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**AMERICAN CUSTOMER SATISFACTION INDEX SHOWS  
RISING SATISFACTION WITH MANUFACTURING DURABLES**

MILWAUKEE, August 21, 2000 - Strong gains in satisfaction among customers for automobiles/vans/light trucks, personal computers, and major household appliances have pushed the American Customer Satisfaction Index (ACSI) for manufacturing durables to 79.4 on a 0 to 100 scale, its highest level in five years.

The strength of the manufacturing durables sector brings the national ACSI to 72.8, up from 72.5 in the last quarter and 72.0 one year ago. This recent upward trend provides an indication that competitive pressures and a renewed emphasis on the customer are significant factors in the production and servicing of durable goods available to the American consumer.

Household appliances--washers, dryers, refrigerators, dishwashers--gained 3.7% to an ACSI of 85, the highest level for the appliance industry since the start of the customer satisfaction index in 1994. The 85 ACSI score puts the appliance industry in the lead among 29 private sector industries measured in ACSI.

"There are two major reasons for satisfied customers for major appliances," points out Professor Claes Fornell of the University of Michigan Business School. "First, consumers evaluate service quality for appliances very highly and comparable to product quality. Appliances don't break down often. The Maytag repairman really doesn't have much to do. Second, in constant dollars, the prices of appliances have not risen over many years. In fact, prices may even have declined while features have been added."

A 2.6% gain in satisfaction to an ACSI of 80 in the much larger automotive industry also drives the rise in the sector and national ACSIs, with the biggest single gain in satisfaction of 11.8% among buyers of Hyundai and an 8.0% rise for the Dodge nameplate of DaimlerChrysler.

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U.S. manufacturers have lost market share this year with Korean auto-makers gaining at the low end, the Japanese auto-makers at the middle, and Europeans at the high end. DaimlerChrysler's Mercedes Benz leads the automotive satisfaction index with an ACSI of 87, as it did last year with an 86. General Motor's Buick tied with Mercedes Benz last year and again has an ACSI of 86. Volkswagen jumped in satisfaction a year ago after the introduction of the new beetle, and has moved up another point this year. Both Honda and Toyota have made gains in the minivan market that Chrysler practically invented. However, after Hyundai and Dodge, the biggest satisfaction gainers in this year's ACSI are from U.S. companies: GM's Chevrolet and Ford's Lincoln and Mercury.

The personal computer industry also did a better job of pleasing its customers this year, up 2.8% to an industry ACSI of 74. Dell is currently the market share leader, as well as the satisfaction leader. "These results provide a preliminary indication that the personal computer industry appears to have finally gotten the message that customer satisfaction is about a lot more than just CPU speed or gigabites of storage, customers expect service quality to be comparable to product quality," said Jack West, spokesperson for ASQ.

The fourth major industry measured in the manufacturing durables sector for the ACSI is consumer electronics (TV & VCR/DVD). Its ACSI held steady at a high 83.

ACSI is updated on a rolling basis. New scores for the manufacturing durables sector replace those collected one year ago and are added to scores of six other sectors of the economy measured during the intervening year to produce the national index.

The American Customer Satisfaction Index is produced through a partnership of the University of Michigan Business School, ASQ, and CFI Group. Sampling and data collection for the Index is conducted by Market Strategies, Inc., a major corporate sponsor of ACSI.

Company scores can be found on ASQ's website: <http://www.asq.org> and on the University of Michigan Business School's website: <http://www.bus.umich.edu>. The website for CFI Group is <http://www.cfigroup.com>.

**Sector and Industry ACSI 1994-2000<sup>1</sup>**  
(0-100 scale)

Sector/Industry	Base-line 1994	1995	1996	1997	1998	1999	2000	% Chg '99-'00
<b>National ACSI</b> (as measured in 2 <sup>nd</sup> Qtr of each year)	74.2	73.7	72.4	71.1	72.3	72.0	72.8	+1.1
<b>Manufacturing/durables</b>	79.2	79.8	78.8	78.4	77.9	77.3	79.4	+2.7
Automobiles/vans/light trucks	79	80	79	79	79	78	80	+2.6
Consumer electronics (TV & VCR/DVD)	83	81	81	80	79	83	83	0.0
Household appliances	85	82	82	80	83	82	85	+3.7
Personal computers	78	75	73	70	71	72	74	+2.8%

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<sup>1</sup> STATISTICAL NOTE: For the national ACSI a difference greater than +/-0.3 points on a scale of 0-100 between any two years is greater than could be caused by sampling error at the 90% confidence level. For the manufacturing durables sector a difference greater than +/-0.4 is greater than could be caused by sampling error. For industries within the sector, on average, differences greater than +/-1.0 are greater than could be caused by sampling error.

**Company ACSI 1994-2000<sup>2</sup>**  
**(0-100 scale)**  
**(Companies ranked ordered within industry by 2000 ACSI)**

<b>Industry/ Company</b>	<b>Base- line 1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>% Chg '99- '00</b>
<b>Automobiles /vans/light trucks</b>	79	80	79	79	79	78	80	+2.6
DaimlerChrysler -Mercedes Benz	85	86	87	87	86	86	87	+1.2
GM-Buick	NM	NM	84	83	84	86	86	0.0
GM-Cadillac	NM	NM	88	84	88	85	86	+1.2
Ford-Lincoln, Mercury	79	84	80	81	83	82	85	+3.7
BMW	82	81	81	80	86	86	84	-2.3
Volkswagen	74	76	76	79	78	82	83	+1.2
GM-Saturn	84	83	81	82	85	80	82	+2.5
Honda	85	86	83	82	81	83	82	-1.2
Toyota	86	84	84	84	85	83	82	-1.2
Volvo	82	84	84	84	81	80	82	+2.5
DaimlerChrysler -Dodge	80	77	77	77	78	75	81	+8.0
GM-GMC	NM	NM	NM	80	78	81	81	0.0
DaimlerChrysler -Chrysler, Plymouth	81	82	80	80	80	79	80	+1.3
GM-Chevrolet	77	79	79	78	79	76	80	+5.3
GM-Oldsmobile	NM	NM	82	82	82	81	80	-1.2
GM-Pontiac	76	79	78	78	76	78	78	0.0
Mazda	78	77	75	74	77	76	78	+2.6
Nissan	83	82	80	79	77	79	78	-1.3
Ford-Ford	75	79	78	77	77	77	77	0.0
Hyundai	68	68	69	68	72	68	76	+11.8
DaimlerChrysler -Jeep/Eagle	78	77	76	74	77	77	75	-2.6
All others	NM	81	79	73	74	76	75	-1.3

<sup>2</sup> STATISTICAL NOTE: A difference greater than +/-3.0 points on a scale of 0-100 between any two companies, or the same company in different years is greater than could be caused by sampling error at the 90% confidence level.

<b>Industry/ Company</b>	<b>Base- line 1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>% Chg '99- '00</b>
<b>Household Appliances</b>	85	82	82	80	83	82	85	+3.7
Maytag	85	87	83	85	84	84	87	+3.6
Whirlpool	87	82	85	82	85	84	86	+2.4
Kenmore (brand mfg by several companies)	NM	NM	NM	NM	NM	85	85	0.0
General Electric	81	84	81	78	80	80	83	+3.8
All others	NM	78	81	79	79	80	78	-2.5
<b>Personal computers</b>	78	75	73	70	71	72	74	+2.8
Dell	NM	NM	NM	72	74	76	80	+5.3
Gateway	NM	NM	NM	NM	76	76	78	+2.6
Apple	77	75	76	70	69	72	75	+4.2
IBM	78	78	74	71	74	73	75	+2.7
Hewlett-Packard	78	80	77	75	72	74	74	0.0
Compaq	78	77	74	67	72	71	71	0.0
All others	NM	70	73	72	69	69	68	-1.4
<b>Consumer electronics (TV &amp; VCR/DVD)-- measured in aggregate/no individual company measures</b>	83	81	81	80	79	83	83	0.0

# ACSI 1994 - Q2 2000

