



RELIABILITY STUDY

Ipsos is one of the world's leading independent market research companies controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with offices in 89 countries.

PURPOSE OF STUDY

This study, performed by Ipsos, surveyed owners of Chevrolet, Buick, GMC and Cadillac versus competitive brands in the area of parts replaced or repaired in the past 12-months – excluding fluids, filters and those related to accident/collision.

DEFINITION OF RELIABILITY

For the purpose of this study, reliability is defined as the percentage of vehicle owners who reported they have not repaired or replaced any vehicle components in the past 12 months (excluding fluids, filters and those related to accident/collision).

SURVEYING METHOD

Using a nationwide sample, a total of 840,979 non-sponsored letter invitations were mailed to 2015 Model Year vehicle owners (time in service starting December 2014 to June 2015).

Via the survey, respondents were screened to ensure they still owned or leased the vehicle and ensure they were the original owners of the vehicle. All data was weighed to reflect the population of model ownership.

In total, 48,679 surveys were completed.

Brands included in the survey: Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Mazda, Mercedes-Benz, Mini, Mitsubishi, Nissan, Ram, Subaru, Toyota, Volkswagen and Volvo.