



*AutoPacific Announces 2017 Vehicle Satisfaction Awards
Lincoln Most Satisfying Premium Brand; GMC Most Satisfying Popular Brand*

TUSTIN, Calif. (June 7, 2017) – AutoPacific today announced its 21st annual [Vehicle Satisfaction Awards](#) (VSAs), identifying the most satisfying vehicles in the market. An industry benchmark for measuring how satisfied an owner is with his/her new vehicle, VSAs are based on [survey responses](#) from over 54,000 owners of new 2016 and 2017 cars and light trucks.

“This is the 21st anniversary of AutoPacific identifying the most satisfying vehicles and providing consumers a way to streamline their search for their perfect vehicle,” says AutoPacific president George Peterson. AutoPacific’s Vehicle Satisfaction Awards objectively measure owner satisfaction with 49 separate attributes ranging from interior comfort and styling to fuel economy and performance. “VSAs look at the big picture, which includes owners’ experiences with their vehicle’s quality and safety, but also goes deeper into the heart of the ownership experience.”

Lincoln is the most satisfying premium brand, regaining leadership from Tesla and nosing out domestic luxury competitor Cadillac. The newcomer Genesis brand from Hyundai ranks third - close behind Lincoln and Cadillac. GMC is the top ranked popular brand, retaking the lead from 2016’s top popular brand, Kia.

VSAs Globally Distributed Among Japanese, American, Korean and European Automakers

Eight VSAs are won by Japanese brands. Seven VSAs are won by American brands. Korean brands take home four VSA Awards. European brands also have four VSA Awards.

Overall for 2017, Nissan receives the most wins with 5, followed by Kia with 3. Porsche, Honda and Ford each have 2 wins. Genesis, Volvo, Mini, Jeep, Dodge, Chrysler, GMC, Lexus, and Lincoln each take home 1 win.

In a market where vehicles continue to raise the bar for owner satisfaction, AutoPacific recognizes another **President’s Award** winner this year: the 2017 Genesis G90. This award is given only when the overall score tops the previous high score. The previous President’s Award winners were the 2016 Cadillac Escalade, 2015 Kia K900, 2014 Mercedes S-Class and the 2010 Hyundai Sonata.

Seven All-New or Redesigned Vehicles Top Their Segment

Of the twenty-three winning vehicles, seven were redesigned for the 2017 model year, including the Genesis G90, Kia Cadenza, Nissan Titan, Ford F-Series Super Duty, Honda Ridgeline, Kia Sportage and Chrysler Pacifica. “Product planners hold their breath after the release of a new, or redesigned, vehicle, hoping that all their research, designing and planning has successful results,” says Peterson who worked as a product planner prior to founding AutoPacific thirty-one years ago. “Six of the seven redesigned vehicles, the Genesis G90, Kia Cadenza, Ford Super Duty, Honda Ridgeline, Kia Sportage and Chrysler Pacifica, greatly exceed the scores of their nearest segment competitors – big wins in such a competitive industry.”

2017 VEHICLE SATISFACTION AWARD WINNERS

President's Award (Highest VSA Score to Date): Genesis G90

Most Satisfying Vehicle Overall: Genesis G90

Highest Satisfaction Premium Brand: Lincoln

Highest Satisfaction Popular Brand: GMC

PASSENGER CARS:

Luxury Car	Genesis G90
Aspirational Luxury Car	Volvo S60/V60
Luxury Mid-Size Car	Nissan Maxima
Large Car	Kia Cadenza
Mid-Size Car	Kia Optima
Premium Compact Car	MINI Clubman
Compact Car	Honda Civic
Economy Car	Nissan Versa
Sports Car	Porsche 911
Sporty Car	Dodge Challenger

LIGHT TRUCKS:

Light Duty Pickup	Nissan Titan
Heavy Duty Pickup	Ford F-Series Super Duty
Compact Pickup	Honda Ridgeline
Luxury SUV	Lincoln Navigator
Large SUV	GMC Yukon XL
Mid-Size SUV	Jeep Grand Cherokee
Premium Luxury Crossover SUV	Porsche Cayenne
Luxury Crossover SUV	Lexus RX
Large Crossover SUV	Ford Flex
Premium Mid-Size Crossover SUV	Nissan Murano
Mid-Size Crossover SUV	Nissan Rogue
Compact Crossover SUV	Kia Sportage
Minivan	Chrysler Pacifica

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 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 about AutoPacific and the [Vehicle Satisfaction Awards](#) can be found on AutoPacific's websites: www.autopacific.com and www.vehiclevoice.com.

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