News – Japanese and Korean car brands dominate servicing satisfaction survey

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Drivers of Japanese and Korean makes are happiest with their car servicing…

What Car? Servicing Satisfaction Survey reveals how individual car brands rank among their customers…

- Honda finishes first, while Japanese and Korean car makers take seven of the top 10 places.
- Dacia, Jaguar and MG complete the top 10.
- To read the full results, the article is available to view here: https://www.whatcar.com/news/car-servicing-satisfaction-survey

Japanese and Korean car brands dominate the servicing satisfaction rankings for both newer and older cars, with Honda taking the number one spot, new research by What Car? has shown.

The consumer title asked more than 8,300 UK motorists about their most recent car service, with each respondent scoring their dealer on politeness of staff, quality of work and value for money.

Honda enjoyed an overall satisfaction rate of 91.2%, while fellow Japanese brands Lexus, Subaru and Toyota all joined it in the top 10.

Korean car makers Hyundai, Kia and Ssangyong also performed well, while Renault's budget brand Dacia, British prestige car maker Jaguar and Chinese-owned MG completed the top 10.

MG also finished top of the 'value for money' leader board, with 87.3% of owners rating it as very good in this area.

Meanwhile, Aston Martin lived up to its premium reputation to be voted best overall for 'quality of work', with a 93.6% satisfaction rate.

Further down the table, Citroën, Smart and Jeep fared the worst of the 34 brands included in the survey, with overall satisfaction ratings of 82.1%, 81.8% and 75.6% respectively.

Overall satisfaction rating

1. Honda 91.2%
2. MG 90.9%
3. Lexus 90.2%
4. Hyundai 89.9%
5. Dacia 89.5%
6. Ssangyong 89.4%
7. Subaru 89.3%
8. Kia 88.9%
9. (Equal) Jaguar 88.8%, Toyota 88.8%

What Car? editor, Steve Huntingford, said:

“Getting your car serviced can be a stressful time, depending on the level of customer service you receive, the quality of the work carried out and, of course, how much of a dent it makes in your wallet.

Almost 90% of drivers get their cars serviced at franchised dealerships during the first year of ownership, making servicing satisfaction a significant consideration when purchasing a new car.

Honda dealers clearly understand this, because they score well in every area. And while the level of satisfaction with many brands plummets as cars age, Honda owners can expect attentive behaviour from staff and a high standard of workmanship throughout their cars’ lives.”

The survey also looked at independent garages servicing all ages of car, with Hyundai, Chevrolet and MG specialists ranking highest, gaining overall satisfaction rates of 95.5%, 95.4% and 95.0% respectively.

To read the full article, please visit
https://www.whatcar.com/news/car-servicing-satisfactionsurvey

The full list of franchised dealer satisfaction ratings by brand:

Overall satisfaction rating:

1. Honda 91.2%
2. MG 90.9%
3. Lexus 90.2%
4. Hyundai 89.9%
5. Dacia 89.5%
6. Ssangyong 89.4%
7. Subaru 89.3%
8. Kia 88.9%

=9. Jaguar 88.8%

=9. Toyota 88.8%

11. Mitsubishi 88.5%
12. Skoda 88.4%
13. Mini 87.3%

=14. Suzuki 87.2%

=14. Aston Martin 87.2%

=16. Renault 86.6%

=16. Volvo 86.6%

18. BMW 86.2%
19. Ford 86.0%

=20. Seat 85.5%

=20. Mazda 85.5%

22. Fiat 85.2%
23. Peugeot 85.1%
24. Nissan 85.0%
25. Audi 84.9%
26. Vauxhall 84.8%

=27. Land Rover 84.7%

=27. Volkswagen 84.7%

29. Mercedes-Benz 84.4%
30. Alfa Romeo 83.0%

31. Porsche 82.9%
32. Citroën 82.1%
33. Smart 81.8%
34. Jeep 75.6%

About What Car?

What Car?, is said to be the UK's biggest car buying brand, with the magazine, a market-leading website and several established brand extensions. It has helped Britain's car buyers to make purchasing decisions for more than 40 years.

Whatcar.com is said to be the UK's leading car buying website, offering trusted reviews and data on every new car. A winner of numerous awards and accolades, whatcar.com is recognised as one of the UK's leading consumer websites and attracts 2.1 million unique visits every month, including 700,000 unique visits on whatcar.com mobile. The website also offers advice on car leasing, new car deals and used cars for sale.

With a print and digital circulation of 61,062, combined with its mobile and social reach, What Car? has more than 5.5 million monthly points of contact with its audience on the move, at work, at home and at the crucial point of sale.