



## **Press and Corporate Affairs**

Media Information

20 March 2014

### **BMW India ranks highest in Sales Satisfaction and Customer Satisfaction with After-sales Service in the Indian luxury car segment.**

**New Delhi.** BMW India ranked highest in Sales Satisfaction and Customer Satisfaction with After-sales Service in the Indian luxury car segment in both J.D. Power Asia Pacific Sales Satisfaction Index Study 2013 and J.D. Power Asia Pacific Customer Service Index Study 2013.

This was the first year that the luxury car market was included in the survey and the awards ceremony was held at Shangri-La's Eros Hotel in New Delhi on 11 March 2014. Mr. Gerrit Kuyntjes, Vice President and General Manager, JD Power Asia Pacific and Mr. Mohit Arora, Executive Director, JD Power Asia Pacific presented the awards to Mr. Philipp von Sahr, President, BMW Group India and Mr. Stephan Rausch, Director- After Sales, BMW Group India. Senior executives from leading automotive companies in India such as Volkswagen, Suzuki, Honda, Toyota, General Motors, Hyundai and MRF were also present at the event.

On receiving the awards, Mr. Philipp von Sahr, President, BMW Group India said, "BMW India is committed towards being the leading luxury car company with 'Delighted Customers', 'Strong Partners' and most important 'Sustainable Leadership'. We are incredibly proud that BMW India has ranked highest in Sales Satisfaction and Customer Satisfaction in the Indian luxury car segment. As the strongest and the most trusted automotive brand in India today, BMW India will continuously focus on setting new benchmarks in the luxury car market. We offer our customers an unparalleled luxury experience with exclusively authentic premium products, world-class dealerships and high quality after-sales services."

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The J.D. Power Asia Pacific 2013 India Customer Service Index (CSI) Study, for the first time measures after-sales experience satisfaction separately in two segments – luxury and mass market, measures satisfaction among luxury vehicle owners who visit an authorized

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dealership service centre for maintenance or repair work between the first 12 to 24 months of ownership. The study measures overall satisfaction in five factors (listed in order of importance): service quality; vehicle pick-up; service advisor; service facility; and service initiation. Overall customer satisfaction is measured on a 1,000-point scale, with a higher score indicating higher satisfaction.

Overall luxury customer satisfaction with their dealership service experience averages 876 in 2013. BMW ranks highest among luxury brands in customer satisfaction with a score of 892. BMW performs particularly well in the service advisor factor.

The 2013 India Customer Service Index Study for the luxury segment is based on evaluations from 238 vehicle owners. The study was fielded from May to August 2013 and includes owners who purchased their vehicle between May 2011 and August 2012.

If you have any queries, please contact:

### **BMW Group India**

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