

## J.D. Power Asia Pacific Reports:

### J.D. Power Asia Pacific Announces Launch of New Two-Wheeler Benchmarking Studies in India

**SINGAPORE: 20 OCTOBER 2014** — Two-wheeler sales in India are expected to reach 14.8 million in 2014,<sup>1</sup> and J.D. Power Asia Pacific expects this industry growth to lead to intensify customer expectations for two-wheeler products in terms of both quality and reliability.

Higher customer expectations will present challenges for two-wheeler manufacturers striving to grow their customer base and increase profitability in this highly competitive industry. Against that backdrop, J.D. Power Asia Pacific will launch two new studies next year: the J.D. Power Asia Pacific 2015 India Two-Wheeler Initial Quality Study<sup>SM</sup> (2W IQS) and the J.D. Power Asia Pacific 2015 India Two-Wheeler Automotive Performance, Execution and Layout (2W APEAL) Study.<sup>SM</sup>

Both independent studies, which are scheduled for release in January 2015, will survey verified owners of two-wheelers to gain insights into their shopping behavior and their overall experience after two to six months of ownership. The India 2W IQS will measure the quality of two-wheelers by examining the problems experienced during initial ownership. The India 2W APEAL Study will identify and evaluate the features and product attributes that delight two-wheelers owners.

“The studies are a natural extension of the actionable insights that we have been providing to passenger car industry for years, which will now be offered to the two-wheeler industry,” said Mohit Arora, executive director at J.D. Power Asia Pacific, Singapore. “Our twofold objective is to provide independent assessment of customer experience to two-wheeler manufacturers and to offer two-wheeler buyers product quality and customer satisfaction data that enables them to make more-informed purchase decisions.”

The studies will include two-wheelers in the 80 cc- to 500 cc-range in four motorcycle and two scooter segments from the major two-wheeler brands in India.

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<sup>1</sup> Source: Society of Indian Automobile Manufacturers.