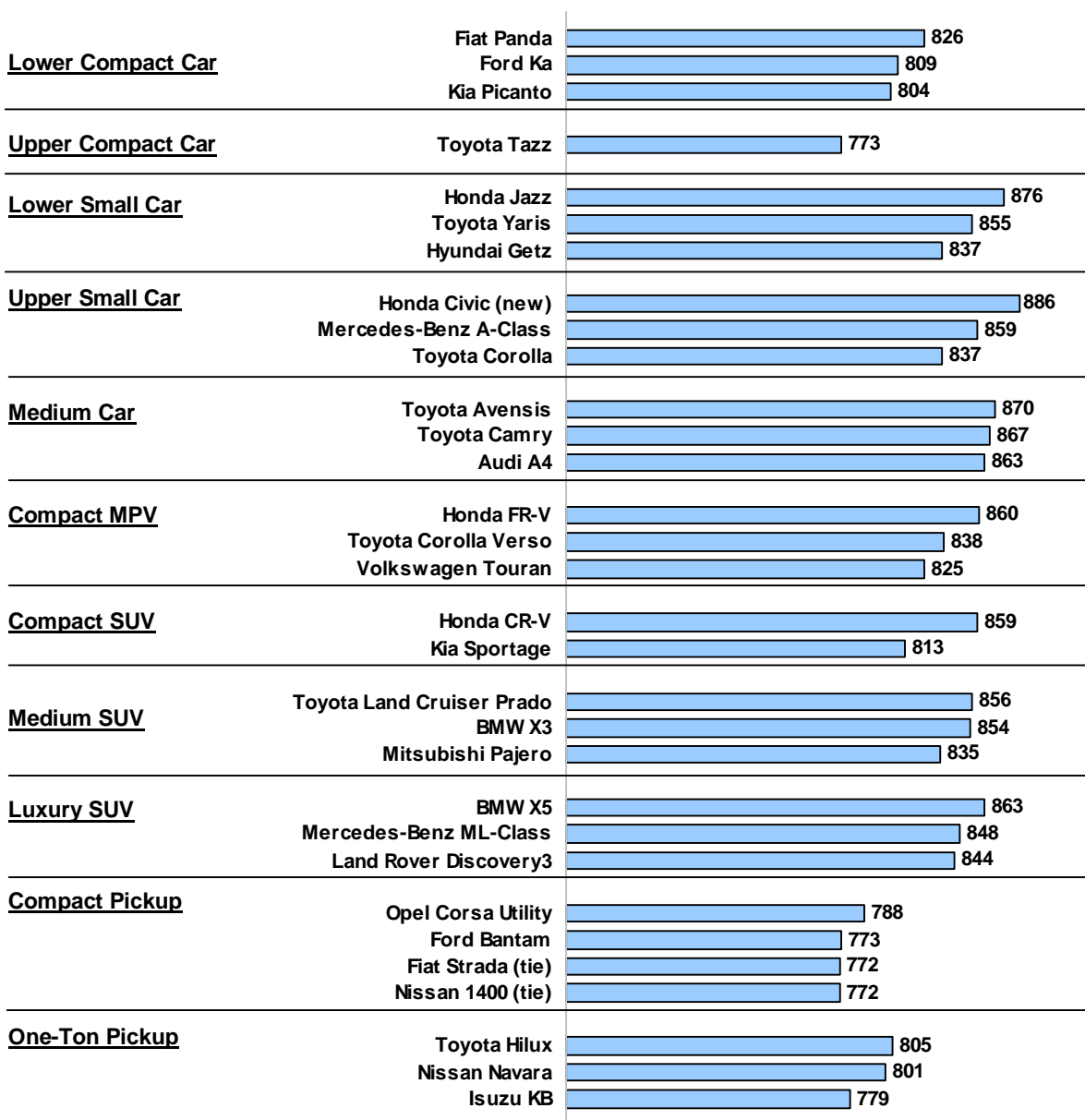
Source: J.D. Power and Associates 2007 South Africa Customer Satisfaction Index (CSI) StudySM

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Top Models per Segment in CSI

(Based on a 1,000-point scale)

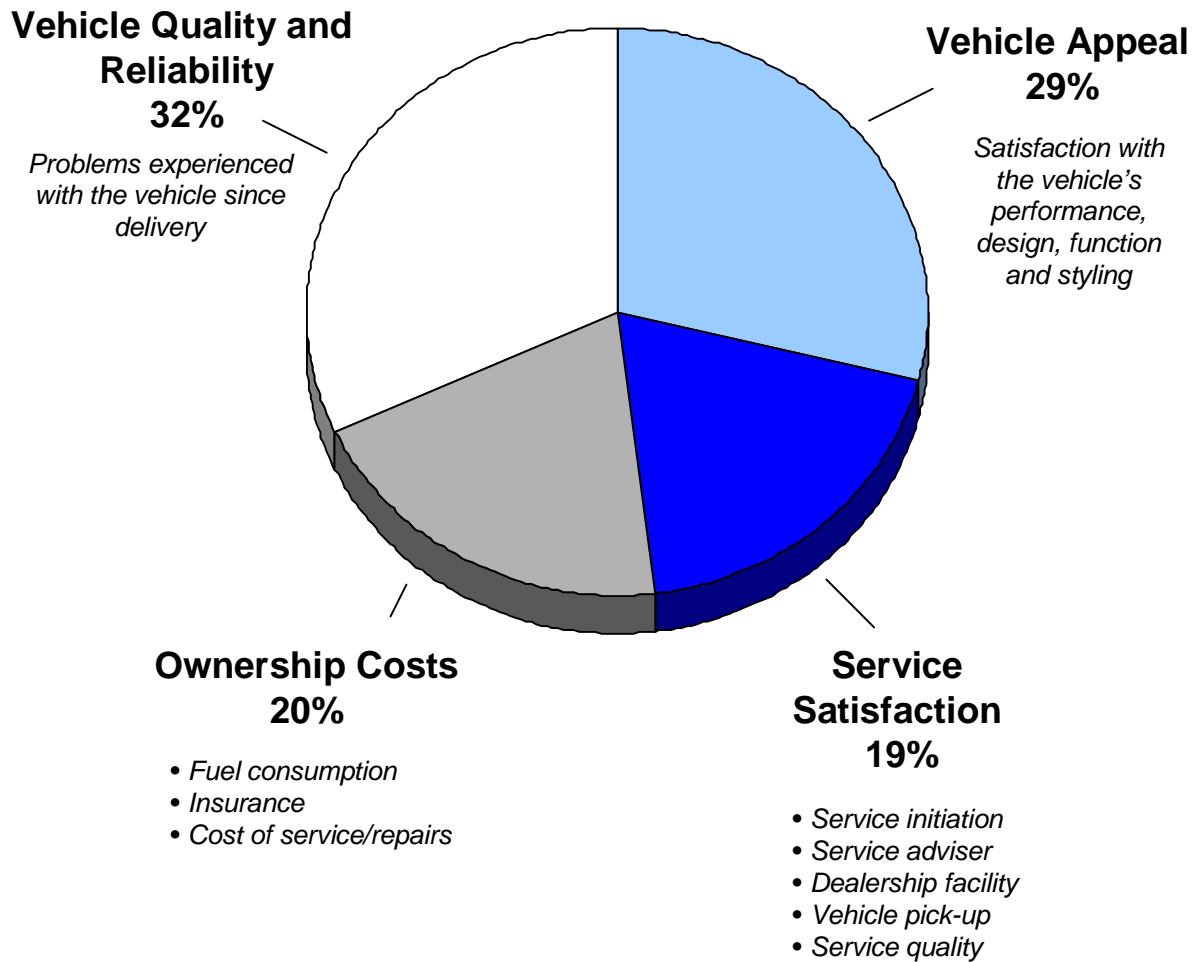


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Customer Satisfaction Index Component Weights



Source: J.D. Power and Associates 2007 South Africa Customer Satisfaction Index (CSI) StudySM

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