

Suzuki Drivers in New Zealand are the most satisfied of the top 10 brands

Roy Morgan Research

There are currently an estimated 2.9 million drivers 18+ on New Zealand roads today. According to the latest Roy Morgan October 2011 data, Suzuki have the highest proportion of satisfied drivers.

For the 12 months to October 2011, 98% of Suzuki drivers said they were satisfied* with their current vehicle. This is 6% points above the average and puts them ahead of Toyota, Honda, Ford and VW tied on 94%. Brand Satisfaction Top 10 Source: Roy Morgan Single Source (NZ) November 2009 October 2010 n= 9,877 & November 2010 October 2011 n= 10,354 (Drivers 18+). *Satisfied = either very or fairly satisfied with current make. Pip Elliott, Client Services Director, Roy Morgan Research, says:

The proportion of satisfied Suzuki drivers has increased by 4% over the last 12 months to 98%. Suzuki satisfaction levels are currently 6% points above the average for the top 10 makes and 4% points ahead of Toyota, Honda, Ford and VW each tied on 94%. In terms of volume, according to the Motor Industry Association (MIA) Suzuki sold 4,833 cars in 2011, an improvement of 6.5% on their 2010 result. With the total market increasing by 5.2% year on year, this represents positive growth for the Suzuki brand. The other big improver over the last 12 months is Volkswagen, with sales increasing by 45% to 3,449 units (according to the MIA). Overall driver satisfaction for Volkswagen is also on the up, with 94% of Volkswagen drivers satisfied with their current cars. Satisfaction levels for both Mazda and Hyundai have declined over the last 12 months, with Hyundai currently having the lowest satisfaction levels of the major brands. This is a very interesting result for Hyundai who have managed to grow sales share over 2011. With a range of new models hitting the NZ marketplace over the last 24 months, this decline in satisfaction is a possible by-product of higher brand expectations from new Hyundai owners. With Satisfaction being one of the key drivers of future brand loyalty, this is a key metric for all manufacturers to be aware of.

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