

Now, More than Ever, Manufacturers Must Optimize Websites to Reach Consumers Digitally, J.D. Power FindsGMC and BMW Rank Highest in Respective Segments

TORONTO: 1 April 2020 — The J.D. Power 2020 Canada Manufacturer Website Evaluation Study,SM released today, is a study that measures the usefulness of automotive manufacturer websites during the process of shopping for a new vehicle by examining four key measures (in order of importance): information/content; appearance; navigation; and speed.

“The majority of shoppers in Canada rely heavily on manufacturers’ websites to help guide their purchase decisions and a significant percentage are willing to move much further down the purchase funnel than in previous years,” said **J.D. Ney, automotive practice lead at J.D. Power**. “Once we emerge from this COVID-19 pandemic, that first point of contact is going to play an increasingly vital role. It’s critical that manufacturers invest now to assure their sites are operating at peak performance and can handle new digital retail opportunities.”

This year’s study finds that overall satisfaction averages 804 (on a 1,000-point scale) for the mass market segment, while the luxury segment averages 808. **GMC** (835) ranks highest in the mass market segment and **BMW** (835) is the highest-ranked luxury brand.

The Canada Manufacturer Website Evaluation Study, initially released in 2011, is based on responses from 3,244 new vehicle shoppers who indicate they will be in the market for a new vehicle within the next 24 months. The study was fielded in January 2020.

For more information about the Canada Manufacturer Website Evaluation Study,SM visit <https://canada.jdpower.com/resource/canadian-manufacturer-website-evaluation-study>

See the online press release at <http://www.jdpower.com/pr-id/2020036>.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, Asia Pacific and Europe.

Media Relations Contacts

Gal Wilder, Cohn & Wolfe, Toronto, Canada; 647-259-3261, gal.wilder@cohnwolfe.ca
Geno Effler, Costa Mesa, Calif.; 714-621-6224; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules: <http://www.jdpower.com/business/about-us/press-release-info>

###

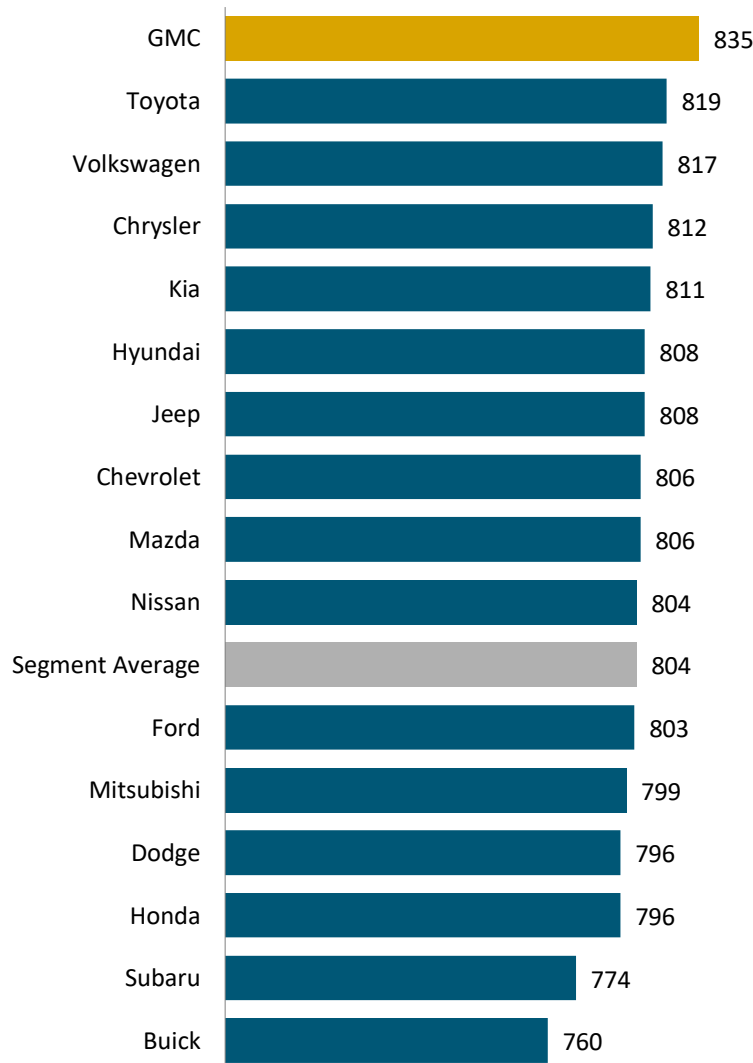
NOTE: Two charts follow.

J.D. Power 2020 Canada Manufacturer Website Evaluation StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mass Market



Source: J.D. Power 2020 Canada Manufacturer Website Evaluation StudySM

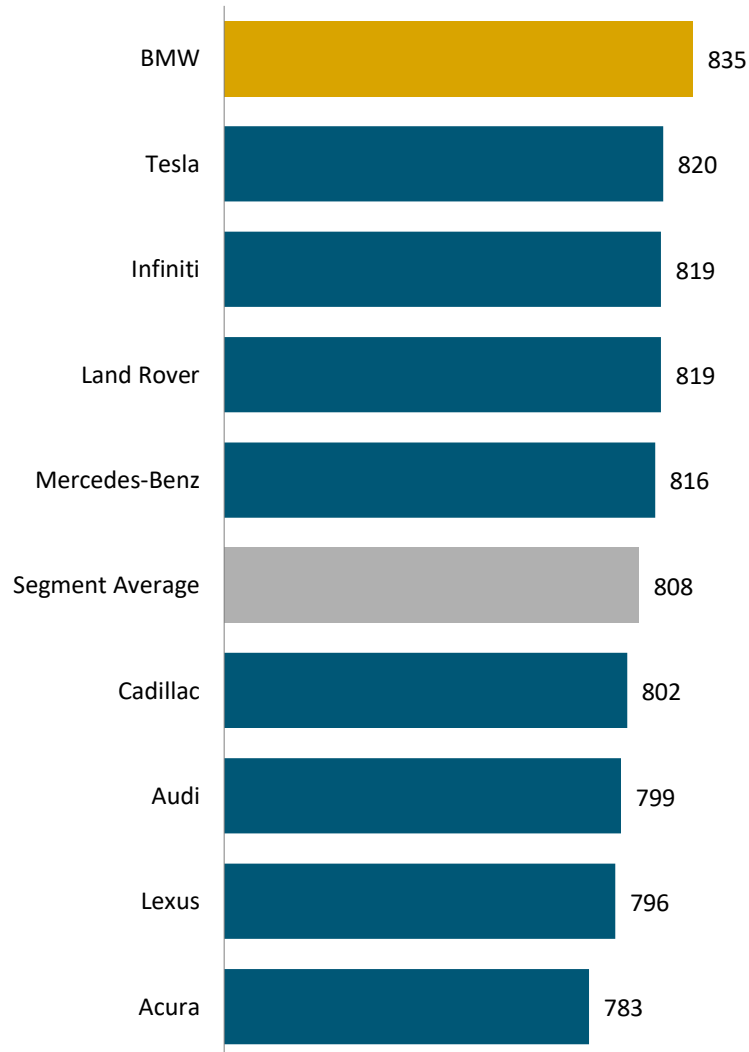
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2020 Canada Manufacturer Website Evaluation StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Luxury



Source: J.D. Power 2020 Canada Manufacturer Website Evaluation StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.