

# **Lexus is Top-Performing Luxury Brand in 2010 J.D. Power and Associates CSI Study**

February 24, 2010

TORRANCE, Calif. (Feb. 24, 2010) – Lexus ranked highest in customer satisfaction among luxury brands in the J.D. Power and Associates 2010 Customer Service Index (CSI) Study<sup>SM</sup>. Lexus achieved an overall CSI score of 837 on a 1,000-point scale, 24 points above the segment average.

The Lexus brand also led in four of five measures in the CSI Study. Those areas include Service Initiation, Service Advisor, Service Facility and Service Quality.

“We’re grateful to be working with dealers who put such incredible effort into the entire Lexus ownership experience. They’ve helped us earn more J.D. Power and Associates customer satisfaction awards than any other luxury brand since Lexus was founded,” said Mark Templin, Lexus group vice president and general manager. “This year our dealers have made Lexus highest in the customer service experience among luxury brands. This is the 13<sup>th</sup> time that Lexus has received a J.D. Power and Associates CSI award, the most of any brand.”\*

The 2010 CSI Study is based on responses from owners and lessees of 2005 to 2009 model-year vehicles. The study was fielded from October through December 2009. Lexus ranked highest in the J.D. Power and Associates Customer Satisfaction with Dealer Service (CSI) Study in 2009, 2006, 2001-1997, 1995-1992 and 1991 (tie).

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