



Toyota Takes Double Class Win In J.D. Power Customer Survey

31 May 2012

KEY POINTS

- Prius achieves no.1 slot in Family Car class
- Prius achieves 3rd position overall
- iQ takes City Car class
- iQ achieves 6th position overall
- Auris achieves 2nd in Small Family Car class
- 3 Toyota models achieve top 10 positions - more than any other manufacturer

Toyota has taken class wins for the iQ city car, and Prius family car in the 2012 J.D. Power and Associates UK vehicle ownership satisfaction study.

Prius achieved the highest ranking of any Toyota in the survey overall, 3rd from 118 cars eligible, with a score of 83 per cent. This is the sixth year Prius has featured in the top 10 models, with two overall wins in the same period. Prius also achieved 1st position in the Family Car class.

iQ is a new entry to the survey in 2012, and has continued the Toyota tradition of strong performance. The car achieved 6th position overall, and achieved 1st in the City Car class with a score of 81.8 per cent. iQ was the only city car to score over 80 per cent.

Other Toyota models in the range have achieved strong performances. Aygo achieved 3rd place in the City Car class, Auris achieved 2nd place in the Small Family Car class, and Avensis achieved 4th place in the Family Car class. Out of all 118 cars surveyed, Toyota had 3 cars featured in the top 10, more than any other manufacturer.

| Car | Overall Score | Overall Ranking | Eligible Class | Class ranking |
|-------|---------------|------------------------|------------------|-----------------|
| iQ | 81.8% | 6 th | City Car | 1 st |
| Aygo | 76.8% | Joint 68 th | City Car | 3 rd |
| Yaris | 78.2% | 44 th | Supermini | 4 th |
| Auris | 79.5% | Joint 21 st | Small Family Car | 2 nd |
| Prius | 83.0% | 3 rd | Family Car | 1 st |

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|---------|-------|------------------------|-------------|-----------------|
| Avensis | 80.8% | Joint 9 th | Family Car | 4 th |
| Verso | 77.0% | Joint 64 th | MPV | 9 th |
| RAV4 | 79.5% | Joint 21 st | Compact SUV | 6 th |

Note to Editors:

Full information regarding the J.D Power and Associates UK vehicle ownership satisfaction study can be found at: <http://www.whatcar.com/car-news/jd-power-survey-2012/introduction/263078>