

## **Quality and Understanding of Two-Wheeler Features Is Key to APEAL Satisfaction in India, J.D. Power Study Finds**

[Honda Receives Three Model-Level Awards; TVS Receives Two Awards; and Suzuki Receives One Award for Two-Wheeler APEAL](#)

**NEW DELHI: 24 February 2016** — APEAL perceptions of two-wheeler vehicles are impacted by the quality of the features and the thoroughness of feature explanations by salespersons, according to the J.D. Power 2016 India Two-Wheeler Automotive Performance, Execution and Layout (2WAPEAL) Study,<sup>SM</sup> released today.

The India Two-Wheeler APEAL Study, which serves as the industry benchmark for new two-wheeler appeal, measures how gratifying a new two-wheeler is to own and ride based on owner evaluations during the first two to six months of ownership. The study examines 33 attributes across six performance categories (in alphabetical order): control switches/ locks; engine and transmission performance; fuel economy; looks and styling; ride and handling; and seats. Overall APEAL performance is reported as an index score based on a 1,000-point scale, with a higher score indicating higher satisfaction.

The study finds that satisfaction with two-wheeler APEAL perceptions of models with 10 or fewer features averages 849, compared with 825 for models with 11 or more features. This stems from the fact that the number of initial quality problems<sup>1</sup> experienced by owners of vehicles with 11 or more features is higher by 122 PP100<sup>2</sup> than by owners of vehicles with 10 or fewer features (260 PP100 vs. 138 PP100, respectively).

Additionally, among the models with 11 or more features, just 12% of customers indicate that the salesperson did not explain the features and benefits of the two-wheeler. Among these customers, satisfaction is significantly lower than among those who received feature explanations (775 vs. 832, respectively).

“Two-wheeler manufacturers are providing a multitude of features to differentiate their product offerings. However, the quality of execution of these features is pivotal to customer satisfaction,” said **Mohit Arora, executive director at J.D. Power, Singapore**. “It is prudent for OEMs to ensure that these new features are of optimum quality and their functionality is communicated effectively to the customer during new-vehicle delivery.”

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<sup>1</sup> Source: J.D. Power 2016 India Two-Wheeler Initial Quality Study<sup>SM</sup> (2WIQS)

<sup>2</sup> All problems are summarized as the number of problems per 100 vehicles (PP100). Lower PP100 scores indicate a lower rate of problem incidence and therefore higher initial quality.

Following are some of the key findings of this year's study.

- Overall satisfaction with two-wheeler APEAL is 846, a slight 2-point drop from 2015. In terms of the two vehicle segment, the APEAL score averages 846 for scooters and 847 for motorcycles.
- In 2016, 62% of two-wheeler owners indicate a desire for more than 10 features; however, only 10% indicate that their vehicles have 11 or more features.
- The APEAL score has a strong impact on the likelihood of owners keeping their new two-wheeler for an extended period of time. Among highly satisfied owners (overall satisfaction scores of 931 points or higher), 73% say they expect to keep their new vehicle for five years or more. In contrast, among highly dissatisfied owners (scores of 794 points or lower) just 61% say they expect to keep their vehicle for same period.
- Moreover, there is a strong correlation between APEAL scores and brand loyalty and advocacy. Among highly satisfied owners, 75% say they "definitely would" recommend their two-wheeler to a friend or relative, compared with 34% of highly dissatisfied owners.

"Satisfied two-wheeler owners tend to keep their vehicles for more than five years. This is a long-term relationship manufacturers need to recognize," said **Kaustav Roy, director at J.D. Power, Singapore**. "Therefore, it is critical for OEMs to support these owners with a high level of after-sales service, as this can have a positive impact on repurchase and advocacy. The upcoming J.D. Power 2016 Two-Wheeler Customer Service Index (CSI) Study<sup>SM</sup> will provide important insights into this aspect of ownership."

### **Model Results by Segment**

Award recipient segments include scooters (executive) and motorcycles (economy, executive, upper executive and premium).

In the scooter segment, **TVS Zest 110** (875) ranks highest among executive models.

In the motorcycle segment, **TVS Star City Plus** (863) ranks highest among economy models, and **Honda CB Shine** (850) ranks highest among executive models. **Honda CB Unicorn** and debutant **Suzuki Gixxer** (865 each) rank highest in a tie among upper executive models, and debutant **Honda CB Unicorn 160** (872) ranks highest among premium models.

The 2016 India Two-Wheeler Automotive Performance, Execution and Layout (2WAPEAL) Study is based on evaluations from 9,283 vehicle owners who purchased a new vehicle between March 2015 and October 2015. The study includes 87 two-wheeler models from 10 makes. The study was fielded from September 2015 to December 2015 in 44 cities across India.

### **Media Relations Contacts**

XingTi Liu; J.D. Power Asia Pacific; Singapore; Phone +65-67338980; [xingti\\_liu@jdpower.com.sg](mailto:xingti_liu@jdpower.com.sg)  
John Tews; J.D. Power; Troy, Michigan, USA; 001-248-680-6218; [john.tews@jdpa.com](mailto:john.tews@jdpa.com)

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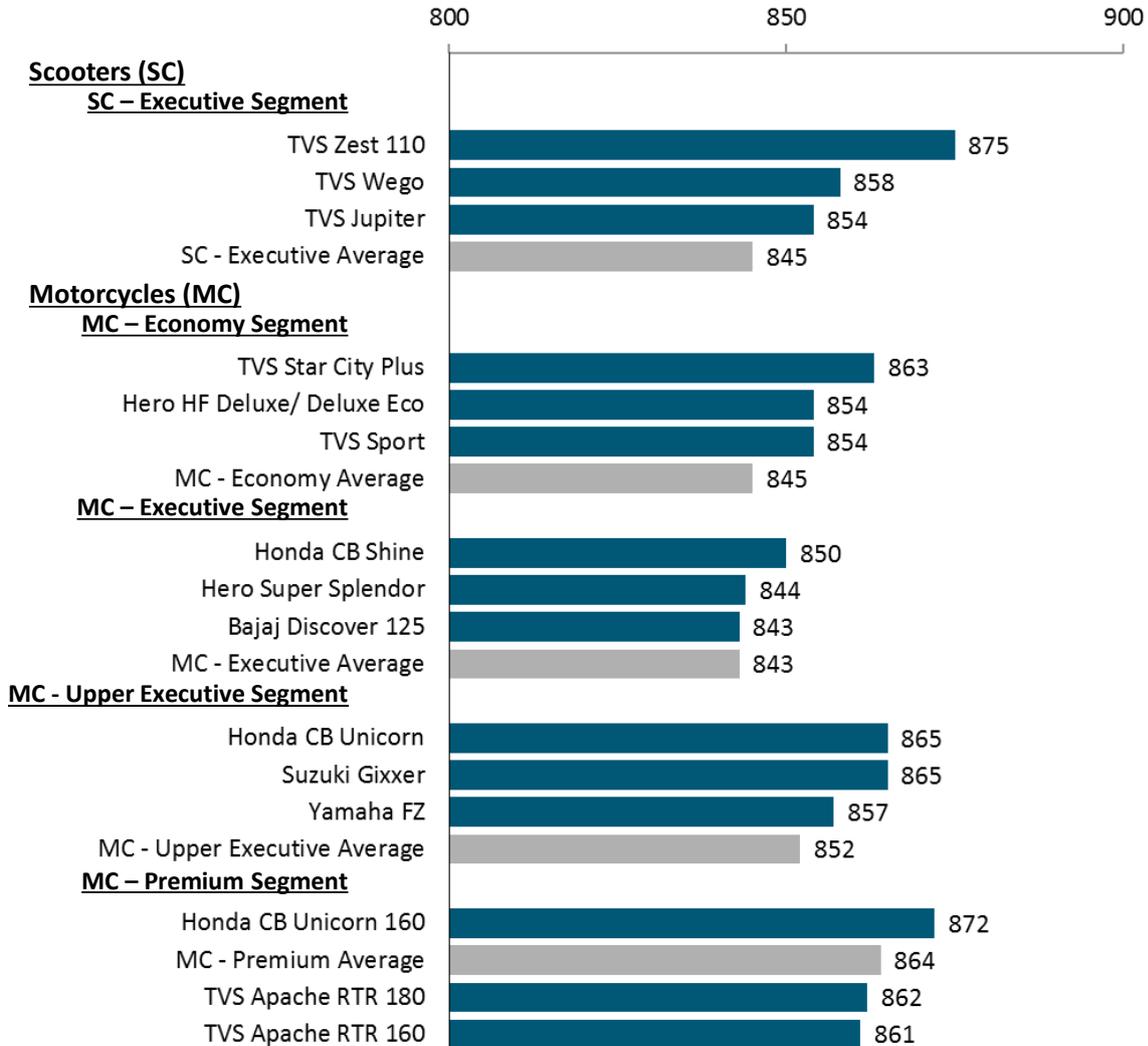
NOTE: One chart follows.

# J.D. Power

## 2016 India Two-Wheeler Automotive Performance, Execution and Layout (2WAPEAL) Study<sup>SM</sup>

### **Top Three Vehicles per Segment**

(Based on 1,000-point scale)



*Note: Only the top three vehicles per segment are shown above. Official rankings are published only for segments with at least three models with sufficient sample and at least one with an APEAL score better than segment average. No official rankings are published for the SC – Economy and MC – Premium Plus.*

*Source: J.D. Power 2016 India Two-Wheeler Automotive Performance, Execution and Layout Study<sup>SM</sup> (2WAPEAL)*

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