

# GM Shines in J.D. Power Dependability Study

General Motors has more segment award recipients than any other automaker in the "J.D. Power 2014 Vehicle Dependability Study (VDS)," said GM spokesperson Susan Waun.

She added that GM's segment awards rose from four last year to eight this year across its four brands.

The study tracks 2011 model year vehicles in their third year of ownership.

This year's results revealed that overall vehicle dependability averages 133 problems per 100, a 6 percent increase in problems from 126 in 2013, said David Sargent, vice president of Global Automotive at J.D. Power.

This, he said, marks the first time since the 1998 study that the average number of problems has increased.

"Until this year, we have seen a continual improvement in vehicle dependability," Sargent said. "However, some of the changes that automakers implemented for the 2011 model year have led to a noticeable increase in problems reported."

"Automakers are continually looking for ways to improve fuel economy, which is a primary purchase motivator for many consumers, particularly those buying smaller vehicles."

"However, while striving to reduce fuel consumption, automakers must be careful not to compromise quality."

"Increases in such problems as engine hesitation, rough transmission shifts and lack of power indicate that this is a continuing challenge."

For Chevrolet, the Volt received the highest dependability award in the "Compact Car" segment in its launch year.

The Camaro ranked highest in "Midsize Sporty Car" segment for a second year in a row, after also

receiving the award as a launch vehicle last year.

GM also earned the top two spots in the "Large Heavy Duty Pickup" segment for dependability with the GMC Sierra HD receiving the segment award and Chevrolet Silverado HD ranking second.

This marks the second year in a row that GMC Sierra HD ranks highest in vehicle dependability.

"Dependability is one of the top purchase reasons for a car or truck and it is key to customer loyalty," said Alicia Boler-Davis, senior vice president, GM Global Customer Experience and Product Quality.

**"Dependability is key to customer loyalty"**

**- GM VP Alicia Boler-Davis**

"Receiving more segment awards for our cars and trucks than any other automaker reflects our commitment to provide customers with the best overall experience in the industry."

GM's success was spread across all its brands.

Chevrolet winners were the Volt in the "Compact Car" segment, the Camaro in the "Midsize Sporty Car" segment.

The Tahoe finished second in the "Large CUV" segment, while the Silverado HD was also ranked second in its category - "Large Heavy Duty Pickup."

The Avalanche placed third in

the "Large Light Duty Pickup" segment.

Cadillac also enjoyed success.

The Escalade was the winner in the "Large Premium CUV" category. The DTS also finished tops in the "Large Premium Car" segment.

Buick was not left out.

The Lucerne was the winner in the "Large Car" category, while the LaCrosse ranked second in the "Midsize Car" segment.

GMC vehicles also did well. The Sierra LD captured the top spot in the "Large Light Duty Pickup" category.

The Sierra HD was not to be outdone. It won the "Large Heavy Duty Pickup" segment.

The Yukon finished tops in its category, "Large CUV." The Canyon ranked third in the "Midsize Pickup" segment.

This information is important, Sargent said, because J.D. Power's research shows that consumers are much more likely to avoid vehicles from brands that rank lower in dependability.

On average, 23 percent of consumers avoided brands that ranked in the lowest fourth of the 2013 VDS because of concerns about reliability. In contrast, only 9 percent of consumers cited that same reason for avoiding brands that ranked in the top fourth.

"By combining our customer research with trade-in data, we see a very strong correlation between dependability and real-world brand loyalty," Sargent said.

"Also, we see that brands with lower dependability are likely to be shut out of a significant piece of the market, as many consumers will not even consider purchasing one of their vehicles because of concerns about its likely reliability."

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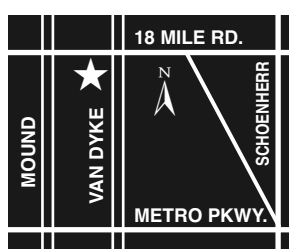
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