

PORSCHE LEADS IN AUTOPACIFIC'S 2015 IDEAL VEHICLE AWARD WINS; SUBARU MATCHES FORD AND CHEVROLET IN WINS

TUSTIN, Calif. (August 18, 2015) – Automotive research and consulting firm [AutoPacific, Inc.](#) today announced the 2015 [Ideal Vehicle Awards](#) (IVA). AutoPacific's IVAs recognize vehicles that best meet their owner's expectations and desires, helping consumers make informed vehicle purchase decisions with "owners talking" feedback.

The 2015 awards are based on [responses](#) from over 66,000 new vehicle owners 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, driver's seat comfort, interior storage, safety features, interior lighting, power and acceleration and technology. "While no vehicle has a zero percent desire for change in all areas, IVAs recognize vehicles where owners want the least amount of change across the 15 surveyed attributes," explains George Peterson, president of AutoPacific.

Porsche and GMC Most Ideal Brands in 2015 - Again

Porsche ranks as the top luxury brand for the third year in a row. GMC receives top popular brand honors for the second year in a row, while also carrying the top popular brand award in AutoPacific's 2015 Vehicle Satisfaction Awards for the second year in a row.

Porsche leads with four wins, including Most Ideal Premium Brand; Chevrolet, Ford and Subaru racked up three wins apiece. Remaining awards go to Honda, Lincoln, MINI, and GMC with two wins, and Jeep, Kia, Lexus, Mercedes-Benz, and Volkswagen, each with one win.

Redesigned Vehicles Gain the Advantage

"Each time a manufacturer redesigns a vehicle, they have the opportunity to fix past issues, respond to owner wants and needs, and challenge the competition with a superior product," says Peterson. This year's winner's list contains seven completely redesigned vehicles: Chevrolet Colorado, Chevrolet Suburban, Ford F-150, Honda Fit, Subaru Legacy, Subaru Outback and Volkswagen Golf; one major change: Ford Mustang; two new entries: Lexus RC and Porsche Macan; and two vehicles that were redesigned in 2014 and have won two years in a row: Chevrolet Impala and Mercedes-Benz S-Class.

2015 Overall Winner: Ford F-150

2015 Most Ideal Premium Brand: Porsche

2015 Most Ideal Popular Brand: GMC

Passenger Cars

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|-------------------------|------------------------|
| Luxury Car | Mercedes-Benz S-Class |
| Aspirational Luxury Car | Lexus RC |
| Large Car | Kia Cadenza (tie) |
| | Chevrolet Impala (tie) |
| Luxury Mid-Size Car | Lincoln MKZ |

AutoPacific

Authoritative Automotive Research and Insight

Premium Mid-Size Car
Premium Compact Car
Compact Car
Economy Car
Sports Car
Sporty Car

Subaru Legacy
MINI Hardtop/Convertible
Volkswagen Golf
Honda Fit
Porsche 911
Ford Mustang

Light Trucks

Light Duty Pickup
Heavy Duty Pickup
Compact Pickup
Luxury SUV
Large SUV
Mid-Size SUV
Premium Luxury Crossover SUV
Luxury Crossover SUV
Large Crossover SUV
Premium Mid-Size Crossover SUV
Mid-Size Crossover SUV
Compact Crossover SUV
Minivan

Ford F-150
GMC Sierra HD
Chevrolet Colorado
Lincoln Navigator
Chevrolet Suburban
Jeep Grand Cherokee
Porsche Cayenne
Porsche Macan
Ford Flex
Subaru Outback
Subaru Forester
MINI Countryman
Honda Odyssey

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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