

Lexus Leads All Luxury Nameplates in J.D. Power and Associates 2012 Sales Satisfaction Index Study

November 28, 2012

TORRANCE, Calif., Nov. 28, 2012 – Lexus received the honor as the highest ranking nameplate among luxury brands and highest score in the industry in the 2012 J.D. Power and Associates Sales Satisfaction StudySM (SSI) with an overall index score of 737, an improvement of 22 index points from last year.

“Lexus dealers continue to exceed customer expectations through thoughtful gestures and exceptional service,” said Tim Morrison, Lexus vice president sales and dealer development. “Their efforts resulted in Lexus being the highest ranked brand in SSI for the past two years. We will continue our quest to provide the best customer service and sales experience for our Lexus buyers.”

Lexus was also honored in several other 2012 J.D. Power and Associates studies. In addition to the SSI, Lexus ranked “Highest in Customer Satisfaction with Dealer Service among Luxury Brands” in the Customer Service Index StudySM, and received the highest score among all nameplates in the Initial Quality Study and Vehicle Dependability Study.

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