

# 2006 AutoPacific Vehicle Satisfaction Awards

AUTO SPIES



## Vehicle Satisfaction: a Better Measure of Excellence

This release summarizes the winners of AutoPacific's 2006 model year Vehicle Satisfaction Awards (VSA).

AutoPacific's VSAs are very different from other automotive awards that concentrate on reliability or quality to the exclusion of how satisfied owners actually are with their purchase.

AutoPacific measures how satisfied buyers are. In many cases, an extremely satisfying vehicle is not the car or truck that has the best absolute build quality. Rather, total satisfaction is derived from the overall experience of owning a particular vehicle.

Unlike many enthusiast or consumer magazines, AutoPacific's Vehicle Satisfaction Awards are strictly driven by the data collected from thousands of new car and light truck buyers. AutoPacific's award is totally objective.

AutoPacific's Vehicle Satisfaction Award is an accurate measurement of how satisfied car and light truck buyers are with their recently purchased vehicle.



## 2006 Vehicle Satisfaction Award: Category Winners

### Car Segments

### Vehicle

Luxury Car	Lexus LS
Entry Luxury Car	Cadillac CTS
Large Car	Hyundai Azera
Premium Mid-Size Car	Volkswagen Passat
Mid-Size Car	Mercury Milan
Image Compact Car	MINI Cooper
Compact Car	Honda Civic
Sports Car	Chevrolet Corvette
Sporty Car	Acura RSX

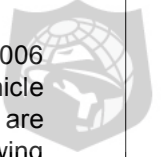
### Pickup, SUV & Minivan Segments

### Vehicle

Large Light-Duty Pickup	Nissan Titan
Large Heavy-Duty Pickup	Chevrolet Silverado HD
Sport Utility Truck	Honda Ridgeline
Compact Pickup	Mitsubishi Raider
Luxury Sport Utility	Lincoln Navigator
Large Sport Utility	Nissan Armada
Premium Mid-Size Sport Utility	Mitsubishi Endeavor
Mid-Size Sport Utility	Hyundai Santa Fe
Compact Sport Utility	Suzuki Grand Vitara
Minivan	Honda Odyssey

## Winners for 2006 – Car Segments

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The winners of the 2006 AutoPacific Vehicle Satisfaction Awards are listed on the following pages using AutoPacific segmentation.



The 2006 AutoPacific Vehicle Satisfaction Award

### Luxury Car

Rank	Vehicle	Score
1	Lexus LS	706
2	Jaguar XJ	700
3	Mercedes S-Class	688
4	Cadillac STS	674
5	Acura RL	673
6	Audi A6	667
7	Infiniti M	664
8	Lexus GS	660
9	Mercedes E-Class	647
10	Jaguar S-Type	645

### Premium Mid-Size Car

Rank	Vehicle	Score
1	Volkswagen Passat	668
2	Honda Accord	660
3	Hyundai Sonata	659
3	Toyota Camry	659
5	Chevrolet Monte Carlo	657
6	Chevrolet Impala	644
7	Nissan Altima	642
8	Buick LaCrosse	633
9	Pontiac Grand Prix	626
10	Toyota Solara	620

### Entry Luxury Car

Rank	Vehicle	Score
1	Cadillac CTS	686
2	Acura TL	676
3	Lincoln Zephyr	675
4	Lexus ES	673
5	BMW 3-Series	665
6	Lexus IS	664
7	Audi A4	661
8	Acura TSX	657
9	Nissan Maxima	645
10	Infiniti G35	635

### Mid-Size Car

Rank	Vehicle	Score
1	Mercury Milan	669
2	Chevrolet Malibu	645
3	Ford Fusion	644
4	Volkswagen Jetta	643
5	Pontiac G6	622
6	Kia Optima	617
6	Subaru Legacy	617
8	Mazda 6	615
9	Mitsubishi Galant	576
10	Chrysler Sebring Sedan	548

### Large/American Luxury Car

Rank	Vehicle	Score
1	Hyundai Azera	710
2	Buick Lucerne	689
3	Toyota Avalon	673
4	Cadillac DTS	670
5	Dodge Charger	662
6	Chrysler 300	660
7	Mercury Grand Marquis	658
8	Mercury Montego	653
9	Lincoln Town Car	649
10	Ford Crown Victoria	658

Memo: 2005 Kia Amanti 676

### Image Compact Car

Rank	Vehicle	Score
1	MINI Cooper	657
2	Audi A3	632
3	Subaru Impreza WR-X	610
4	Pontiac Vibe	606
5	VW New Beetle	604
6	Scion xB	596
7	Toyota Prius	593
8	Toyota Matrix	592

### Compact Car

Rank	Vehicle	Score
1	Honda Civic	633
2	Hyundai Elantra	622
3	Hyundai Accent	619
4	Saturn Ion	605
5	Suzuki Forenza	604
6	Mazda 3	602
7	Volkswagen Golf	599
8	Suzuki Aerio	589
9	Kia Spectra	588
9	Toyota Corolla	588

### Sports Car

Rank	Vehicle	Score
1	Chevrolet Corvette	677
2	Porsche 911	659
3	Mercedes SLK	630
4	Nissan 350Z	629
5	Porsche Boxster	623
6	Mazda MX-5	619
7	Pontiac Solstice	585
8	Honda S2000	579

Memo: 2005 Chry. Crossfire 597  
Memo: 2005 Mazda RX-8 581

### Sporty Car

Rank	Vehicle	Score
1	Acura RSX	630
2	Scion tC	622
3	Ford Mustang	614
4	Mitsubishi Eclipse	610
5	Hyundai Tiburon	607

## Winners for 2006 – Pickups, SUVs & Minivans



### Large Light-Duty Pickup

Rank	Vehicle	Score
1	Nissan Titan	637
2	GMC Sierra LD	636
3	Dodge Ram LD	635
4	Chevrolet Silverado LD	609
5	Toyota Tundra	608
6	Ford F-Series LD	599

### Luxury Sport Utility

Rank	Vehicle	Score
1	Lincoln Navigator	718
2	Cadillac Escalade	709
3	Lexus GX	706
4	Mercedes R-Class	703
5	Range Rover Sport	693
6	Porsche Cayenne	678
7	Lexus RX	673
8	BMW X5	664
9	Mercedes M-Class	657
10	Cadillac SRX	652

### Mid-Size Sport Utility

Rank	Vehicle	Score
1	Hyundai Santa Fe	646
2	Kia Sorento	640
3	Mercury Mariner	620
4	Pontiac Torrent	618
5	Chevrolet Equinox	617
6	Nissan Xterra	607
7	Mazda Tribute	600
8	Jeep Liberty	579
9	Ford Escape	572

Memo: 2005 Infiniti FX 682

### Large Heavy-Duty Pickup

Rank	Vehicle	Score
1	Chevrolet Silverado HD	628
2	Dodge Ram HD	620
3	Ford F-Series SD	614
4	GMC Sierra HD	593

### Large Sport Utility

Rank	Vehicle	Score
1	Nissan Armada	712
2	GMC Yukon	658
3	Chevrolet Tahoe	656
4	GMC Yukon XL	644
5	Ford Expedition	633
6	Chevrolet Suburban	609
7	Dodge Durango	585

### Compact Sport Utility

Rank	Vehicle	Score
1	Suzuki Grand Vitara	651
2	Hyundai Tucson	645
3	Mitsubishi Outlander	640
3	Chevrolet HHR	640
5	Honda Element	635
6	Honda CR-V	631
7	Subaru Forester	620
8	Chrysler PT Cruiser	606
9	Kia Sportage	601
10	Jeep Wrangler	533

Memo: 2005 Toyota RAV4 602

### Sport Utility Truck

Rank	Vehicle	Score
1	Honda Ridgeline	692
2	Chevrolet Avalanche	642
3	Subaru Baja	597
4	Cadillac Escalade EXT	NA
5	HUMMER H2 SUT	NA

### Compact Pickup

Rank	Vehicle	Score
1	Mitsubishi Raider	632
2	Dodge Dakota	584
3	Nissan Frontier	566
4	GMC Canyon	555
5	Chevrolet Colorado	546
6	Ford Ranger	517
7	Mazda B-Series	504

Memo: 2005 Toyota Tacoma 644

### Premium Mid-Size Sport Utility

Rank	Vehicle	Score
1	Mitsubishi Endeavor	672
2	Buick Rainier	664
3	GMC Envoy	663
4	Chevrolet TrailBlazer	661
5	Nissan Murano	659
5	Nissan Pathfinder	659
7	Jeep Commander	654
8	Buick Rendezvous	645
8	Subaru B9 Tribeca	645
10	Honda Pilot	644

### Minivan

Rank	Vehicle	Score
1	Honda Odyssey	654
2	Nissan Quest	651
3	Ford Freestar	645
4	Toyota Sienna	640
5	Buick Terraza	636
6	Mercury Monterey	615
7	Mazda MPV	611
8	Mazda 5	607
9	Pontiac Montana SV6	592
10	Chevrolet Uplander	576

Memo: 2005 Kia Sedona 577

## Methodology

The 2006 Vehicle Satisfaction Awards are based on scores developed using results from AutoPacific's national Future Vehicle Survey. This survey was mailed to owners of new 2006 (and a few 2005) model year cars and trucks purchased from September through December 2005. The questionnaire was mailed in January and February 2006. Returns were closed on April 30, 2006. Over 24,000 respondents provided input for these awards.

### Vehicle Satisfaction Score Attributes

Respondents rated 45 attributes for importance in the purchase decision and satisfaction after purchase. Thirty-eight of these attributes directly pertain to the product and seven pertain to financial and dealership aspects of the vehicle purchasing experience.

### Vehicle Satisfaction Award Calculations

The score used in the Vehicle Satisfaction Awards is not an index. It is a numerical "score" resulting from the multiplication of the importance and satisfaction ratings for each of the 45 attributes. A 5-point scale is used for each measurement, so the maximum possible score for each attribute is 25-points. The maximum number of points possible is 1,125 (45 attributes x 25 points). The total score is then normalized to 1,000 through simple factoring.

## Use VSAs to Strengthen Vehicle and Brand Messages

Use of the AutoPacific Vehicle Satisfaction Award has proven to be extremely beneficial in communicating the excellence of a vehicle. Data demonstrating the level of satisfaction an owner has with their new car or light truck helps establish credibility for the vehicle and the brand.

Use of the Vehicle Satisfaction Award in advertising – broadcast, print or online - is subject to an attribution agreement with AutoPacific.

## Segment Listings & Press Releases

To request a complete list of the vehicles within each segment as defined by AutoPacific and their respective vehicle satisfaction results, or to receive a copy of the current VSA press release, please contact AutoPacific.

## AutoPacific Background

AutoPacific automotive analysts specialize in consumer market research and product consulting dedicated exclusively to the automotive industry.

For over twenty years AutoPacific has led the call to incorporate intelligent consumer input into the design, manufacturing and marketing of vehicles and has become a leader in automotive research and consulting.

AutoPacific's mission is to responsibly serve the automotive community by integrating future-oriented consumer and product research with innovation, passion and integrity.

## New for 2006

For 2006, AutoPacific introduces two new vehicle awards, the Ideal Vehicle Award (IVA), and the Vehicle Value Award (VVA). For a complete description of these new awards and the latest information on the Vehicle Satisfaction Awards visit our website at <http://www.AutoPacific.com>.

## VehicleVoice

AutoPacific supplements its Future Vehicle Survey with results from its VehicleVoice automotive Internet survey panel. VehicleVoice (<http://www.vehiclevoice.com>) allows rapid response input to critical automotive industry issues.

Detailed results from the Vehicle Satisfaction Awards have been communicated to the public via the VehicleVoice blog site at <http://blog.vehiclevoice.com>. Results and commentary also have been distributed by VehicleVoice podcasts and video podcasts.

## AutoPacific Contact Information

For questions regarding the Vehicle Satisfaction Awards, or inquiries pertaining to our products and services please use the information below to contact us.

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