



Press Release

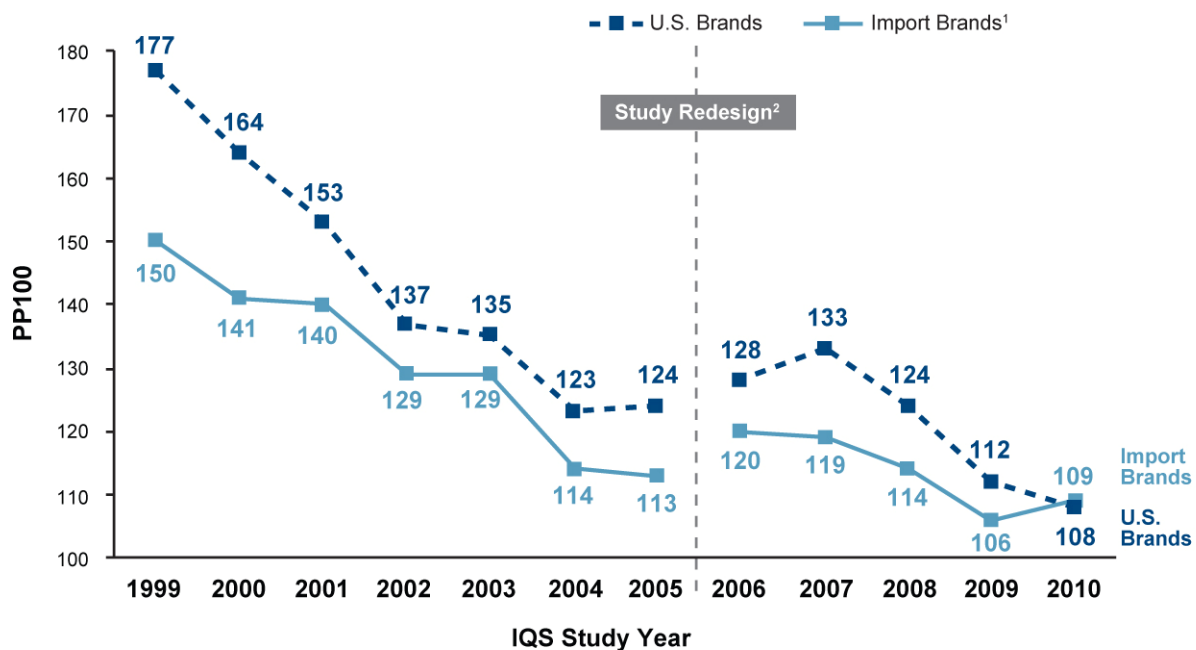
J.D. Power and Associates Reports: Domestic Brands Surpass Imports in Initial Quality for the First Time in IQS History

Initial Quality of Model Launches Improves Considerably, Led by New Entries From Ford, Honda, Lexus, Mercedes-Benz and Porsche

WESTLAKE VILLAGE, Calif.: 17 June 2010 — Domestic auto brands, as a whole, have demonstrated higher initial quality than import brands for the first time, according to the J.D. Power and Associates 2010 U.S. Initial Quality StudySM (IQS) released today. The study has been conducted annually for the past 24 years.

Overall, the industry average for initial quality is 109 problems per 100 vehicles (PP100) in 2010, increasing slightly from 108 PP100 in 2009. However, initial quality for domestic brands as a whole has improved by 4 PP100 in 2010 to an average of 108 PP100—slightly better than the initial quality of import brands, which averages 109 PP100 in 2010.

Initial Quality of U.S. and Import Brands, 1999 - 2010



¹ Import brands include automakers headquartered in Europe or Asia Pacific.

² PP100 scores prior to 2006 are not directly comparable to scores between 2006 and 2010 due to a redesign of the study.

Source: J.D. Power and Associates U.S. Initial Quality StudySM (IQS), 1999-2010

Substantial improvements by many domestic models—including the Ford Focus, Ram 1500 LD and Buick Enclave—drive the overall improvement of domestic automakers in 2010. In particular, initial quality of Ford models has improved steadily for the past nine years. In addition, as a corporation, Ford Motor Company (including Volvo) has 12 models that rank within the top three in their respective segments in 2010—more than any other corporation. General Motors Company has 10 models that rank within the top three in their segments.