

Lexus Ranks Highest of Any Luxury Brand in 2012 J.D. Power and Associates CSI Study

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TORRANCE, Calif. (March 14, 2012) – Lexus ranked highest in customer satisfaction among luxury brands in the J.D. Power and Associates 2012 Customer Service Index (CSI) Study_{SM} for the fourth consecutive year. Lexus achieved an overall CSI score of 861 on a 1,000-point scale, 15 points above the segment average and the highest numerical score in the study, regardless of segment.

“Lexus dealers continue to raise the bar in delivering on the promise of industry-leading customer satisfaction,” said Mark Templin, Lexus group vice president and general manager. “We are thrilled that their tireless efforts at exceeding customer expectations resulted in Lexus being the highest ranked brand in CSI for the 15th time, more than any other manufacturer.”*

The 2012 CSI Study is based on responses from owners and lessees of 2007 to 2011 model-year vehicles. The study was fielded from October through December 2011. Lexus ranked highest in the J.D. Power and Associates Customer Satisfaction with Dealer Service (CSI) Study from 1991-1995, 1997-2001, 2006, and 2009-2012.

**Lexus ranked highest in the J.D. Power and Associates Customer Satisfaction with Dealer Service (CSI) Study in 2012, 2011, 2010, 2009, 2006, 2001, 2000, 1999, 1998, 1997, 1995, 1994, 1993, 1992 and 1991 (tie).*