

# THE POWER REPORT

*J.D. Power and Associates 2006 Special Report on Buick*



## Buick Continues Tradition of Excellence in Dealer Service Satisfaction and Long-Term Dependability

**—Buick is No. 2 in satisfaction with dealer maintenance and repair services; No. 3 in long-term dependability. LaCrosse manufacturing facility receives gold quality award.**

**B**uick continues its tradition of excellence in satisfaction with dealer maintenance and repair services and vehicle quality by ranking highly in the *J.D. Power and Associates 2006 Customer Service Index (CSI) Study<sup>SM</sup>* and the *Vehicle Dependability Study<sup>SM</sup> (VDS)*. In addition, the Buick facility that produces the LaCrosse receives the Gold Plant Quality Award in the *2006 Initial Quality Study (IQS)*.

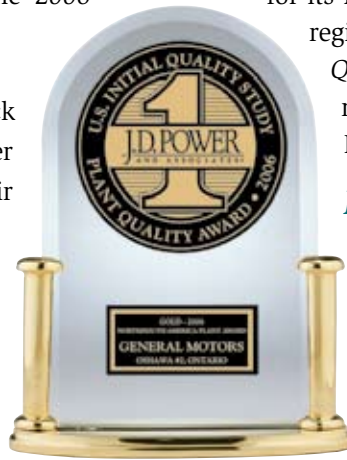
This is the third consecutive year that Buick is among the top 10 nameplates in customer satisfaction with dealer maintenance and repair services. In terms of long-term dependability, Buick ranks third among nameplates, and is among the top 5 nameplates in the VDS Study for the fourth consecutive year.

### *Excellence in Manufacturing*

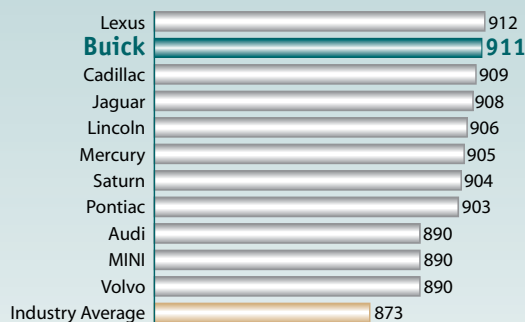
With regard to initial quality, which is measured after 90 days of ownership, the manufacturing facility that builds the Buick LaCrosse and other GM models—Oshawa #2 in Ontario, Canada—receives the Gold Plant Quality Award for the North/South America region. This plant was recognized for its No. 1 ranking among 78 assembly plants in the region in the *J.D. Power and Associates 2006 Initial Quality Study<sup>SM</sup> (IQS)*. For the past five years, GM manufacturing facilities have received the Gold Plant Quality Award in North/South America.

### *Rainier Stands Out in Initial Quality*

Buick Rainier ranks second among 19 models in the Midsize Multi-Activity Vehicle (MAV) segment of the IQS Study. Rainier outperforms the segment average by 27 percent. Additionally, Rainier performs better than segment average in seven of eight study categories.



### 2006 Customer Satisfaction with Dealer Service Ranking: Top 10 Nameplates



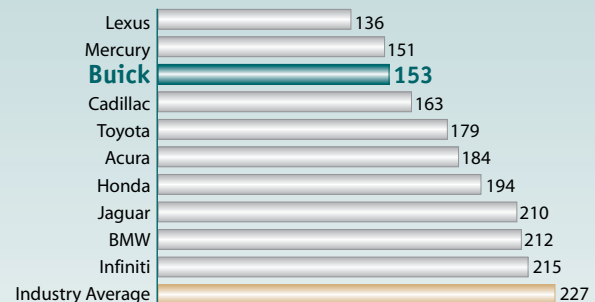
Other brands in the study include: Acura, BMW, Chevrolet, Chrysler, Dodge, Ford, GMC, Honda, HUMMER, Hyundai, Infiniti, Isuzu, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Saab, Subaru, Suzuki, Toyota, Volkswagen

Note: Oldsmobile and Scion are excluded from official index rankings since these brands are not represented in all three years of CSI.

Source: J.D. Power and Associates 2006 Customer Service Index (CSI) Study<sup>SM</sup>

### 2006 Vehicle Dependability Ranking: Top 10 Nameplates

*Problems per 100 Vehicles • Lower is Better*



Other brands in the study include: Audi, Chevrolet, Chrysler, Dodge, Ford, GMC, HUMMER, Hyundai, Isuzu, Jeep, Kia, Land Rover, Lincoln, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Oldsmobile, Pontiac, Porsche, Saab, Saturn, Subaru, Suzuki, Volkswagen and Volvo

Source: J.D. Power and Associates 2006 Vehicle Dependability Study<sup>SM</sup> (VDS)

## **Buick Satisfies Maintenance and Repair Service Customers at the Dealership**

### ***Buick Ranks Third in Long-Term Dependability***

Buick ranks third among all brands included in the *J.D. Power and Associates 2006 Vehicle Dependability Study<sup>SM</sup> (VDS)*, which measures problems experienced by original owners of three-year-old (2003 model-year) vehicles. Buick outperforms the industry average by 33 percent. Additionally, Buick performs better than the industry average in all nine study categories.

### ***Rendezvous Stands Out in Long-Term Dependability***

With a score of 196 PP100, Rendezvous outperforms the segment average by 19 percent. Rendezvous experiences the biggest quality gain of any model in the midsize Multi-Activity Vehicle (MAV) segment, leading to its No. 3 ranking among 18 models.

### ***Buick Ranks Second in Service Satisfaction***

Buick ranks No. 2 among nameplates in the *J.D. Power and Associates 2006 Customer Service Index (CSI) Study<sup>SM</sup>*, which measures customer satisfaction with dealership services during the first three years of ownership. Buick's score of 911 on a 1,000-point scale is the result of a balanced performance across the two areas that comprise the study—satisfaction with dealer maintenance services and satisfaction with dealer repair services.

### ***Consistent, Customer-Friendly Service***

According to Buick customers, Buick dealerships excel in service delivery and provide user-friendly, quality service. Customers appreciate the clean, relaxed atmosphere, the convenient location, and the days/hours of operation of Buick dealerships. Customers also give Buick dealers high marks for their ability to diagnose problems properly, the dealership's thoroughness in fulfilling customer requests, and parts availability.

***Owner comments on their service advisor reflect Buick's commitment to customer satisfaction.***

**Here's what some Buick owners had to say about their service advisor ...**

*"Rob [the service advisor] greets me by name and seems to go out of his way to ensure all my questions or vehicle concerns are addressed. I have always received friendly professional service. Temporary transportation, as needed, is readily available and provided, and my vehicle is returned in the time frame quoted."*

*"I was treated the way a customer should be treated while at a dealership: with total respect and an extremely helpful attitude. No question that I had went unanswered. It was quite obvious that I was welcome there and not an interruption of his [the service advisor's] busy schedule."*

*"I was greeted promptly, my requests were listened to and carefully noted. While at work, I am kept updated on the progress of the service and whether or not additional work is required. I am able to acquire a rental vehicle if the work required an overnight session, and if not, I am driven to my work place and picked up when the car is ready."*

### ***Low Maintenance and Repair Costs***

Compared to the (non-premium) segment average, Buick owners spend 26 percent less servicing their vehicles during the first three years of ownership. The average Buick owner spends \$199 annually on maintenance and repair during the first three years of ownership. In terms of maintenance vs. repair, Buick owners report a lower frequency of repair visits compared to the segment average. ■ ■

### ***Understanding the Research***

The *J.D. Power and Associates Customer Service Index (CSI) Study<sup>SM</sup>* measures the satisfaction of vehicle owners who visit the dealer service department for maintenance or repair services during the first three years of ownership. Overall satisfaction is based on six measures: service initiation, service advisor, in-dealership experience, service delivery, service quality, and user-friendly service.

*Initial Quality Study* and *Vehicle Dependability Study* results are reported with a "problems per 100 vehicles" (PP100) designation. Since the PP100 score indicates, on average, how many problems are reported by every 100 owners of that specific brand or model, a lower score is better.

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