



Press Release

J.D. Power and Associates and *mot: Die Autozeitschrift* Report: Toyota Ranks Highest in Overall Customer Satisfaction in Germany for Fourth Consecutive Year

Toyota, BMW, Mercedes-Benz Capture Top Model Awards in Germany Study

MUNICH: 29 June 2005 — Toyota ranks highest in overall customer satisfaction in Germany for the fourth consecutive year, according to the J.D. Power and Associates 2005 Germany Customer Satisfaction Index (CSI) StudySM released today.

Toyota models earn five of the seven individual new-vehicle segments, with BMW and Mercedes-Benz models capturing the remaining two. The awardees in each segment are:

- Toyota Yaris Verso (small car)
- Toyota Corolla (lower medium)
- Toyota Avensis (upper medium)
- BMW 5 Series (executive/luxury)
- Mercedes-Benz CLK (sports car)
- Toyota Corolla Verso (MPV)
- Toyota RAV4 (SUV)

The study, now in its fourth year and published in cooperation with *mot: Die Autozeitschrift*, measures overall ownership satisfaction with 2-year-old vehicles in Germany. The study analyzes customer satisfaction based on responses encompassing 77 attributes grouped into four key measures (in order of importance): Quality and Reliability (30%); Vehicle Appeal (25%); Service Satisfaction (23%); and Ownership Costs (22%).

Toyota leads the industry as the most satisfying brand to own with an index score of 856 (based on a 1,000-point scale). Toyota performs particularly well in the quality and reliability, service satisfaction and ownership costs measures. Toyota is followed in the rankings by Mazda with an index score of 839 and BMW with an index score of 837. Mazda does well due to its performance in the quality and reliability and service satisfaction areas. BMW performs particularly well in the vehicle appeal measure. Volvo, Honda, Mitsubishi, Skoda, Audi, Ford, Opel and Mercedes-Benz all perform above the industry average.

Among the brands performing above the industry average, BMW is the most-improved brand compared to the 2004 CSI Study. BMW records a 29-point index score increase due to strong improvements in service satisfaction and ownership costs. Other European brands, including MINI, Volvo, Alfa Romeo and Ford, also show significant improvements compared to 2004. The overall industry average has increased to 800 points in 2005, up from 786 in 2004 and a 33-index-point increase since the first Germany CSI Study in 2002.

“While the performance of Toyota continues to impress, it is encouraging to see improvements made by top-performing brands,” said Martin Volk, research manager at J.D. Power and Associates in Europe. “German car owners have a greater choice of high-quality and satisfying models to choose from, regardless of size or price, with some of the strongest performances coming from Mazda, BMW, Volvo and Ford.”

Nearly all brands in the 2005 study show improvements in the service satisfaction measure.

“It’s particularly impressive to see such marked improvement in the service satisfaction area,” said David Lauth, managing director of J.D. Power and Associates’ Munich office. “This appears to reflect the investment made by most manufacturers and dealers throughout Europe during the introduction of more stringent dealer standards.”

The study shows that improved performance among European manufacturers can also be attributed to higher index scores for the ownership costs and vehicle quality/reliability measures.

“The 2005 results show the continuing improvements that most European manufacturers are making in matching customer expectations with the service and products they offer,” said Volk. “However, part of this success could also be credited to the extension by law in Germany of the warranty for defects on new vehicles from 1 to 2 years since January 2002.”

“The J.D. Power and Associates study provides an invaluable source of information for future car buyers,” said Hermann Reil, chief editor of *mot: Die Autozeitschrift*. “It provides detailed information from German drivers on what it is like to drive and own a specific brand or model.”

The 2005 Germany Customer Satisfaction Index Study is based on the responses of more than 22,000 vehicle owners in Germany who rated their experiences with their vehicles, their dealers and the cost of ownership. The study provides information regarding 27 ranked brands and 119 ranked models after an average of approximately two years of ownership. J.D. Power and Associates conducts CSI studies across the world, including Europe, North America, Asia Pacific and South Africa.

A more detailed list of all models included in the study and how they performed can be found in the June 29, 2005, edition of *mot: Die Autozeitschrift*.

In addition, J.D. Power and Associates has launched a new Web site that allows consumers in Germany to access vehicle quality ratings that will help new-vehicle buyers make more informed choices when shopping for cars. The Germany Consumer Centre Web site can be found at www.jdpower.com/cc/global/de.

About J.D. Power and Associates

With European offices in Guildford, UK, and Munich, Germany, and world headquarters in Westlake Village, California, USA., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About *mot: Die Autozeitschrift*

For over 50 years, *mot: Die Autozeitschrift* has focused attention on the technical developments of vehicles and their use in everyday life. New models are tested according to the individual needs of car drivers. Based on opinions of our readership, *mot* awards the Autonis Car Design Award, Europe’s only consumer prize for car design.

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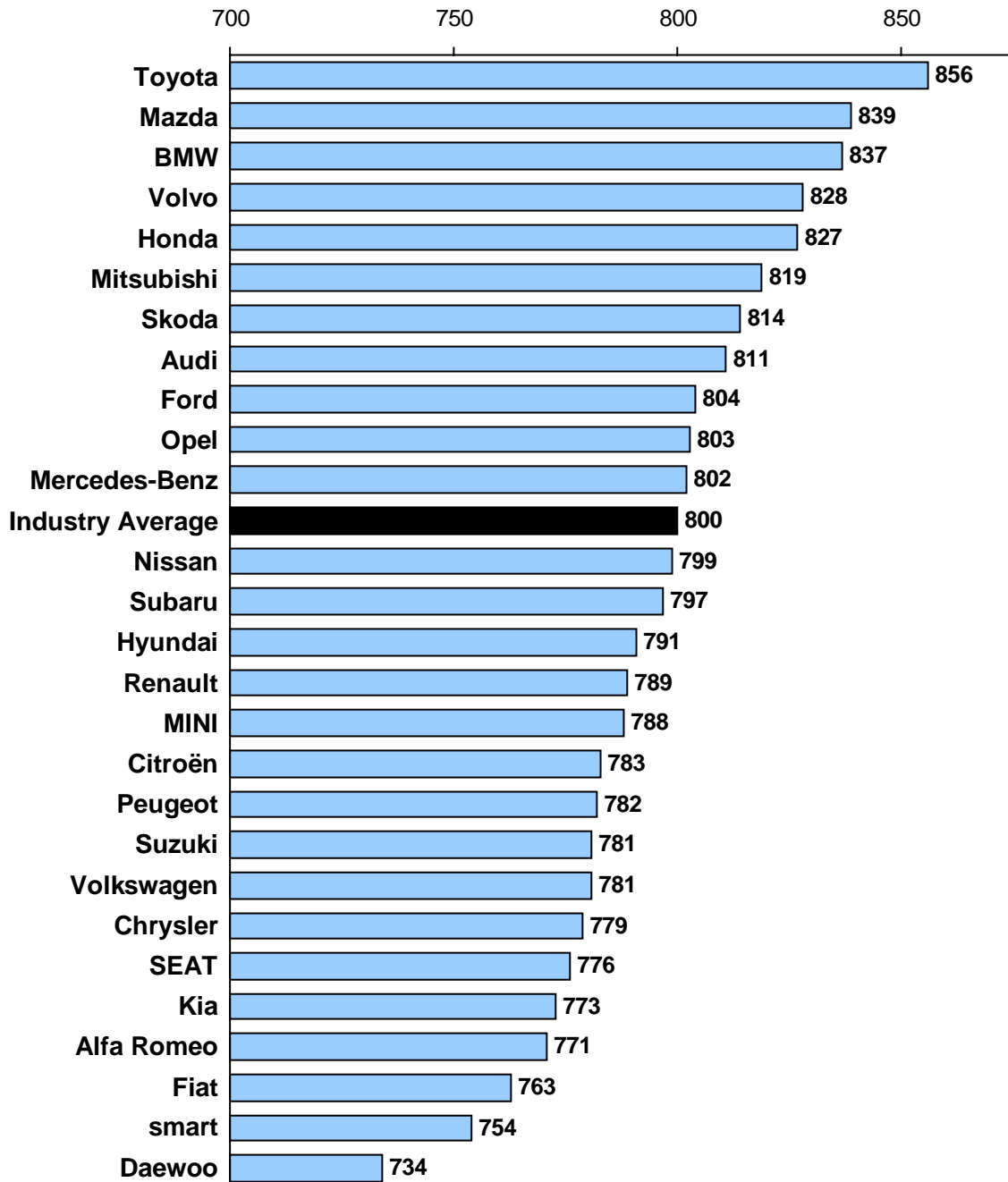
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NOTE: Three charts follow.

J.D. Power and Associates 2005 Germany Customer Satisfaction Index (CSI) StudySM

Customer Satisfaction Index Score by Brand

(Based on a 1,000-point scale)



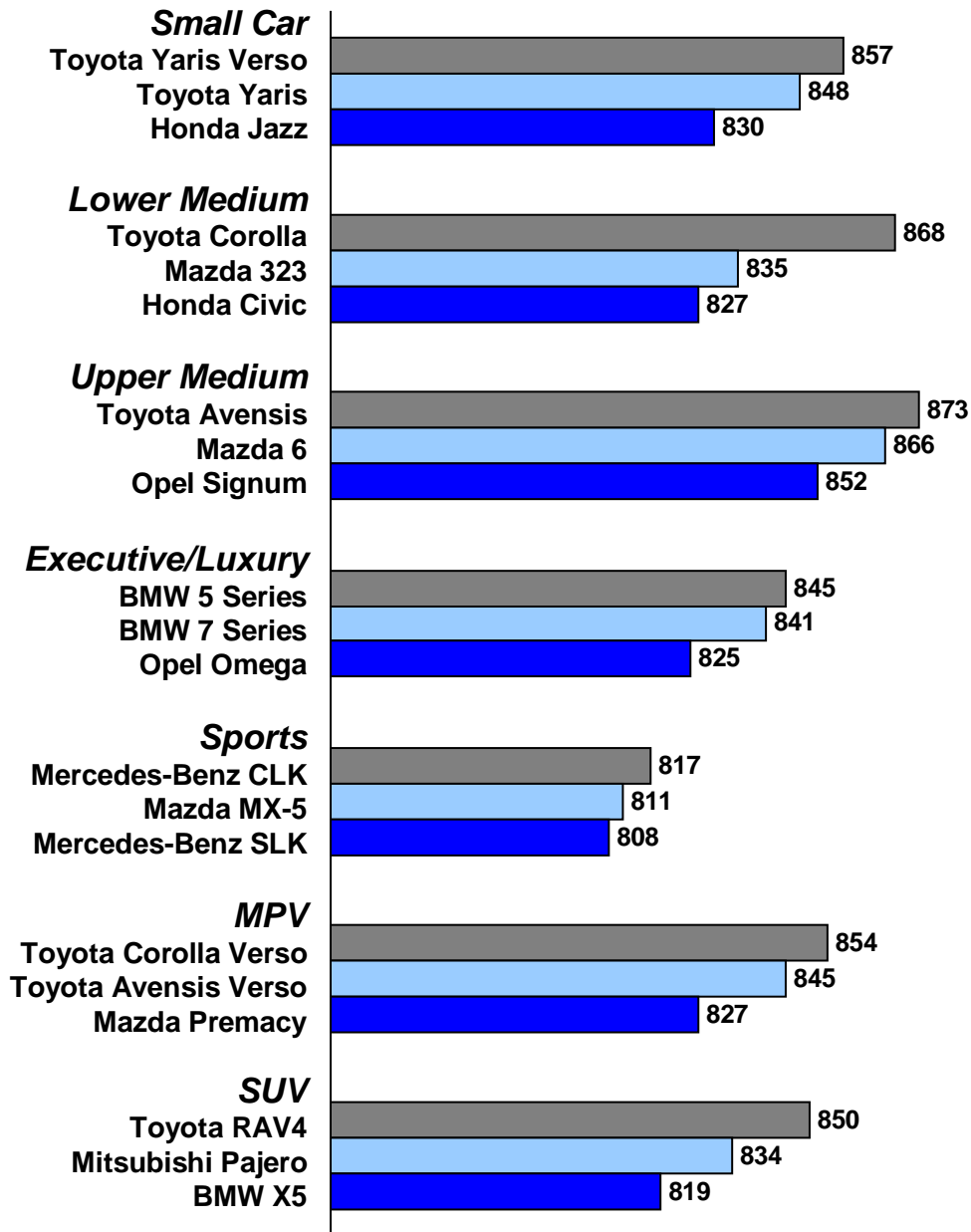
Included in the study but not ranked due to small sample size are: Daihatsu, Jaguar, Jeep, Lancia, Land Rover, MG Rover, Porsche, Saab.

Source: J.D. Power and Associates 2005 Germany Customer Satisfaction Index (CSI) StudySM

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J.D. Power and Associates 2005 Germany Customer Satisfaction Index (CSI) StudySM

Top Three Models per Segment Overall CSI

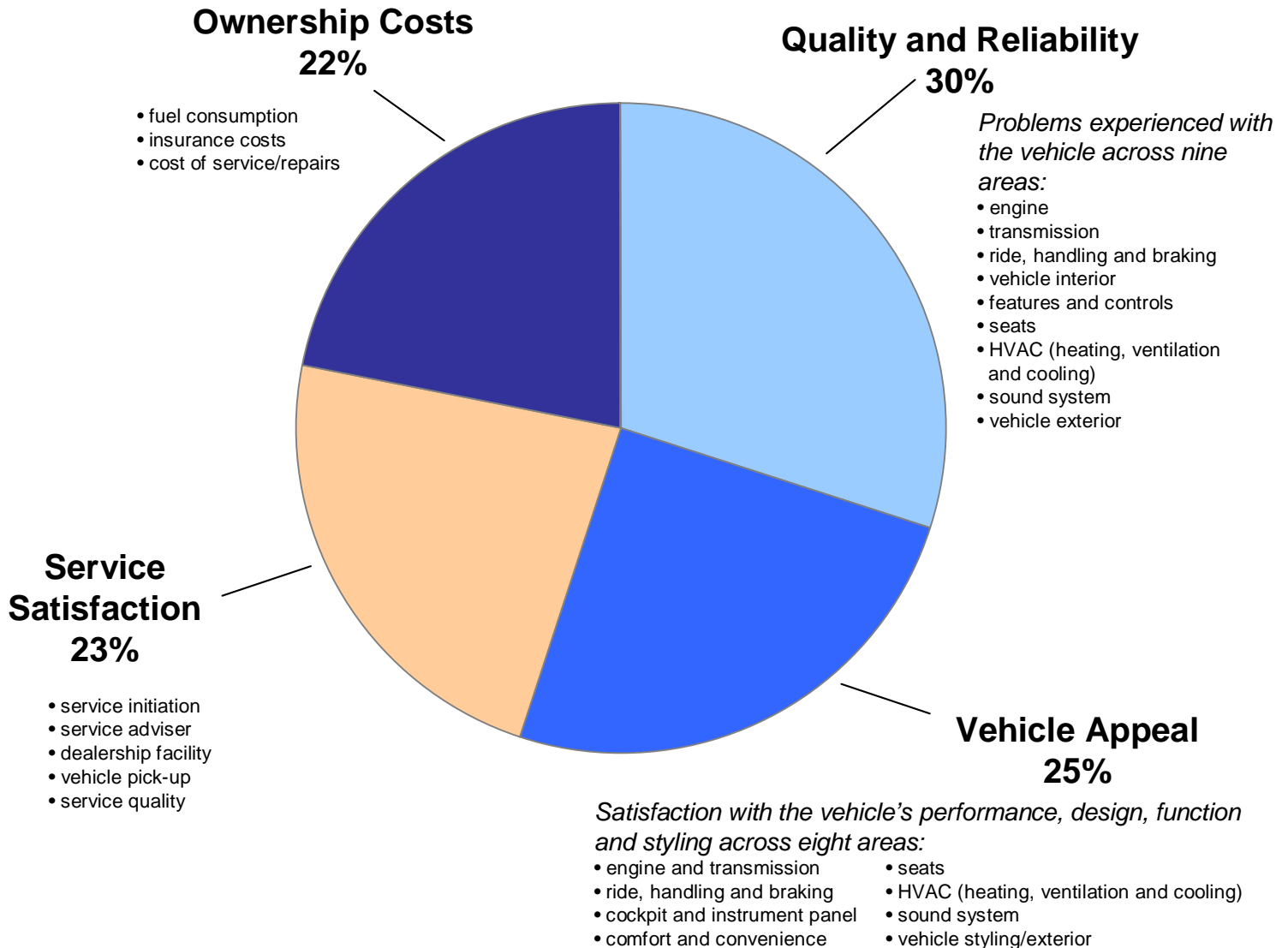


Source: J.D. Power and Associates 2005 Germany Customer Satisfaction Index (CSI) StudySM

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J.D. Power and Associates 2005 Germany Customer Satisfaction Index StudySM

Composition of the 2005 Germany CSI Index



Source: J.D. Power and Associates 2005 Germany Customer Satisfaction Index StudySM

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