

TESLA, GMC TOP BRANDS IN AUTOPACIFIC'S 2016 IDEAL VEHICLE AWARDS; VOLVO XC70 HIGHEST SCORING VEHICLE; SUBARU SWEEPS THREE CATEGORIES

TUSTIN, Calif. (July 21, 2016) – Automotive research and consulting firm [AutoPacific, Inc.](#) today announced the 2016 [Ideal Vehicle Awards](#) (IVA), recognizing vehicles that best meet their owner's expectations and desires.

The 2016 awards are based on [responses](#) from over 65,000 owners of new model year 2015 and 2016 vehicles across all major manufacturers. Surveyed after 90 days of ownership, respondents were asked what changes they would make to their car or truck in 15 key categories, including ride and handling, interior storage, safety features, power and acceleration and technology. “By asking vehicle owners if they would change various aspects of their vehicle if given the opportunity, we not only identify problem areas and opportunities for improvement, but we also find out which manufacturers are truly hitting the mark with owners,” explains George Peterson, president of AutoPacific.

Tesla Takes Top Brand from Porsche After 3 Years

“Tesla is hitting the mark in areas that tend to be problem areas for most manufacturers: technology, power and acceleration and safety features,” says Peterson. Survey data reveal that 17% of all vehicle owners want simpler, easier to use technology than they currently have. For Tesla, that number is 4%. Additionally, only 9% of Tesla owners want more power and acceleration, compared to 23% of the total industry. The Tesla Model S is the top scoring Premium Luxury Car.

Volvo XC70 Highest Scoring Vehicle Overall

The Volvo XC70, an IVA winner in 2011 and 2012, returned this year as winner in the Aspirational Luxury Car segment and the highest scoring vehicle overall. “The XC70 performed very strongly in several of the 15 areas surveyed, including seat fit, power and acceleration, safety features, interior lighting and visibility,” says Peterson. “With improved technology options and a turbocharged I5 taking the place of the previous V6, it looks like Volvo knew what its consumers wanted.”

Subaru SUVs Sweep Their Segments

The Subaru Outback, Forester and Crosstrek won their segments giving Subaru a sweep of Premium Mid-Size, Mid-Size and Small Crossover SUV categories. These wins indicate that Subaru has closely targeted their crossover vehicles to match buyers' needs and wants.

Will Consumers Ever Be Completely Happy?

Over ¼ of new vehicle owners have wanted to change their vehicle's storage and technology for years. Six years ago, 27% of new vehicle owners said they wanted more or better storage; today that number is 29%. 29% said they wanted more or better technology; today that number is 27% and another 17% want the technology to be easier to use. “With different demographics, vehicle uses and technology familiarity, there will always be hits and misses that keep these numbers consistent, but knowing the target buyer will help,” says Peterson. Additionally, the number of safety features now available on the market is exposing a new area: 26% of consumers want

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more safety features, compared to 17% six years ago. “These data give manufacturers some key areas on which to focus. Manufacturers who know their target consumer and design a vehicle that meets or exceeds those consumers’ expectations can come out on top.”

2016 Overall Winner: Volvo XC70

2016 Most Ideal Brand Overall: Tesla

2016 Most Ideal Popular Brand: GMC

Passenger Cars

Luxury Car	Tesla Model S
Aspirational Luxury Car	Volvo XC70
Large Car	Hyundai Azera
Luxury Mid-Size Car	Lincoln MKZ
Mid-Size Car	Kia Optima
Premium Compact Car	Chevrolet Volt
Compact Car	Volkswagen Golf
Economy Car	Honda Fit
Sports Car	Chevrolet Corvette
Sporty Car	Dodge Challenger

Light Trucks

Light Duty Pickup	GMC Sierra
Heavy Duty Pickup	Ford F-Series Super Duty
Compact Pickup	Chevrolet Colorado
Luxury SUV	Cadillac Escalade
Large SUV	GMC Yukon/Yukon XL
Mid-Size SUV	Jeep Grand Cherokee
Premium Luxury Crossover SUV	Mercedes-Benz GLE Coupe
Luxury Crossover SUV	BMW X3
Large Crossover SUV	GMC Acadia
Premium Mid-Size Crossover SUV	Subaru Outback
Mid-Size Crossover SUV	Subaru Forester
Compact Crossover SUV	Subaru Crosstrek
Minivan	Kia Sedona

About AutoPacific

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of [syndicated studies](#) on the automotive industry. The firm, founded in 1986, also conducts extensive [proprietary research](#), [forecasting](#), and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art [automotive research facility](#) are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com/>

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