



## Press Release

### **J.D. Power and Associates Reports: Customer Intent to Purchase or Lease New Class 8 Trucks Continues to Decline**

#### Freightliner and Kenworth Rank Highest in Heavy-Duty Truck Segments; Kenworth Ranks Highest in Dealer Service among Class 8 Customers

**WESTLAKE VILLAGE, Calif.: 3 August 2009** — Despite new emissions regulations to be implemented in 2010, Class 8 customers remain cautious about the prospect of purchasing or leasing new trucks in the next 12 months, according to the J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study.<sup>SM</sup>

The study finds that the percentage of Class 8 customers who say they “definitely will” purchase a new Class 8 truck in the next 12 months is down from 25 percent in 2008 to just 16 percent in 2009—the lowest purchase intention level since 2002. In comparison, 41 percent of those surveyed in 2006 said they “definitely will” purchase a truck in the next 12 months—the year pull-ahead sales pushed Class 8 volumes to record levels. Sales, however, plummeted when emission regulations took effect in 2007 and continue to be slow in 2009.

“Freight tonnage continues to decline, and fleets have increased the length of time they keep their trucks in operation—both of which lower demand for new trucks,” said Brian Etchells, senior research manager of the commercial vehicle practice at J.D. Power and Associates. “While impending new emissions standards boosted sales in 2006, a 2009 pre-buy seems unlikely, even amid improving diesel prices and some signs that the economic recession is slowing.”

Kenworth Truck Company ranks highest in heavy-duty truck customer satisfaction in the [over-the-road segment](#) for a fifth consecutive year and also ranks highest in the [pickup and delivery segment](#). In both segments, Kenworth performs particularly well in the performance, quality and cost of ownership factors. Peterbilt and Freightliner, respectively, follow Kenworth in the pickup and delivery truck segment rankings.

In the [vocational truck segment](#), Freightliner ranks highest, showing marked improvement from 2008 in all four factors driving satisfaction: performance; quality; warranty; and cost of ownership. Freightliner performs particularly well in performance, warranty, and cost of ownership. Kenworth and Western Star, respectively, follow Freightliner in the vocational truck rankings.

Kenworth Truck Company ranks highest in Class 8 [customer satisfaction with dealer service](#), performing particularly well in service initiation, service delivery and service advisor. Kenworth improves considerably from 2008 in all six factors measured: dealer facility; service quality; service delivery; service initiation; service advisor; and price.

“While Kenworth’s dealerships have improved in technical aspects of service, such as diagnosing problems correctly, they have also improved in customer relations elements, such as being courteous and friendly,” said Etchells. “How dealer service personnel treat customers has just as big of an impact on service satisfaction as how well mechanics fix trucks. Focusing on better customer relations is a cost-effective way to increase service satisfaction, particularly when compared with the cost of improving technical aspects, which could include

implementing technical training for mechanics, buying new repair equipment or revamping the parts supply system.”

The 2009 Heavy-Duty Truck Customer Satisfaction Study is based on responses from 2,425 primary maintainers of two-year-old Class 8 heavy-duty trucks. The study was fielded in April and May 2009.

**About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’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.

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**J.D. Power and Associates Media Relations Contacts:**

John Tews; Troy, Mich.; (248) 312-4119; [john.tews@jdpa.com](mailto:john.tews@jdpa.com)

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; [syvetril.perryman@jdpa.com](mailto:syvetril.perryman@jdpa.com)

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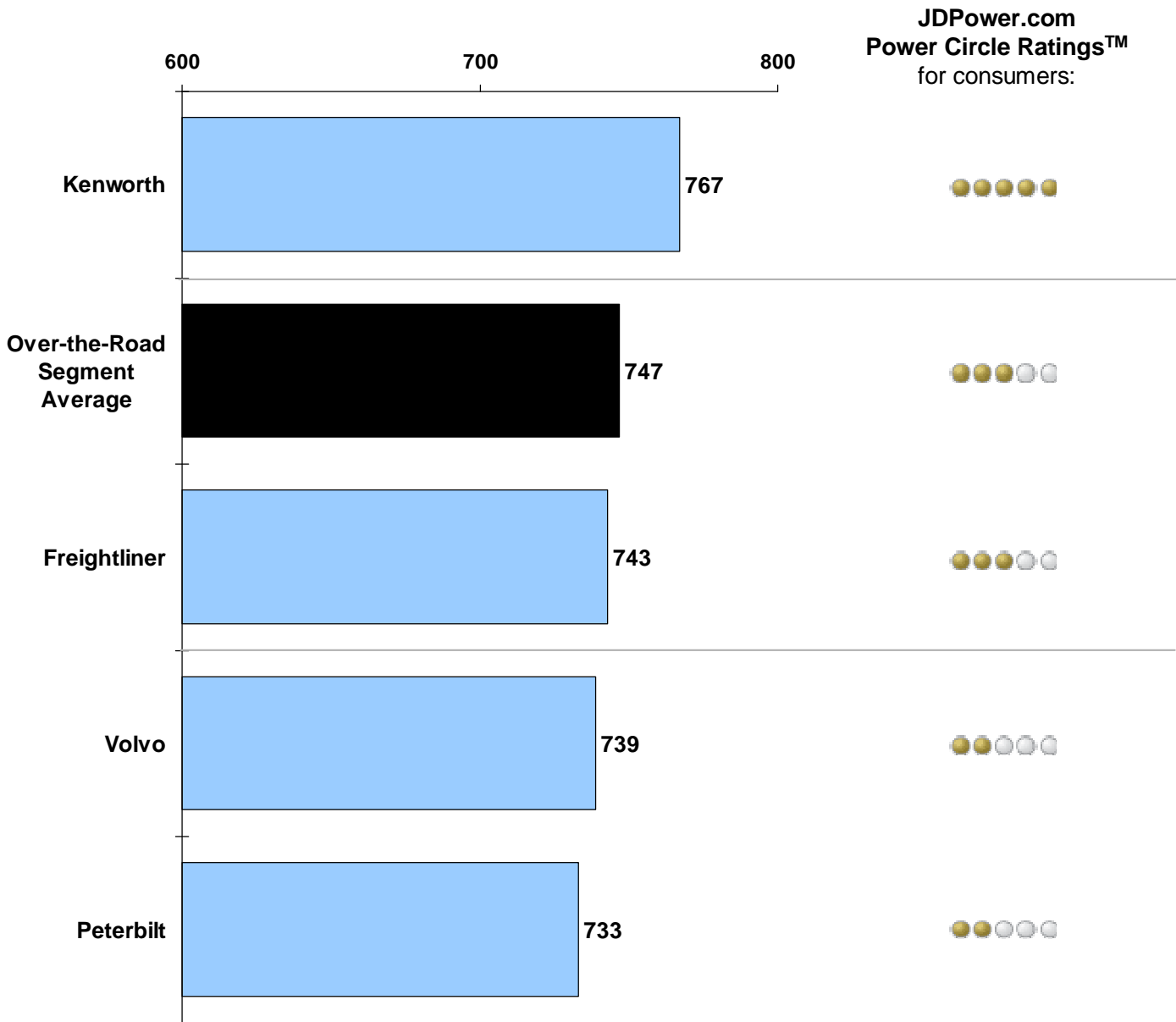
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NOTE: Four charts follow.

# J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Over-the-Road Segment (Based on a 1,000-point scale)



*Included in the study but not ranked due to small sample size are International, Mack Trucks, Sterling and Western Star.*

*Source: J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>*

**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.*

# J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Pickup and Delivery Truck Segment (Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are Mack Trucks, Volvo and Western Star.

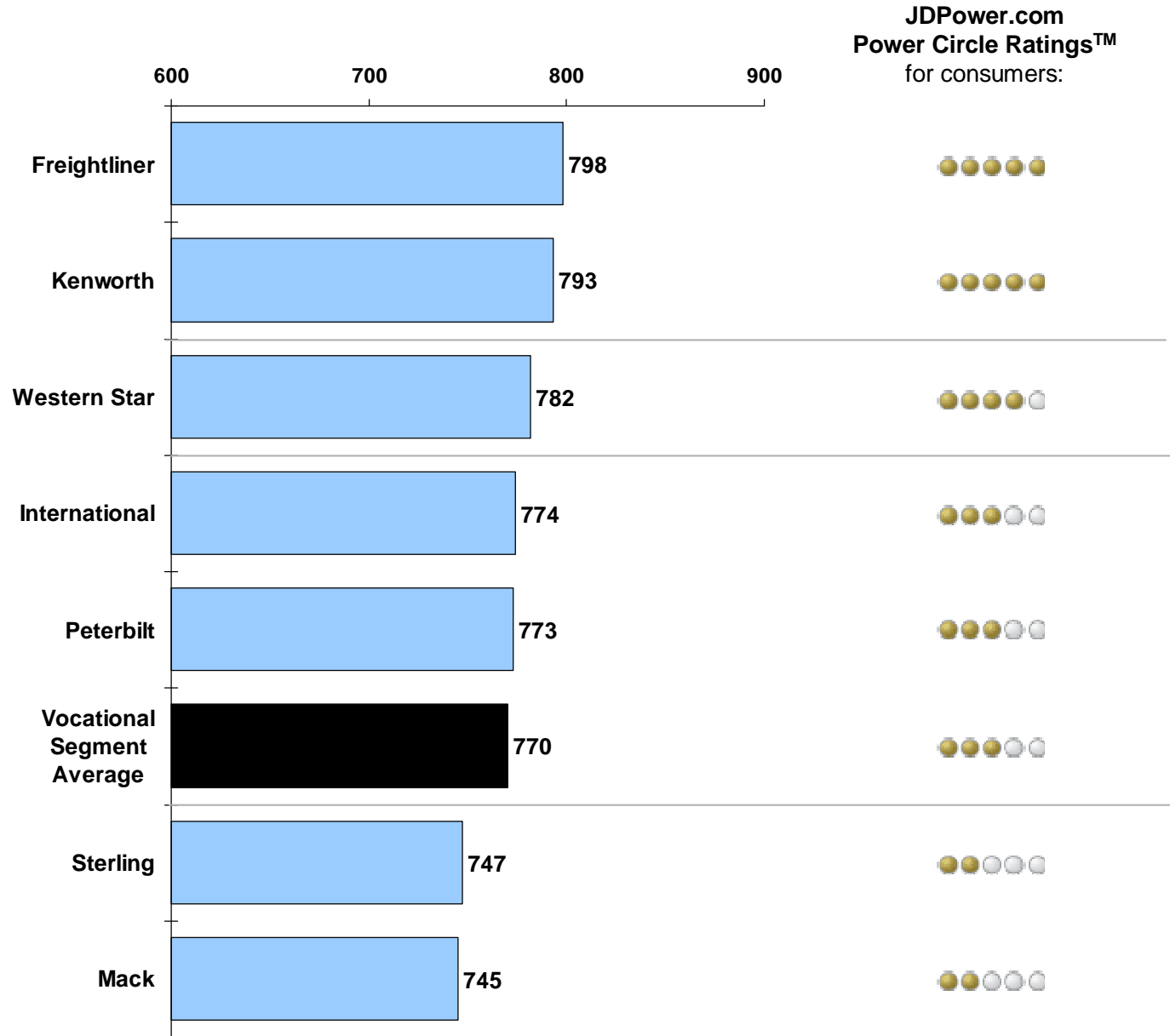
Source: J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>



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# J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking Vocational Truck Segment (Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size is Volvo.

Source: J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

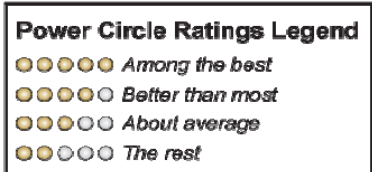
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# J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### Dealer Service

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2009 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

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