

Discover your edge

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Lexus leading the way in automotive satisfaction

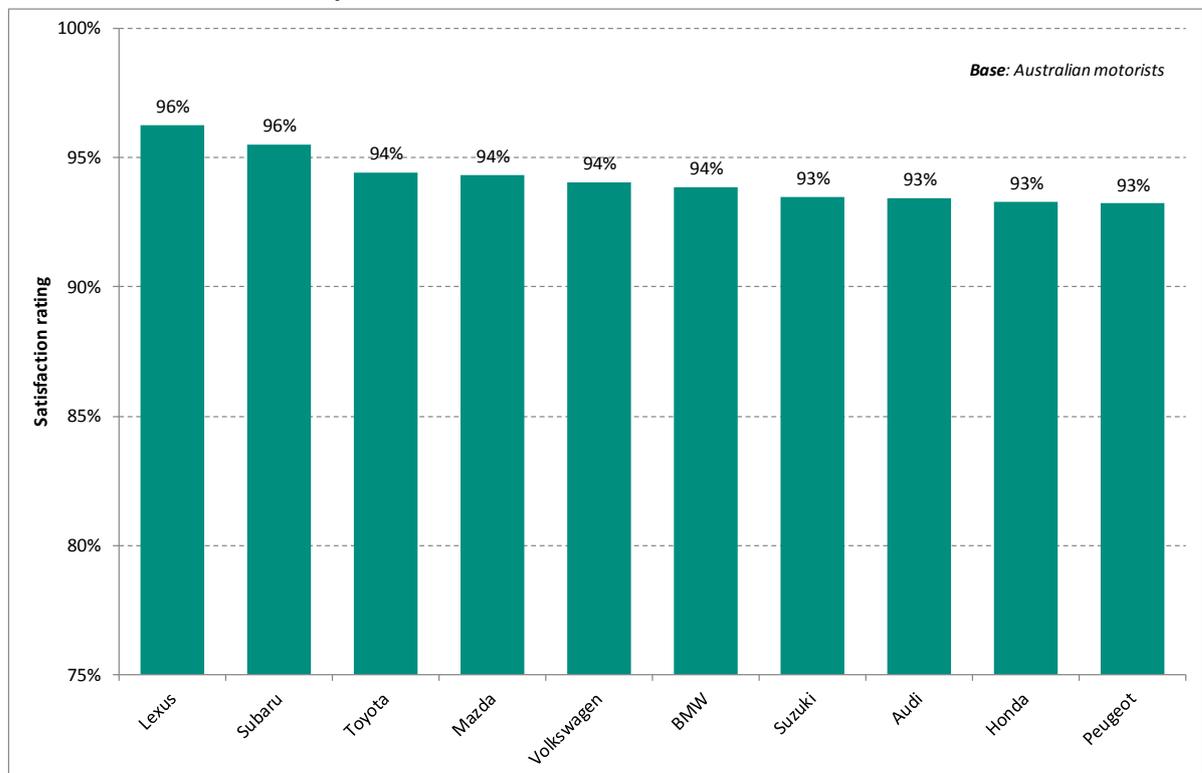
Prestige auto brand Lexus has moved back to the top of the table, taking out the April Roy Morgan Customer Satisfaction Awards — its first monthly win this year. Winner of Car Manufacturer of the Year for 2014, Lexus scored an impressive satisfaction rating of more than 96% in April, overtaking Subaru (just under 96%), and staying 2% points clear of its closest luxury rival, BMW (just shy of 94%).

Based on data from Roy Morgan's extensive Consumer Single Source survey, the Awards provide an accurate and unbiased picture of how Australian motorists feel about the make of car they currently drive. And as the current results indicate, Lexus drivers are certainly satisfied.

In fact, all of the automotive makes featured in the top 10 achieved satisfaction ratings of well above 90%. Spanning a range of high-end and more economical brands, this consistently high level of satisfaction suggests that the auto industry is very conscious of what Australian motorists need and expect in a vehicle.

Even outside of the top 10 scorers, satisfaction ratings above 90% were not uncommon.

Customer satisfaction: Top 10 Automotive brands



Source: Roy Morgan Single Source (Australia), May 2014 – April 2015 (n=42,726).

Jordan Pakes, Industry Director -- Automotive, Roy Morgan Research, says:

“The latest Customer Satisfaction results show very high levels of satisfaction among Australian motorists for a diverse range of auto brands. Lexus is back on top this month, with its satisfaction rating improving more than one percentage point since the March result.

“Other makes that have improved recently are Volkswagen, Suzuki, Peugeot and BMW. Only one local manufacturer made it into the Top 10: Toyota, with a score just over 94%, which is not surprising given that it remains the country’s most-liked automotive brand.

“With more than 45 brands competing for a share of the 1.1 million new cars sold each year, ensuring that existing owners are satisfied is crucial. The average brand loyalty levels for the industry are just under 50%, which means that on average half of all drivers who are in the market for a new car are looking to stay with the same brand. Obviously satisfaction with your current car will have a big impact when it comes time to decide whether to remain loyal or switch to a competitor brand.”

For comments or more information about Roy Morgan Research’s Customer Satisfaction data, please contact:**Vaishali Nagaratnam**

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[Find out more about the Roy Morgan Customer Satisfaction Awards.](#)

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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