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“Best 2013 Total Quality™ Vehicles; Winners May Surprise You,”

Says Strategic Vision

San Diego – [Strategic Vision](#) declares the results of its 18th annual Total Quality Index™ (TQI) study. With new model vehicles like Chrysler’s Town & Country, Dodge Dart, Buick Enclave, Chevrolet Traverse and Ford Fusion all being Total Quality winners in their respective segments, it is clear that domestic manufacturers restated their position in some very competitive segments.

“There’s no questioning domestic car makers want to lead. For the first time in over a decade our comprehensive and complete study of Quality resulted in more domestic winners than imports,” says Alexander Edwards, President of Strategic Vision. “Don’t misunderstand, imports like Hyundai are a force to be reckoned with and Toyota has regrouped with Total Quality winners Lexus LS, Tacoma and FJ Cruiser. However, domestics are running in the tight race also, and it’s now forcing all manufacturers to build the most superior, innovative and holistically Quality vehicles possible to gain the hearts and minds of the customer,” concludes Alexander Edwards.

Strategic Vision has been measuring quality since 1994, using a comprehensive and actionable concept called “Total Quality,” which not only factors in counting problems but includes multiple aspects of influence and perception that customers use as a base for all their decisions. In addition to a multivariate examination of 155 specific aspects of Total Quality, Strategic Vision uses a discriminating scale to accurately measure the most meaningful Quality experience products are generating to customers. “In our vehicle study we look at over 442 variables, many using a scale that involves Love,” says Darrel Edwards, Ph.D., Founder and Executive Chairman of Strategic Vision. “Our on-going, revolutionary goal is always capturing the hearts and minds of the customer’s decision-making. That is why we use scales that include: 5) I Love It, 4) Delightful, 3) Excellent, 2) Satisfactory and 1) A Failure. We use specific aspects of specific emotions to create a scale that captures concrete judgments with great clarity, thus we have Total Quality,” expounds Dr. Edwards.

Strategic Vision’s Total Quality Index study summarizes how individual models, brands and corporations all performed. Volkswagen Group of America was again the best overall corporation in Total Quality for the eighth consecutive year, with its luxury brand Audi tied with Lexus for the best individual brand. Ford Motor Company is second, followed by a statistical tie for third place with General Motors Corporation and Hyundai Motor Corporation. GM had remarkable success with Buick Enclave, Chevrolet Volt, Traverse, Corvette Coupe/Convertible, Avalanche and GMC Yukon, as all are Total Quality winners. Ford Fusion was a co-leader in the very competitive Mid-size Car Segment, with F-250/350 leading Heavy Duty Trucks.

“Dodge Dart’s win in the small car segment is extraordinary when you consider how much focus, design and competitive engineering exists within this important segment,” says Strategic Vision Vice President Christopher Chaney. “Dart is essentially ‘proof of concept’ that when you mix super exceptional versatility, motivating exterior styling, and a strong array of high quality performing components and concepts, customers respond. The challenge then becomes getting the word out,” states Chaney.

Other Total Quality winners from Chrysler were the 200 Convertible and Dodge Durango. Hyundai Genesis and Audi A4 Sedan tied as winners in the Near-Luxury Car Segment. Kia Soul was the leader in the popular Small Multi-Function Segment and Kia had several others of its models finishing near the top. Toyota Motor Sales has regrouped well with redesigned Lexus LS being the best among demanding Luxury Car buyers.

Strategic Vision has presented Total Quality™ annually since 1995. Based on Strategic Vision’s quantitative “ValueCentered®” NVES study, the Total Quality Index was calculated from 17,568 buyers who purchased 2013 models during September to November 2012. The following list contains the number one ranked vehicles in Total Quality in their segments as rated by new vehicle buyers:

Small Car	Dodge Dart	884
Small Multi-Function	Kia Soul	868
Medium Car	Ford Fusion / Chevrolet Volt	908/907
Medium Multi-Function	Honda Accord Crosstour*	877
Larger Car	Volkswagen CC	920
Near-Luxury Car	Hyundai Genesis / Audi A4 Sedan	922/921
Luxury Car	Lexus LS	955
Specialty Coupe (<\$28,000)	MINI Cooper Hardtop	913
Premium Coupe (>\$28,000)	Chevrolet Corvette Coupe	931
Convertible (<\$30,000)	Chrysler 200 Convertible	917
Premium Conv./Roadster (>\$30,000)	Chevrolet Corvette Conv. / Porsche Boxster	959/957
Minivan	Chrysler Town & Country	850
Small SUV	Volkswagen Tiguan** / Toyota FJ Cruiser	885/883
Medium SUV	Dodge Durango	881
Medium Crossover	Chevrolet Traverse	900
Large SUV	GMC Yukon	893
Near Luxury SUV	Buick Enclave	928

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TQI – add two

Luxury SUV	Porsche Cayenne	948
Standard Pickup	Toyota Tacoma	847
Full-Size Pickup	Chevrolet Avalanche	896
Heavy Duty Pickup	Ford F250/350**	892

* 2011 - 2012 Leader

** 2010 - 2012 Leader

Strategic Vision is a research-based consultancy with over thirty-five years of experience in understanding the consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers. Its unique expertise is in identifying consumers' comprehensive, motivational hierarchies, including the product attributes, personal benefits, value/emotions and images that drive perceptions and behaviors. J. Susan Johnson, CEO of Strategic Vision, coined the phrase "True Innovators" and we measure this construct in the detailed Total Value Index report. The ValueCentered® psychology and research methods were defined by Dr. Darrel Edwards in 1968, and enhanced by co-founders J. Susan Johnson (1972) and Sharon Shedroff (1975). For further information, contact Alexander Edwards and Christopher Chaney at (858) 576-7141 or visit www.strategicvision.com.