



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## *Automobile Study 2021-2022*

August 23, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for the automobile industry. The study includes results for both luxury and mass-market nameplates produced by domestic and international automakers. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to the auto industry.

The **ACSI Automobile Study 2021-2022** is based on interviews with 4,708 customers, chosen at random and contacted via email between July 2021 and June 2022. Customers are asked to evaluate their recent experiences with automobile brands manufactured by the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—auto nameplates.

### Automobiles

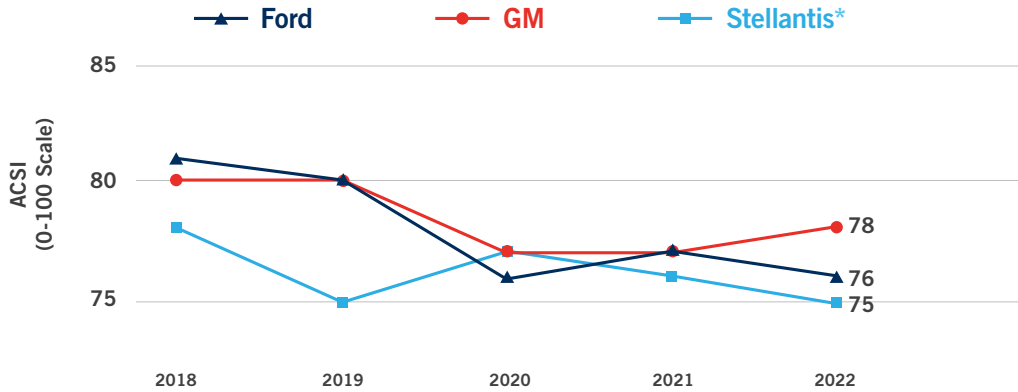
#### AMERICAN CUSTOMER SATISFACTION INDEX: AUTOMOBILES

| INDUSTRY    | 2021 | 2022 | % CHANGE |
|-------------|------|------|----------|
| Automobiles | 78   | 77   | -1.3%    |

0-100 Scale

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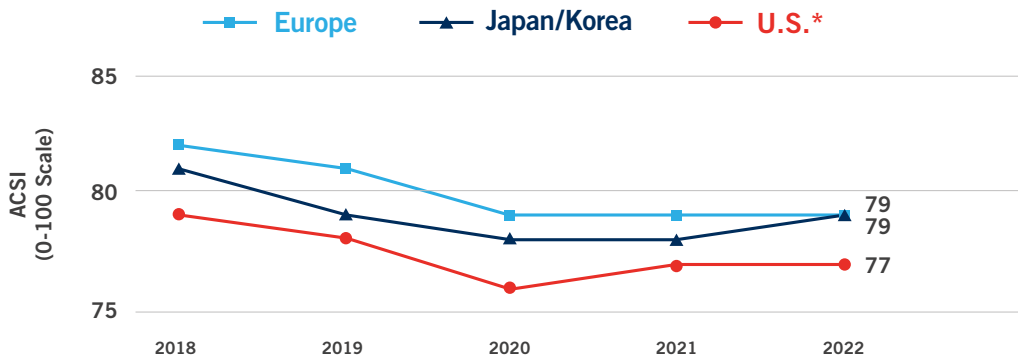
### LEGACY DOMESTIC NAMEPLATES AGGREGATED BY CORPORATION 5-Year ACSI Trends



\*Includes the following Stellantis nameplates: Chrysler, Dodge, Jeep, and Ram.

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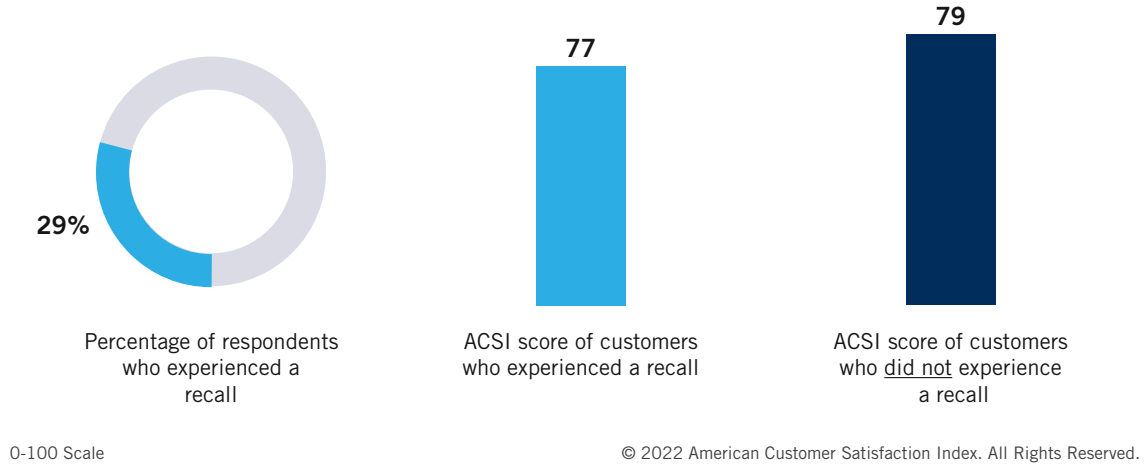
### LEGACY DOMESTIC AND INTERNATIONAL NAMEPLATES AGGREGATED BY REGION 5-Year ACSI Trends



\*Includes GM, Ford, and Stellantis legacy domestic nameplates (Chrysler, Dodge, Jeep, Ram).

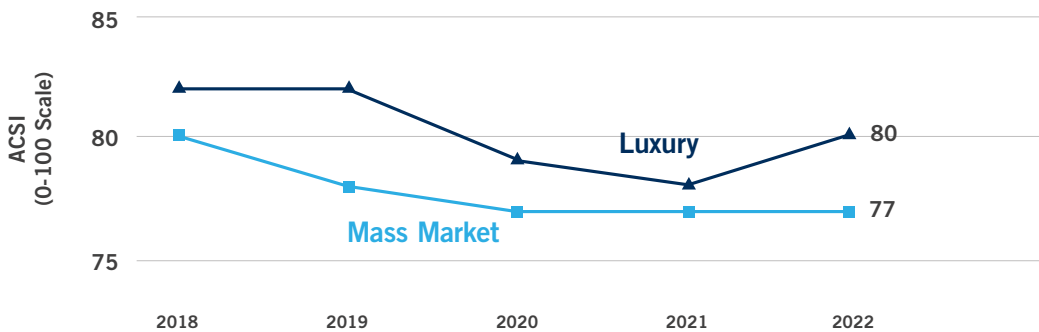
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## AUTO RECALLS AND CUSTOMER SATISFACTION 2022



## Mass-Market and Luxury Nameplates

### MASS-MARKET AND LUXURY NAMEPLATES 5-Year ACSI Trends



### AMERICAN CUSTOMER SATISFACTION INDEX: MASS-MARKET NAMEPLATES

| COMPANY               | 2021      | 2022      | % CHANGE    |
|-----------------------|-----------|-----------|-------------|
| <b>Mass Market</b>    | <b>77</b> | <b>77</b> | <b>0.0%</b> |
| Subaru                | 81        | 80        | -1%         |
| Toyota                | 79        | 80        | 1%          |
| Chevrolet (GM)        | 76        | 78        | 3%          |
| Hyundai               | 79        | 78        | -1%         |
| Mazda                 | 79        | 78        | -1%         |
| Ram (Stellantis)      | 80        | 78        | -3%         |
| Buick (GM)            | 77        | 77        | 0%          |
| Honda                 | 82        | 77        | -6%         |
| Nissan                | 78        | 77        | -1%         |
| Volkswagen            | 77        | 77        | 0%          |
| Ford                  | 78        | 76        | -3%         |
| GMC (GM)              | 78        | 76        | -3%         |
| Jeep (Stellantis)     | 76        | 76        | 0%          |
| Kia                   | 77        | 76        | -1%         |
| Dodge (Stellantis)    | 78        | 74        | -5%         |
| Chrysler (Stellantis) | 70        | 72        | 3%          |
| Mitsubishi            | 71        | 72        | 1%          |

0-100 Scale

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### AMERICAN CUSTOMER SATISFACTION INDEX: LUXURY NAMEPLATES

| COMPANY           | 2021      | 2022      | % CHANGE    |
|-------------------|-----------|-----------|-------------|
| <b>Luxury</b>     | <b>78</b> | <b>80</b> | <b>2.6%</b> |
| Lexus (Toyota)    | 81        | 84        | 4%          |
| Acura (Honda)     | 76        | 82        | 8%          |
| Audi (Volkswagen) | 80        | 82        | 3%          |
| Infiniti (Nissan) | 75        | 82        | 9%          |
| Cadillac (GM)     | 77        | 80        | 4%          |
| Tesla             | 80        | 80        | 0%          |
| Mercedes-Benz     | 78        | 79        | 1%          |
| BMW               | 81        | 77        | -5%         |
| Volvo             | 77        | 76        | -1%         |
| Lincoln (Ford)    | 76        | 75        | -1%         |

0-100 Scale

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## AMERICAN CUSTOMER SATISFACTION INDEX: AUTOMOBILES

| COMPANY                             | 2021 | 2022 | % CHANGE |
|-------------------------------------|------|------|----------|
| All Others (Luxury and Mass Market) | 78   | 75   | -4%      |

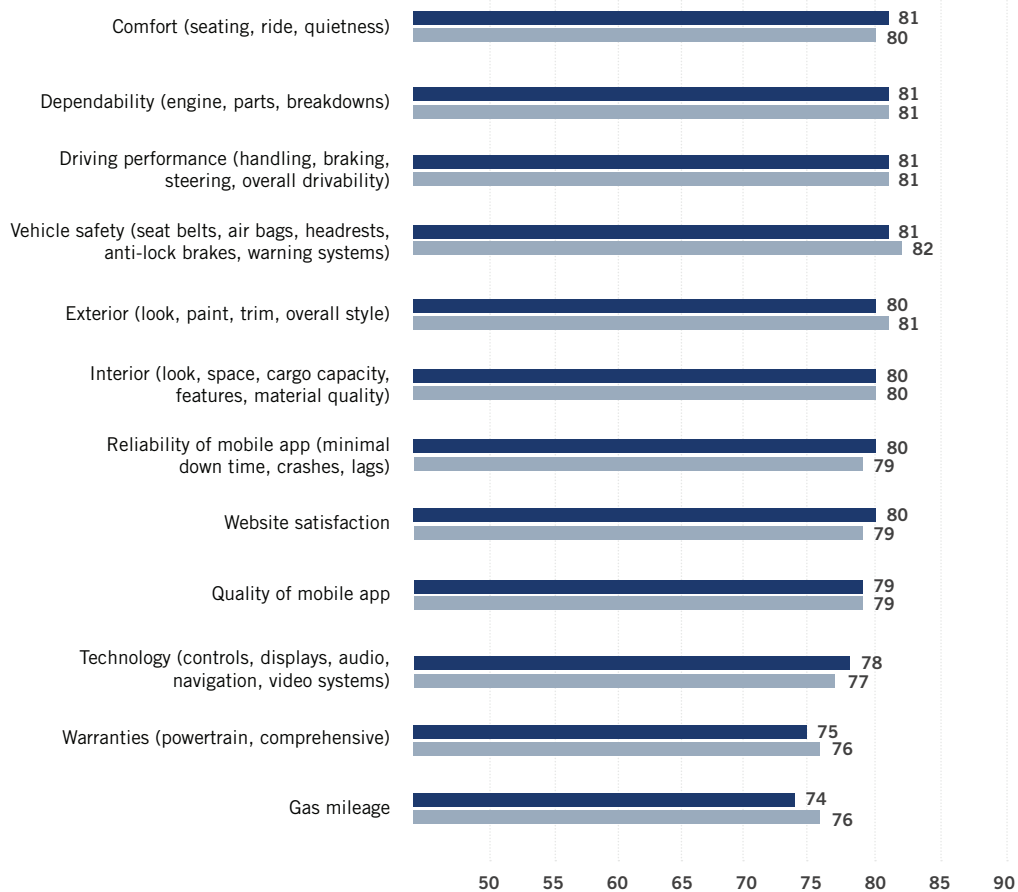
0-100 Scale

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## MASS-MARKET NAMEPLATES

### Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2022 ■ 2021

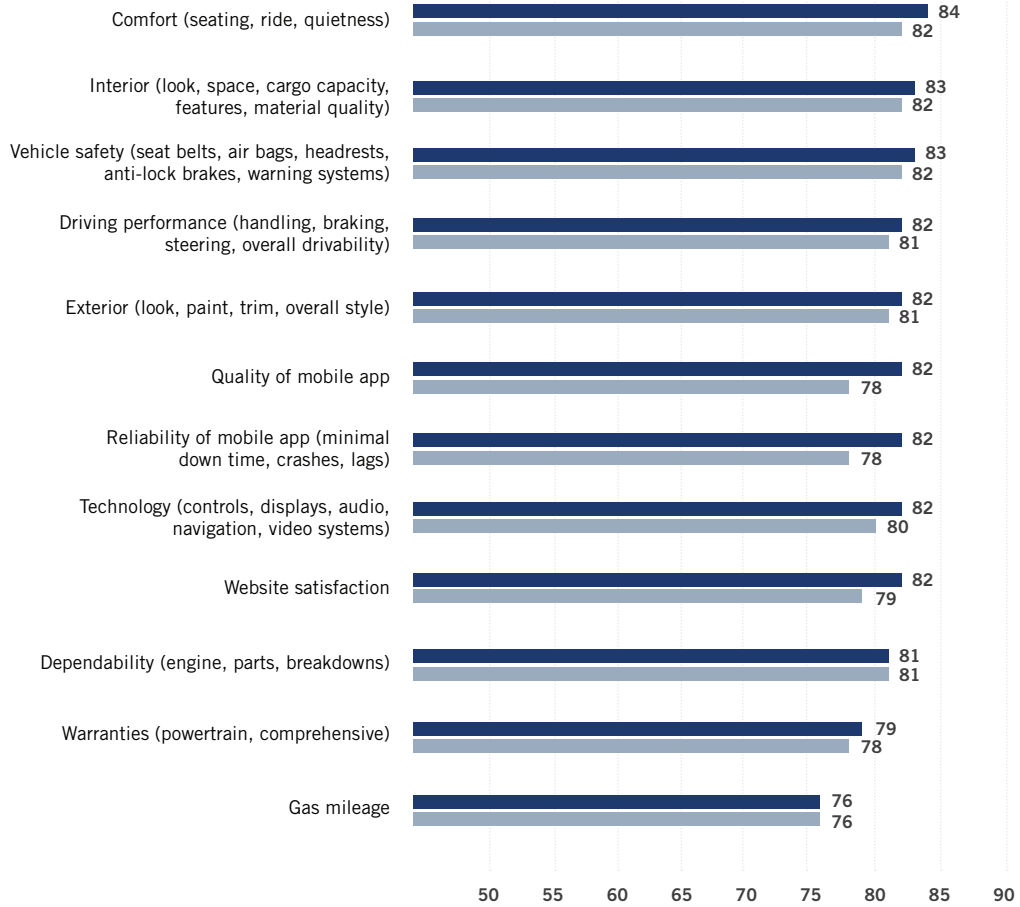


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**LUXURY NAMEPLATES**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

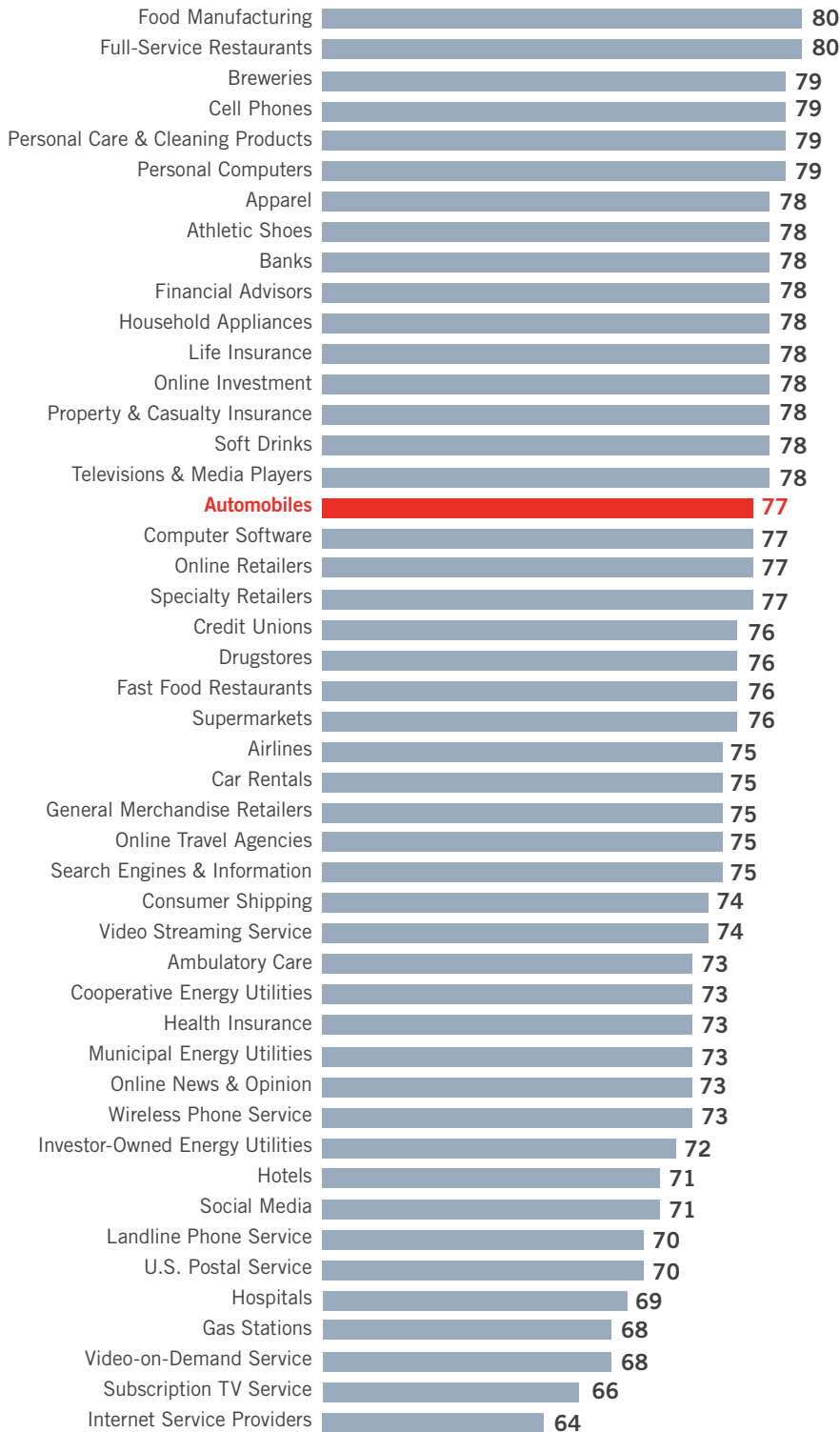
■ 2022   ■ 2021



ACSI (0-100 Scale)

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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



0-100 Scale

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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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