

Automobile Consumer Report 17/18-2; QM6, the Winner of 'Car of the Year' by Consumer Evaluation

- Evaluated by some 19,143 new car buyers and 5,529 consumers intending to buy a new car
- On the 4 evaluation areas such as product satisfaction, value for money, and 2 more
- One winner model by vehicle class selected

QM6 from Renault Samsung was selected as 'car of the year' based on consumer experience from car purchase to use. 11 models by vehicle class were selected as 'car of the year' through consumer evaluation in the 4 areas such as 'product satisfaction,' 'initial quality,' 'value for money,' and 'design competitiveness,' and QM6 ranked the 1st among all the test models of the observed vehicle classes by outperforming the competitors in 3 out of the 4 evaluation areas [Picture 1]. The Next Spark and All New Morning tied for the 1st place as 'Mini car of the year' as both did the best in 2 out of the 4 evaluation areas, respectively.

[Picture 1] 2017 'Car of the year' by consumer evaluation

2017 'Car of the year' by consumer evaluation # 1 in Total		 QM6
Car of the year by Vehicle class	Mini*	 The Next Spark  All New Morning
	Small	 Accent
	Sub-midsize	 All New Cruze
	Midsize	 SM6
	Large	 Grandeur IG
	Luxury	 Genesis G80
	B-SUV	 Tivoli Air
	C-SUV	 Sportage QL
	D-SUV	 QM6
	E-SUV**	-
	MPV	 All New Carnival

*The two models (The Next Spark, All New Morning) ranked 1st in the two out of the 4 evaluation areas, respectively, in the Mini vehicle class.

**No model in the E-SUV class won the 1st place in more than a one evaluation area.

'Car of the year' that was started in US, 1949, has been awarded by numerous organizations worldwide, mostly based on evaluations by 'automobile reporters.' However, while such evaluation could well leverage the reporters' expertise, taking only a limited number of reporters' evaluation into account could yield a big difference from what actual consumers would think about cars. Given that, it would make more sense to identify best cars by vehicle class from the perspectives of consumers who actually buy and use cars.

For more Information

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Annual Syndicated Automobile Study that has been fielded every July since 2001 evaluates on two core evaluation items (product satisfaction, the number of initial quality problems) with those who bought a new car within the past one year (some 6,056 respondents), a one item (value for money) with consumers (some 19,143 respondents) who bought a new car within the past 3 years, and another item (design competitiveness) among those intending (some 5,529 respondents) to buy a new car in the next 2 years in order to come up with 'car of the year' award from consumers' perspective. The details of the award are illustrated in [picture 2] and [picture 3] below.

◆ [Picture 2] 4 Consumer Evaluation Areas of 'Car of the year'

[Picture2] 4 Consumer Evaluation Areas of 'Car of the year'			
Evaluation Area	Respondent Definition	Sample Size	Key Evaluation Contents
Product Satisfaction (TGR)	Bought a new car within the past 1 year	6,056	Satisfaction on Design, Performance, Function as perceived during the car use (9 divisions, 68 items)
Initial Quality (TGW-i)	Bought a new car within the past 1 year	5,802	Number of trouble, problem & defect experienced during the car use (13 divisions 177 items, 556 locations/occasions)
Value for Money (VFM)	Bought a car within the past 3 years	19,143	Satisfaction evaluation on Car price, option price, fuel efficiency, maintenance costs, A/S cost, Expected used car price (6 divisions)
Design competitiveness (Design)	Intending to buy a new car in the next 2 years	5,529	Evaluation on interior/exterior design(photo) of currently selling models from prospective customers' view (4 divisions)

◆ [Picture 3] 'Car of the Year' by Evaluation Area X Vehicle Class

[Picture 3] 'Car of the Year' by Evaluation Area X Vehicle Class

	Product Satisfaction (TGR)	Initial quality (TGW-i)	Value for Money (VFM)	Design Competitiveness (Design)	2017 Car of the Year	
Industry Avg.	591 points	165 points	599 points	693 points	-	
Best Brand					-	
Winners by Vehicle Class	Mini	The Next Spark	All New Morning	The Next Spark	All New Morning	The Next Spark All New Morning
	Small	-	Accent	Aveo	Accent	Accent
	Sub-midsize	Avante AD	K3	All New Cruze	All New Cruze	All New Cruze
	Midsize	All New Malibu	Sonata LF	SM6	SM6	SM6
	Large	Grandeur IG	Grandeur IG	Impala	Stinger	Grandeur IG
	Luxury	Genesis G80	Genesis EQ900	K9	Genesis G80	Genesis G80
	B-SUV	Tivoli Air	Tivoli	QM3	Tivoli Air	Tivoli Air
	C-SUV	Sportage QL	All New Tucson	Korando SUT	Sportage QL	Sportage QL
	D-SUV	QM6	SantaFe DM	QM6	QM6	QM6
	E-SUV	Maxcruz	Mohave	Rexton W	G4 Rexton	-
	MPV	All New Carnival	Orlando	All New Carens	All New Carnival	All New Carnival

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◆ Reference: 「Consumer Insight」 Annual Automobile Syndicated Study Outline

The contents was excerpted and summarized from the results of 'Annual Syndicated Automobile Study' conducted by Consumer Insight Inc. in every July since 2001.

Respondent	Car owners/purchase intenders within next 2 years	Total	1,887,946
Recruiting Panel	Random quota sampling from Consumer Insight's IBP(Invitation Based Panel) & other major portal site members	2017	96,123
Sampling	Quota sampling by gender/age	2016	100,788
Data Collection	E-mail survey	2015	105,672
Sample Size	Yearly average of 100,000 persons	2014	101,821
Study Contents	U&A(Usage and Attitude) & CEQ(Consumer Experienced Quality)	2013	101,701
Fieldwork Period	Every July	2012	95,012
		2011	97,356
		2010	106,291
		2009	91,129
		2008	95,472
		2007	105,149
		2006	106,088
		2005	139,825
		2004	171,499
		2003	118,195
		2002	129,277
		2001	126,458
		(Year)	(persons)

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