



Press Release

J.D. Power and Associates Reports: Honda Ranks Highest in Customer Satisfaction with Lawn Mowers

Although Price is the Primary Consideration among Lawn Mower Buyers, Reliability Plays the Largest Role in Satisfaction

WESTLAKE VILLAGE, Calif.: 10 September 2009 — Honda ranks highest in satisfying customers with walk-behind lawn mowers, according to the J.D. Power and Associates 2009 Walk-Behind Lawn Mower StudySM released today.

The study, now in its second year, measures [customer satisfaction with walk-behind lawn mowers](#) by examining six key factors: durability; ease of use; maintenance; performance; price; and warranty. The study is designed to provide information that helps customers with purchase decisions, as well as to assist lawn mower manufacturers in their efforts to improve customer satisfaction.

Among the 10 brands ranked in the study, Honda ranks highest in customer satisfaction with a score of 795 on a 1,000-point scale and performs particularly well in four of six factors: durability; ease of use; performance; and maintenance. John Deere (781) and Craftsman (771) follow Honda in the rankings.

The study finds that regardless of the price point, finding the best value for their money is the most important factor customers consider when shopping for their lawn mower.

“Although price is a primary consideration for lawn mower owners, it isn’t the total alone that matters; rather, owners are seeking the best quality and performance available within their budget,” said Michael Drago, director for the real estate and construction industries practice at J.D. Power and Associates. “Lawn mower owners primarily use price to differentiate between similar products, or to select a retailer from which to purchase the mower they want. This is true whether the customer is spending \$100 or \$1,000.”

Once an owner begins using their lawn mower, durability is the most important factor driving satisfaction. Mowers that are built solidly and have high-quality engines and reliable starting mechanisms are less likely to require repairs—which most customers consider to be very inconvenient to fix.

“After customers select and purchase a lawn mower, their long-term satisfaction with both that mower and its manufacturer is directly linked to how durable they find that machine to be when they begin using it,” said Drago. “Customers expect that mowers will consistently stand up to the demands of routine usage over time. If there are problems, many customers may decide against repairing their mowers and instead elect to replace not only the mower, but also the brand that manufactured it as well.”

Approximately 30 percent of lawn mower owners report experiencing a problem with their mower within the first 24 months of ownership. Among those owners who report experiencing a problem, the most commonly reported issues include:

- Discharge route frequently clogs (28%)

- Mower does not start/inconsistent starting (26%)
- Engine stalls/dies easily (14%)
- Engine strains/lacks power (11%)
- Knobs/handles/controls are broken (10%)

The 2009 Walk-Behind Lawn Mower Study is based on responses from more than 2,220 consumers who purchased a new lawn mower within the past 24 months and who have used their lawn mower a minimum of five times. The study was fielded between March and April 2009.

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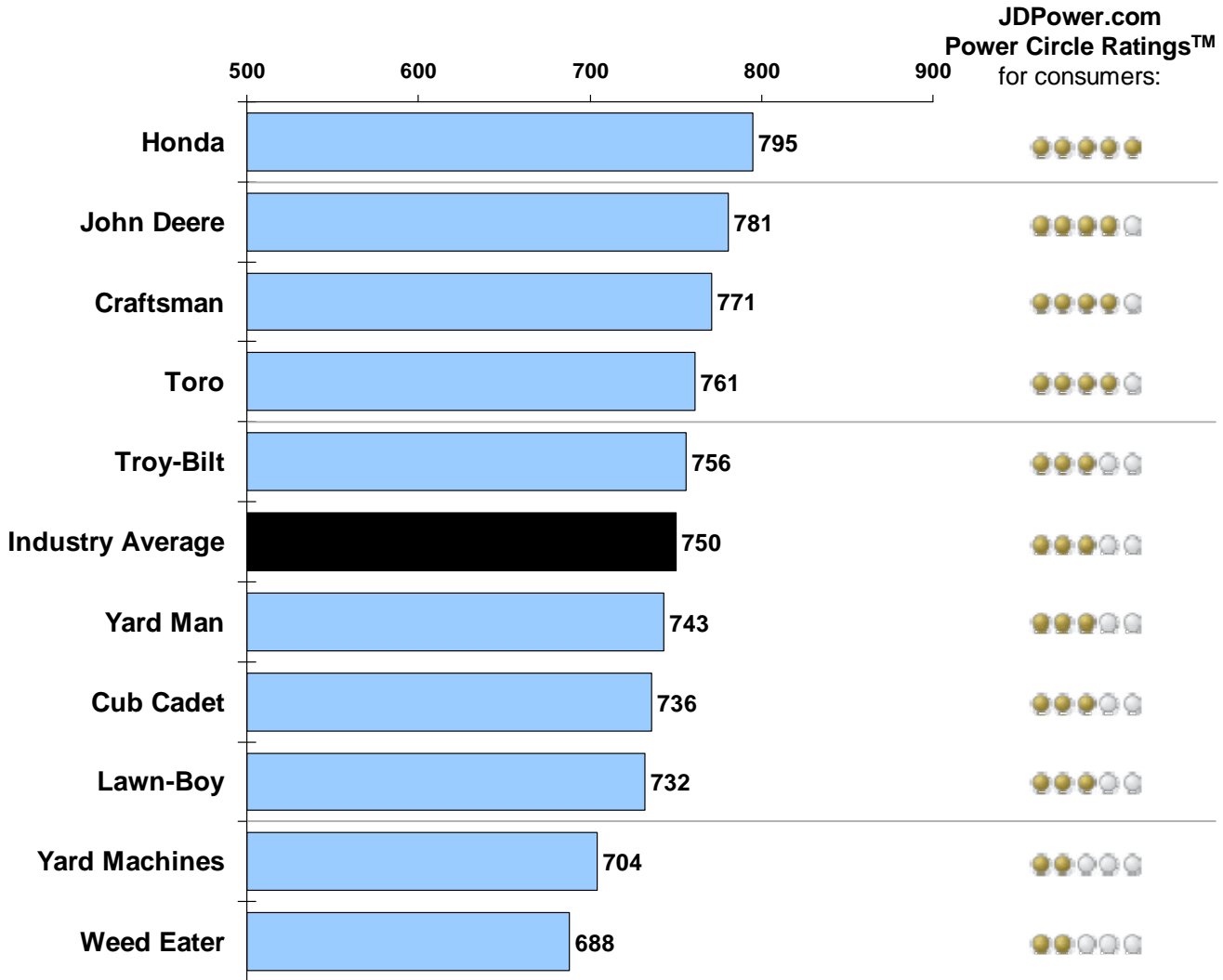
(Page 2 of 2)

NOTE: One chart follows.

J.D. Power and Associates 2009 Walk-Behind Lawn Mower StudySM

Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Power Circle Ratings Legend

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

Source: J.D. Power and Associates 2009 Walk-Behind Lawn Mower StudySM

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