



Lexus Quality Overcomes German National Bias

25 October 2002

- IS200 Overall Winner of First German J.D. Power Survey
- Toyota Voted Best German People's Car

The Lexus IS200 has been voted top car in the first customer satisfaction survey of Germany's car owners by market research firm J.D. Power. The 132-car survey found that even the Germans believe the Lexus is better than their own home grown prestige makes and gave the baby Lexus a top score of 86 per cent.

Furthermore, Toyota cars came top in a further five of the six other categories, making an almost clean sweep for the Japanese manufacturer in the heart of the European motor industry's homeland.

Overall, Germany's drivers also awarded Toyota the top brand satisfaction rating in the survey at 83.1 per cent. The results of the survey were published in the German car magazine "mot," which described the outcome as, "an overwhelming result, which other manufacturers can only dream of."

Lexus and Toyota winners in the different segments were:

- Medium class: Lexus IS200 (86%) - Top model in the study
- Small car: Toyota Yaris (84.7%)
- Compact class: Toyota Corolla (82.6%)
- Vans: Toyota Picnic (81.7%)
- Off-roaders: Toyota RAV4 (80.5%)
- Sports car: Toyota Celica (83.4%)

Of course, success in the J.D. Power survey is nothing new for either Lexus or Toyota. Earlier this year, Lexus and Toyota took the first and second place respectively in the J.D. Power and Associates 2002 U.K. Car Customer Satisfaction Study. The Toyota Yaris was voted the number one car in the City Car/Supermini segment, while the Toyota Corolla took the top spot in the Small Car segment.

Across the Atlantic, Toyota and Lexus models also achieved the most awards in the 2002 J.D. Power and Associates' Initial Quality Study, the most accurate report measuring the initial quality of new cars sold in the United States. Toyota and Lexus models led through nine of the 16 segments.

ENDS