



The Porsche Cayman was the highest ranking car in the "Compact Premium Sporty Car" segment in J.D. Power's initial quality rankings. Porsche ranked first among brands in the survey.

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Hyundai lands in top 3 for quality

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The Lexus IS 350 was one of six winners for the Lexus nameplate. Patent Toyota had five.

By Sharon Silke Carty, USA TODAY

DETROIT — Porsche and Hyundai leaptfrogged to the top of the influential J.D. Power Initial Quality Study, potentially boosting sales at both automakers as consumers continue to focus on quality as a leading factor in buying decisions.

Porsche, known for its sometimes temperamental sports cars, ranked first among brands in the survey, which is based on buyer reaction after 90 days of ownership. Porsche, which ranked 32nd last year, beat out Toyota's luxury brand, Lexus, which held the top spot for several years. Lexus came in just behind Porsche.

PHOTO GALLERY: Segment winners

"Statistically, it's a dead heat," said Jim Lentz, Toyota group vice president and general manager. "It's important to use this as an indicator to help our efforts to improve. But, quite frankly, if we were No. 1, it wouldn't change things in our effort to get better."

Joe Ivers, executive director of quality and customer satisfaction research for Power, said Porsche's launch of the Cayman sports car was nearly flawless and helped enhance its quality rating. The automaker also made great strides improving its Cayenne SUV, which accounts for a third of its sales.

For Hyundai, the jump from No. 11 to No. 3 could be the boost the company has been looking for. Hyundai says that currently only about 20% of potential buyers say they'll consider a Hyundai. The automaker has said it was focusing on improving quality to get on more buyers' shopping lists.

TOP FIVE NAMEPLATES

Nameplate	Problems per 100 vehicles
Porsche	91
Lexus	93
Hyundai	102
Toyota	106
Jaguar	109

Source: J.D. Power and Associates

[See full list below](#)

Hyundai's 10-year, 100,000-mile warranties also are aimed at allaying customers' quality concerns.

"Our goal is to improve and improve and improve," said Don Dees, Hyundai's vice president of service and quality. "We would like to be No. 1, absolutely."

Redesigned survey

The survey, which polled 63,000 new car owners, was redesigned since last year. The new survey is more comprehensive — going from 135 questions to 237 — and allows customers to detail their problems rather than simply rating the issues on a scale. The results are reported in problems per 100 cars.

Although the Toyota brand fell behind Hyundai in overall ratings, Toyota and Lexus continued to dominate rankings of models.

Automakers pay attention to the survey results, often using their scores in advertising. Toyota and Honda, which have consistently scored higher than average, have been slowly gaining market share in the USA, while the domestic automakers have seen sales slip.

Among the survey results:

- Eleven Toyota and Lexus brand vehicles led their segments, including four of five SUV categories.
 - The Toyota Camry, the best-selling car in the USA, was named the best midsize car.
 - General Motors led two segments, with Pontiac Grand Prix named best large car and Chevrolet Silverado named best pickup. The second- and third-best pickups also are made by GM.
 - The Toyota Prius hybrid, which won its segment last year, did not place among the top three in the compact-car segment. Toyota said it is working on improving the way it explains high-tech features to new customers, which hopefully will improve customer satisfaction with cars such as the Prius.
 - Ford's Land Rover came in last place, with 204 problems reported for every 100 vehicles. It also received the worst design rating.
 - GM's Oshawa, Ontario, assembly plant, which manufactures the Buick LaCrosse and Pontiac Grand Prix, won the top award for North American plants.
- The plant is scheduled to close in the next few years.

2006 initial quality rankings

Nameplate	Problems per 100 vehicles	Nameplate	Problems per 100 vehicles
Porsche	91	Dodge	132
Lexus	93	Pontiac	133
Hyundai	102	Volvo	133
Toyota	106	Buick	134
Jaguar	109	Mitsubishi	135
Honda	110	Kia	136
Cadillac	117	Mercedes-Benz	139
Infiniti	117	Scion	140
GMC	119	BMW	142
Acura	120	Subaru	146
Chrysler	120	Mazda	150
Lincoln	121	Mini	150
Nissan	121	Jeep	153
Chevrolet	124	Saab	163
Industry average	124	Suzuki	169
Ford	127	Hummer	171
Mercury	129	Volkswagen	171
Saturn	129	Isuzu	191
Audi	130	Land Rover	204

Source: J.D. Power and Associates

[Last year's rankings](#)

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