



Press Release

J.D. Power and Associates Reports: Volvo Cars of Canada Ltd. Ranks Highest among Canadian Manufacturer Web Sites

Despite Updates and Redesigns, Overall New-Vehicle Shopper Satisfaction with Auto Manufacturer Web Sites Has Declined

TORONTO: 23 May 2007 —The Volvo Cars of Canada Ltd., Web site ranks highest among 27 auto manufacturer sites in satisfying Canadian new vehicle shoppers, according to the J.D. Power and Associates 2007 Canadian Manufacturer Web Site Evaluation StudySM released today.

Now in its second year, the study examines Canadian manufacturer Web sites from the viewpoint of shoppers who intend to purchase a new vehicle within the next 12 months. Four factors contribute to overall customer satisfaction. In order of importance, they are: information/content (37%); ease of navigating throughout the Web site (22%); appearance of the Web site (21%); and speed of pages loading throughout the Web site (20%).

Volvo ranks highest with an overall index score of 846 points on a 1,000-point scale, performing particularly well in speed of pages loading, information/content and navigation. Volvo is followed in the rankings by Mazda (845 index points) and Lexus (833).

“New-vehicle shoppers are increasingly turning to the Internet as a means of researching their vehicle options,” said Rohan Lobo, senior manager of automotive syndicated research at J.D. Power and Associates. “There is a strong link between shopper satisfaction with a manufacturer’s Web site and the intention to consider a brand, which in turn makes having an easy-to-navigate, efficient and attractive Web site a critical weapon in the battle for market share.”

The study finds that new-vehicle shopper satisfaction with manufacturer Web sites has declined from 813 points in the 2006 study to 805 points in 2007. Although the decline is primarily driven by luxury brands, non-luxury brands also declined from 2006. In particular, shoppers are less satisfied with the speed and navigation factors.

“Manufacturers continuously struggle with the gap between user expectations and Web site execution,” said Lobo. “Most users see the Internet as a tool rather than a replacement for a showroom, and while vehicle images and the overall appearance of the Web site do impact satisfaction, there has to be a balance between design and functionality. Frustration stemming from the excesses of creative zeal is apparent as users wait for the latest Flash animation to load and are forced to forego valuable research time.”

The study also finds that new-vehicle shoppers consider several Web site features useful, including the ability to request a price quote directly from a dealer and obtain a brochure online. Features that shoppers were less interested in include the ability to complete credit applications online and scheduling an appointment with a salesperson prior to visiting the dealership.

“Customers showing disinterest in filling out credit applications and scheduling appointments with the dealer online are strong indications that traditional brick-and-mortar dealerships will continue to have a place in the purchase process, and that the Internet is clearly viewed more as a research tool,” said Lobo.

The 2007 Canadian Manufacturer Web Site Evaluation Study is based on evaluations by 4,281 new-vehicle shoppers who indicated that they would be in the market for a new vehicle within the next 12 months.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually.

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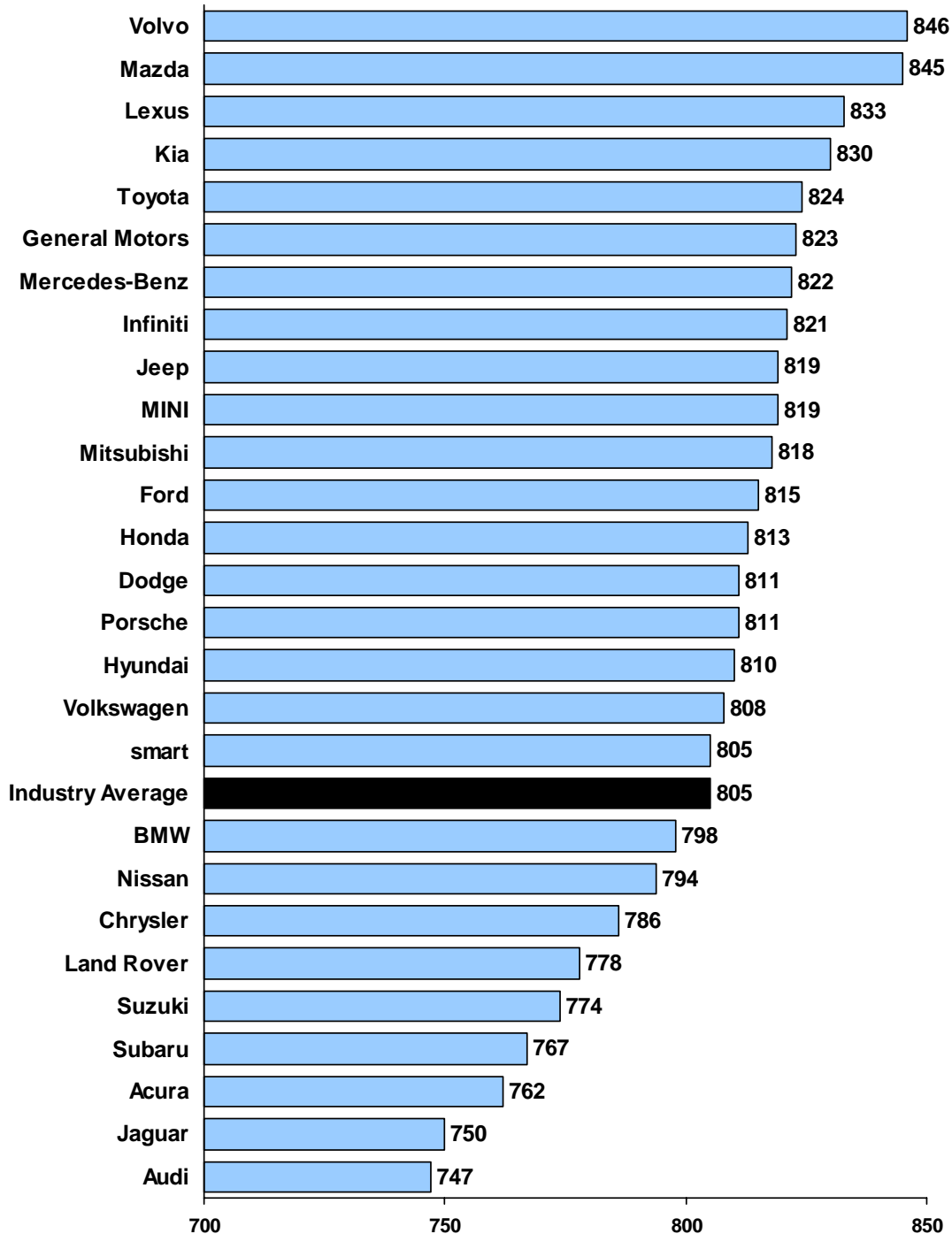
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NOTE: One chart follows.

J.D. Power and Associates 2007 Canadian Manufacturer Web Site Evaluation StudySM

Manufacturer Web Site Ranking

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2007 Canadian Manufacturer Web Site Evaluation StudySM

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