



## ***AutoPacific Announces 2019 Vehicle Satisfaction Awards: Nissan Has Most Winning Vehicles; Lincoln and Ram Top Brands***

**NORTH TUSTIN, Calif. (August 13, 2019)** – AutoPacific today announced the 2019 Vehicle Satisfaction Award (VSA) winners. Now in its 23<sup>rd</sup> year, the VSAs identify the most satisfying vehicles in the market based on responses from over 50,000 new car and light truck owners.

AutoPacific's Vehicle Satisfaction Awards objectively measure owner satisfaction with 32 separate attributes ranging from driving performance to seating comfort and interior design. Ratings are based solely on owner input. "For 23 years, AutoPacific has been providing true unbiased insight into which vehicles are giving their owners the most satisfying experience," says AutoPacific president George Peterson. Unique in the industry, VSAs include importance ratings in the VSA score calculation, resulting in scores that represent a complete view of the ownership experience.

### **Nissan Claims Most Wins**

For the third year in a row, Nissan has the most winning vehicles, this year with six wins: Maxima, Altima, Armada, Murano and Rogue for Nissan and Q60 for Infiniti. The Murano (5<sup>th</sup> year in a row) and Maxima (4<sup>th</sup> year in a row) continue to be unbeatable since their redesigns entered the market in 2015 and 2016, respectively. "Even with new competition this year in the all-new Subaru Ascent, Volkswagen Atlas and Lexus ES, the Murano and Maxima came out on top," said Peterson.

### **All-New Ram 1500 Wins Segment; Carries Ram to the Top of Popular Brands**

The all-new Ram 1500, the first since Ram's spin off as a separate brand, comes in strong with top satisfaction scores in 22 out of 32 attributes, including interior quietness, driver's seat movement, interior styling and power and acceleration. "The Ram 1500 is a truly exceptional pickup," says Peterson, "but what carries Ram to the top as a brand is high satisfaction in areas that can be problems for other brands, particularly 2<sup>nd</sup> row seat comfort, interior storage, passenger roominess and user-friendly gauges and controls."

### **Lincoln Top Luxury Brand; Navigator Top Overall Vehicle**

An all-new vehicle and a minor refresh are hits for Lincoln. Last year Lincoln ranked 5<sup>th</sup> behind luxury brands Genesis, Lexus, Infiniti and Tesla. The all-new Navigator and updated and renamed Nautilus are top in their segments and the Navigator is the top overall vehicle. Adding to Lincoln's wins in the SUV and Crossover SUV categories, the Lincoln Continental was the top car. "In addition to the exceptionally crafted Navigator, Lincoln has made a strong push for customer treatment. It's a hands-on experience that appears to be working," says Peterson about Lincoln's improved performance.

### **2018 VEHICLE SATISFACTION AWARD WINNERS**

**Most Satisfying Vehicle Overall:** Lincoln Navigator

**Highest Satisfaction Premium Brand:** Lincoln

**Highest Satisfaction Popular Brand:** Ram

### **PASSENGER CARS:**

Luxury Car

Aspirational Luxury Car

Luxury Mid-Size Car

Lincoln Continental

Infiniti Q60

Nissan Maxima (4<sup>th</sup> year)

Large Car  
Mid-Size Car  
Premium Compact Car  
Compact Car  
Economy Car  
Sports Car  
Sporty Car  
Luxury EV Car  
Mainstream EV Car

Kia Cadenza  
Nissan Altima  
Acura ILX  
Kia Forte  
Hyundai Accent (2<sup>nd</sup>)  
Chevrolet Corvette  
Dodge Challenger (3<sup>rd</sup> year)  
Tesla Model 3 EV  
Honda Clarity EV

#### **LIGHT TRUCKS:**

Light Duty Pickup  
Mid-Size Pickup  
Luxury SUV  
Large SUV  
Mid-Size SUV  
Premium Luxury Crossover SUV  
Luxury Crossover SUV  
Large Crossover SUV  
Premium Mid-Size Crossover SUV  
Mid-Size Crossover SUV  
Compact Crossover SUV  
Minivan  
Luxury EV Truck

Ram 1500  
Ford Ranger  
Lincoln Navigator  
Nissan Armada  
Jeep Grand Cherokee (3<sup>rd</sup> year)  
Mercedes-Benz GLE  
Lincoln Nautilus  
Chevrolet Traverse  
Nissan Murano (5<sup>th</sup> year)  
Nissan Rogue  
Hyundai Tucson  
Chrysler Pacifica  
Tesla Model X EV

#### **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 North 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](http://www.autopacific.com) and [www.vehiclevoice.com](http://www.vehiclevoice.com).

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