

**J.D. Power Reports:
Vehicle Owners in Canada Who Take Their Vehicle in for Service Twice a Year or Less
Pay More and Are Less Satisfied Than Those Who Have Their Vehicle Serviced More Frequently**

NAPA AUTOPRO Ranks Highest in Customer Satisfaction among Service Providers
For a Fourth Consecutive Year

WESTLAKE VILLAGE, Calif.: 27 August 2014 — Vehicle owners in Canada who take their vehicle in for maintenance or repairs twice a year or less pay more per visit and are less satisfied with their service experience than owners who have three or more service visits annually, according to the J.D. Power 2014 Canadian Customer Commitment Index (CCI) StudySM released today.

The study, which measures the service behaviours, satisfaction and loyalty of owners of vehicles that are 4 to 12 years old, analyzes information from various points in the ownership cycle of a vehicle for both warranty and non-warranty service occasions. Overall satisfaction is based on the combined index scores of five factors that comprise the overall service experience (in order of importance): service quality (30%); vehicle pick-up (21%); service advisor (18%); service initiation (18%); and service facility (14%). Scores for each factor are reflected in an index based on a 1,000-point scale.

On average, owners of 4- to 12-year-old vehicles visit a service facility (at either a dealership or other service facility) 2.6 times per year in 2014, consistent with the findings of the 2013 study, but a decrease from 2.9 visits annually in 2010. While fewer visits to service facilities improves customer convenience, it often means that the same amount of vehicle service work needs to be completed during each service occasion, which generally lengthens the time of service and drives up the price of each service visit.

Among the 12 percent of vehicle owners who make one service visit per year, the average spend is \$248 per visit; among the 26 percent who have their vehicle serviced twice per year, the average spend is \$212. In comparison, the average spend among the 21 percent of owners who have their vehicle serviced three times per year is \$208 per visit, and the amount drops to \$200 for the 18 percent who have four service visits annually.

The higher per-visit cost has an impact on overall satisfaction, which averages 813 among those who have one service visit per year; 827 among those with two visits; and 836 among those who make three visits.

“Better vehicle quality and longer recommended maintenance intervals mean owners are taking their vehicles in less often but paying more each time they go,” said J.D. Ney, manager of the Canadian automotive practice at J.D. Power. “Satisfaction improves among customers who make more service visits in a year because they judge the charges on a per-visit rather than a per-year basis.”

KEY FINDINGS

- Overall customer satisfaction with automotive dealerships and aftermarket shops is 830 in 2014, unchanged from 2013.

- The service advisor has a significant impact on service satisfaction, as four of the top five most important key performance indicators (KPIs) involve the service advisor: Service advisor was completely focused on the customer's needs; Service advisor put the customer at ease; Customer was greeted immediately upon arrival at the service facility; and After arrival, the customer was able to speak to a service advisor immediately about service needs.
- The two KPIs with the greatest room for improvement are: After arrival, the customer was able to speak to a service advisor immediately about service needs and After service was completed, the customer was able to finish paperwork and pick up their vehicle in five minutes or less, which are fulfilled only 51 percent and 70 percent of the time, respectively. Service occasions in which these KPIs are completed have, on average, overall index scores 86 and 80 points higher, respectively, than service occasions in which these KPIs are missed.
- Owners who purchased a used vehicle engage aftermarket facilities for their most recent service visit more often than owners who purchased their vehicle new (65% vs. 35%). In addition, owners who purchased used vehicle are more satisfied with the service they receive at the aftermarket facilities compared with the dealership facility (839 vs. 810, respectively).

Study Rankings

NAPA AUTOPRO ranks highest in satisfying automotive service customers in Canada for a fourth consecutive year, with an overall satisfaction score of 861. Lexus dealerships rank second at 860, and Great Canadian Oil Change ranks third at 849.

The 2014 Canadian Customer Commitment Index (CCI) Study is based on responses from more than 19,000 owners in Canada whose vehicle is between 4 and 12 years old. The study was fielded in February-March and May-June 2014.

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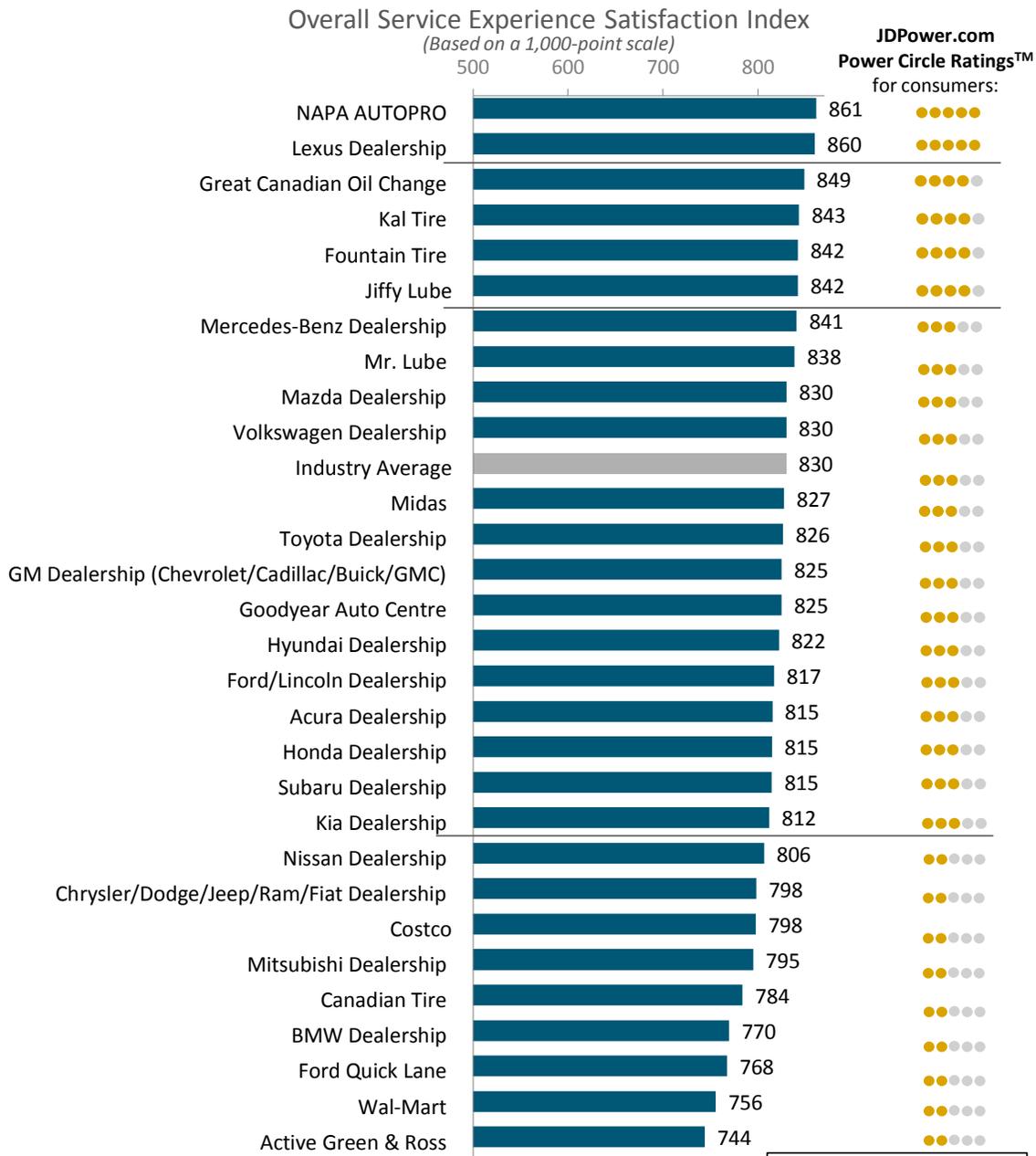
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Note: One chart follows.

J.D. Power 2014 Canadian Customer Commitment Index StudySM



Source: J.D. Power 2014 Canadian Customer Commitment Index StudySM

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Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest