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AUTOPACIFIC ANNOUNCES 2014 VEHICLE SATISFACTION AWARDS

National Survey Reveals The Lincoln Motor Company and GMC know how to satisfy consumers.

TUSTIN, Calif. (June 12, 2014) –AutoPacific today announced its 18th annual Vehicle Satisfaction Awards (VSA), identifying the most satisfying vehicles on the market.

AutoPacific's Vehicle Satisfaction Awards objectively measure owner satisfaction with 50 separate attributes ranging from interior comfort and convenience to fuel economy and performance. "Vehicles that score highest in the Vehicle Satisfaction Awards are delivering value and satisfaction across a wide range of attributes," says George Peterson, president of AutoPacific. "The winners perform well in 50 separate categories that objectively measure the ownership experience." An industry benchmark for measuring how satisfied an owner is with his/her new vehicle, AutoPacific's VSA are based on the results of responses from over 92,000 new vehicle owners.

For 2014, the most satisfying brands are Lincoln, Top Premium Brand and GMC, Top Popular Brand. The vehicle - car or truck - registering highest overall satisfaction is the new-for-2014 Mercedes-Benz S-Class that also wins AutoPacific's second President's Award for achieving the highest VSA score ever. The truck with the highest overall satisfaction score is the new BMW X5 Premium Luxury Crossover SUV.

"With the launch of each new car and truck, carmakers try to improve the product and increase the satisfaction of their buyers," explains Peterson. "By surveying a substantial number of owners who have purchased a new 2014 model year vehicle, AutoPacific's VSA provides an objective measurement of how well the makers are doing. More than one-third of new vehicle buyers are positively influenced by objective awards based on owner ratings when deciding on a new car or truck."

The awards in 2014 are much more diverse than they have been in previous years, with no single manufacturer dominating the results. Multiple top-ranked award winners are: Chevrolet with four winners; Lincoln with three winners; Mercedes-Benz, BMW, Kia, and GMC with two winners each.

The brands that improved their relative ranking positions in 2014 compared with 2013 are: GMC moving from 17th to 8th position; Lincoln moving from 6th position to 1st position; Ford moving from 25th to 19th; Chevrolet moving from 21st to 16th. Brands with the largest drop in position were Volkswagen moving from 16th to 28th position and Jaguar dropping from 7th to 17th.

"AutoPacific's Vehicle Satisfaction Awards help vehicle buyers sort through an increasingly complicated selection of brands and models. For the 2014 model year, there are 274 models and 32 brands from which to choose a new vehicle. The VSA clearly shows the buyers which vehicles are at the top of the class they are considering," says Peterson.

Top 2014 model year performers are:

PRESIDENT’S AWARD FOR HIGHEST VSA SCORE EVER: Mercedes-Benz S-Class

HIGHEST SATISFACTION PREMIUM BRAND: Lincoln

HIGHEST SATISFACTION POPULAR BRAND: GMC

PASSENGER CARS:

Premium Luxury Car	Mercedes-Benz S-Class
Executive Luxury Car	Lincoln MKS
Aspirational Luxury Car	BMW 3-Series GT
Luxury Mid-Size Car	Lincoln MKZ
Large Car	Chevrolet Impala
Mid-Size Car	Kia Optima
Premium Compact Car	Mercedes-Benz CLA
Compact Car	Kia Soul
Economy Car	Chevrolet Sonic
Sports Car	Chevrolet Corvette
Sporty Car	Chevrolet Camaro
Hybrid Car/EV	Lincoln MKZ Hybrid

LIGHT TRUCKS:

Heavy Duty Pickup	Ford F-Series Super Duty
Light Duty Pickup	GMC Sierra
Luxury/Large SUV	Infiniti QX80
Mid-Size SUV	Jeep Grand Cherokee
Premium Luxury Crossover SUV	BMW X5
Luxury Crossover SUV	Cadillac SRX
Large Crossover SUV	GMC Acadia
Premium Mid-Size Crossover SUV	Toyota Highlander
Mid-Size Crossover SUV	Nissan Rogue
Compact Crossover SUV	Hyundai Tucson
Minivan	Honda Odyssey

AutoPacific is a future-oriented automotive marketing and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters are in Tustin, California, with an affiliate office in the Detroit area.

Additional information can be found on AutoPacific's websites: www.autopacific.com and www.vehiclevoice.com.

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