



## Press Release

### **J.D. Power Asia Pacific Reports: Honda Models Rank Highest in Taiwan APEAL in Three of Seven Segments; Toyota Models Rank Highest in Two Segments**

**SINGAPORE: 16 January 2007** —Honda Civic, CR-V and Accord, and Toyota Vios and Previa are the most appealing models in their respective segments in the J.D. Power Asia Pacific 2006 Taiwan Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup> released today. Also, Lexus ES and Suzuki Swift rank highest in their respective segments.

Now in its ninth year, the APEAL study is a consumer-reported measure of what excites and delights owners about their new vehicle's performance and design during the first two to six months of ownership. Redesigned in 2006, the study is comprised of nearly 100 attributes covering 10 vehicle factors: exterior; interior; storage and space; audio/entertainment/navigation; seats; HVAC; driving dynamics; engine/transmission; visibility/driving safety; and fuel economy.

The newly redesigned Honda Civic leads the midsize segment with an APEAL score of 833 points on a 1,000-point scale, while Accord (830 points) leads in the highly competitive premium midsize segment, and CR-V (784 points) ranks highest in the SUV segment.

In the entry midsize segment, Toyota Vios ranks highest with an APEAL score of 789 points, while Toyota Previa ranks highest in the MPV segment (817 points).

Lexus ES sets the benchmark for the industry with the highest APEAL score across all vehicle segments and leads the luxury segment with 912 index points. Lexus ES also receives the highest ratings from customers across all factors that determine overall satisfaction.

With a score of 721 index points, the newly launched Suzuki Swift leads the compact segment, receiving particularly high ratings from customers in vehicle exterior, interior, audio/entertainment/navigation, HVAC and engine/transmission.

"Overall, we find that strong APEAL scores drive advocacy for a model," said Sareem Chen, senior country manager at J.D. Power Asia Pacific. "More than 70 percent of customers with an overall APEAL score of 900 or above indicate they would definitely recommend their model to friends and family. That percentage falls dramatically to 10 percent among owners with an average APEAL score below 700 points."

The industry average APEAL index score is 780 points. Among the 10 APEAL vehicle factors, customers are most satisfied with the vehicle exterior, which generates the most favorable ratings in five of seven segments. In particular, customers are satisfied with the front-end styling, side-profile appearance and styling, and rear-end styling.

The 2006 Taiwan APEAL study is based on evaluations of more than 9,000 owners who purchased their new vehicle between March and July 2006. The study includes 47 different vehicle models covering 13 different makes.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific, established in 1990, conducts customer satisfaction research and provides consulting services in the automotive, information technology and finance industries. Information regarding J.D. Power

Asia Pacific and its products can be accessed through the Internet at [www.jdpower.co.jp](http://www.jdpower.co.jp) Media e-mail contact: [sareem\\_chen@jdpower.com.sg](mailto:sareem_chen@jdpower.com.sg).

#### **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, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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#### **Media Relations Contacts:**

Sareem Chen  
Sr. Country Manager (Taiwan)  
J.D. Power Asia Pacific  
8 Shenton Way  
#44-02/03/04 Temasek Tower  
Singapore 068811  
Phone +65-67338980  
[sareem\\_chen@jdpower.com.sg](mailto:sareem_chen@jdpower.com.sg)

John Tews  
Director, Media Relations  
J.D. Power and Associates  
5435 Corporate Drive, Suite 300  
Troy, Mich. 48098  
USA  
001 248-312-4119  
[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

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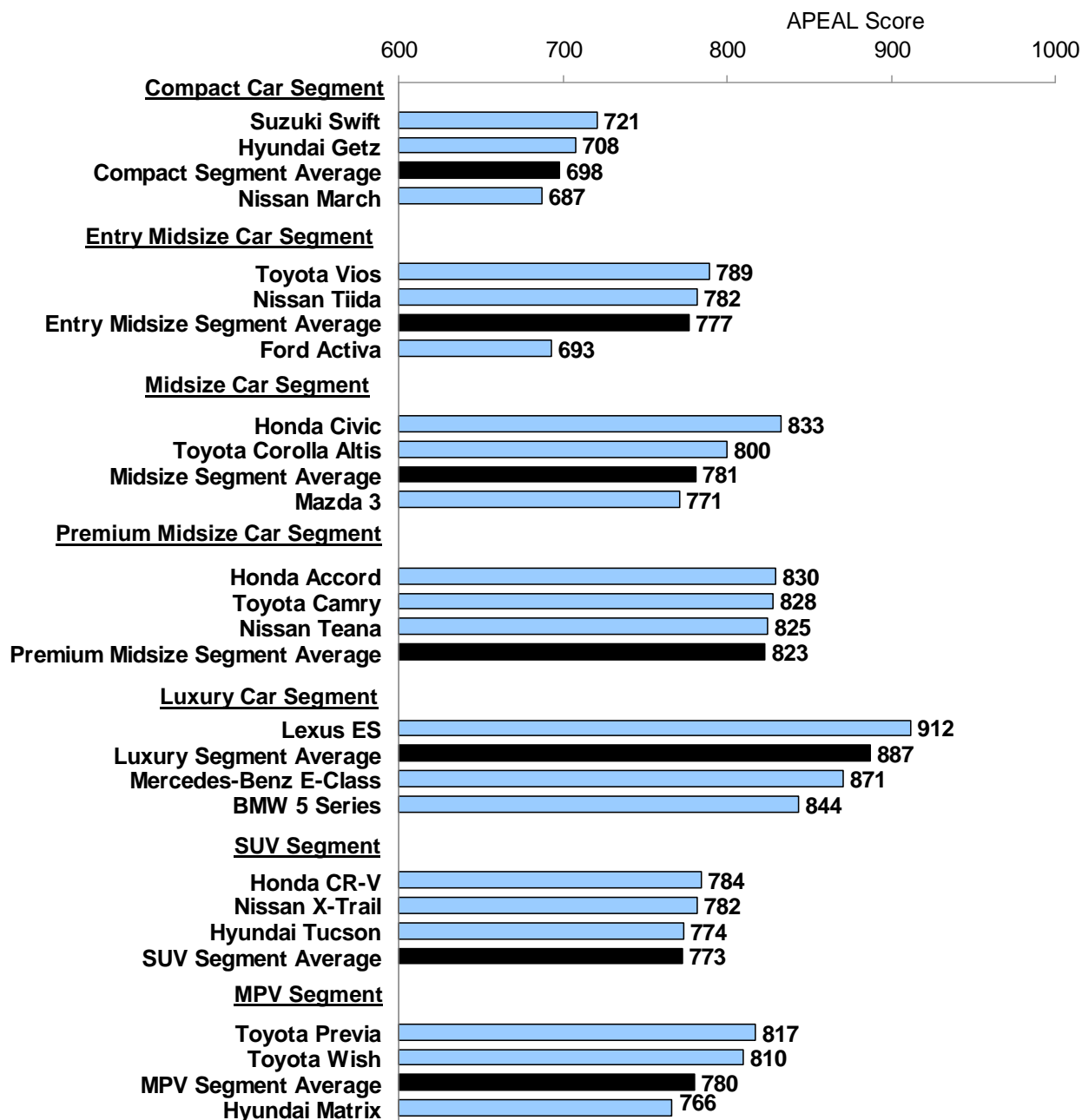
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NOTE: One chart follows.

# J.D. Power Asia Pacific 2006 Taiwan Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>

## Top Three Vehicles per Segment

(Based on a 1,000-point scale)



NOTE: No official rankings are published for the Entry SUV, Entry Luxury and Premium SUV segments due to an insufficient number of models in the sample.

Source: J.D. Power Asia Pacific 2006 Taiwan Automotive Performance, Execution and Layout (APEAL) Study<sup>SM</sup>

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