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Press Release

Quality is in the Eye of the Beholder: Porsche Macan Edges Tesla Model S, Leads Industry

San Diego, California: July 20, 2017 – Several new or redesigned models are leaders in Total Quality while the gracefully-aging Tesla Model S has lost its top spot in the industry, according to the results of Strategic Vision’s 2017 Total Quality Impact™ (TQI) measure. The revolutionary sports car now ranks second in the industry to the Porsche Macan.

Alexander Edwards, President of Strategic Vision, says, “Tesla buyers have been very enthusiastic about the performance and innovation characteristics of the Model S for the past five years. Today, there are still many customers seeking top-of-the-line driving dynamics and performance which helped the Macan speed to first this year.” Edwards continues, “This is also why in our autonomous driving studies there is such a negative response to a fully autonomous vehicle. Only 23% of people think that a completely self-driving car is an excellent idea, while 54% hate the idea or think it is unsatisfactory. Obviously, many car owners still want control and speed! They want to be James Bond or Batman. In the Porsche and Tesla, they can become them.”

While the Macan and Model S battle for the industry lead, other models ride newfound enthusiasm to the top of their segments. Genesis, Hyundai’s new luxury brand, has had an extremely successful debut with its flagship sedan, the G90. Chrysler has given minivan shoppers a breath of fresh air with a new alternative, the Pacifica. With their newly redesigned and aluminized F-250/350, Ford has shown that there is plenty of potential in the truck market if a brand innovates properly. Honda’s 10th generation Civic built an exciting vehicle on top of Honda’s already rock-solid foundation of reliability, and swept two competitive small vehicle segments. And the re-forged Mazda CX-9 won behind high marks in its thoughtfully-executed design, styling, and performance.

PORSCHE MACAN

It may not be an expensive flagship model, but its diverse set of buyers agree: this is the best vehicle around.

“Typically, with more entry-level luxury models, we see higher scores because a younger crowd comes in and is overjoyed that they are finally luxury vehicle owners,” says Karl Miller, Director of Marketing at Strategic Vision.

“But what we see with the Macan is that everyone loves this CUV, independent of age, income level, or previous experience with Porsche. It doesn’t have any temporary circumstances where we’ll see enthusiasm subside. It’s simply a fantastic vehicle.”

The Macan has performed very well in all of Strategic Vision’s metrics since it came out in 2014, and it should continue to be a strong contender in the coming years.

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DETROIT CONTINUES ITS SURGE

A decade ago, manufacturers based in Detroit struggled to win even a quarter of the available Total Quality Awards each year. Led by Chevrolet’s five awards in this year’s report, Detroit has more than half of the winning models (14 out of 27).

This did not happen overnight. Gradual and steady progress has been made over the years to become leaders in quality once again. Among other reasons, this has been accomplished by shoring up reliability issues, focusing on meaningful innovative advancements (especially those that involve styling or powertrain), and establishing a “home field advantage” in the truck and sports car markets.

SUBARU STAYS STRONG

Another great success story over the last decade has been the emergence of Subaru. Before 2008, it would have been hard to imagine Subaru winning a Total Quality Award for Best Mass-Market Brand two straight years. Then they began their “Love” advertising campaign and have since more than tripled their market share, becoming a classic case study in the power of demographic research and messaging.

Our data shows that Subaru’s vehicles are good, quality products. To many buyers, however, their Subaru represents much more than a collection of parts that will get them safely from Point A to Point B. It represents Love, one of the most powerful emotional connections we have, and the crowning characteristic of loyalty.

This love, like enthusiasm, enhances the owner’s experience as it amplifies the positive aspects and overlooks the minor negative ones. Each person has their own preferences, priorities, and unique emotional connection to their vehicle, which is why quality truly is in the eye of the beholder.

Here is the full list of Total Quality Award winners:

Small Car	Honda Civic Sedan	559
Small Hatchback	Honda Civic Hatchback	564
Small Alternative Powertrain (APT) Car	Ford C-MAX Hybrid	545
Mid-Size Car	Nissan Altima	606
Mid-Size Hatchback	Subaru Outback	596
Mid-Size APT Car	Chevrolet Malibu Hybrid	601
Full-Size Car	Dodge Charger	684
Near-Luxury Car	Chevrolet SS	678
Near-Luxury APT Car	Lincoln MKZ Hybrid	629
Luxury Car	Genesis G90	761

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TQI – add two

Specialty Coupe	MINI Cooper 4-Door Hardtop	729
Premium Coupe	Chevrolet Corvette Coupe	755
Standard Convertible	Ford Mustang Convertible	704
Premium Convertible/Roadster	Chevrolet Corvette Convertible	748
Standard Pickup	Chevrolet Colorado	551
Full-Size Pickup	Toyota Tundra	612
Heavy Duty Pickup	Ford F-250/350	698
Entry SUV	Jeep Wrangler	564
Entry CUV	Subaru Crosstrek	580
Mid-Size SUV	Dodge Durango	664
Mid-Size CUV	Mazda CX-9	632
Full-Size Utility	GMC Yukon XL	714
Near-Luxury Utility	Land Rover Range Rover Evoque 5-Door	656
Luxury SUV	Lexus GX	679
Luxury CUV	Porsche Macan	777
Premium APT Utility	Tesla Model X	756
Minivan	Chrysler Pacifica	494
Brand Under \$26,000	Volkswagen	524
Mass-Market Brand	Subaru	566
Luxury Brand	BMW	650
Full-Line Corporation	Volkswagen Group of America	575

Strategic Vision's 23rd annual Total Quality Impact (TQI) report is based on results from the New Vehicle Experience Study® (NVES) surveying over 42,000 Jul.-Dec. new vehicle buyers after the first 90 days of ownership. It incorporates the impact of problems with the vehicle as well as the drivers' analytical and emotional evaluations of quality. For further information contact Alexander Edwards or Christopher Chaney at (858) 576-7141, or visit our website at www.strategicvision.com.