
Synovate Quality Awards (Product Quality) 2006

Graphs and Tables

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- The Synovate Logo
- The source (Synovate Quality Awards 2006)
- The sample size (N =)



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Based on the largest customer survey in the South African automotive market, the Synovate annual Competitive Customer Satisfaction Index (CCSI) survey includes interviews with more than 50 000 new vehicle owners.

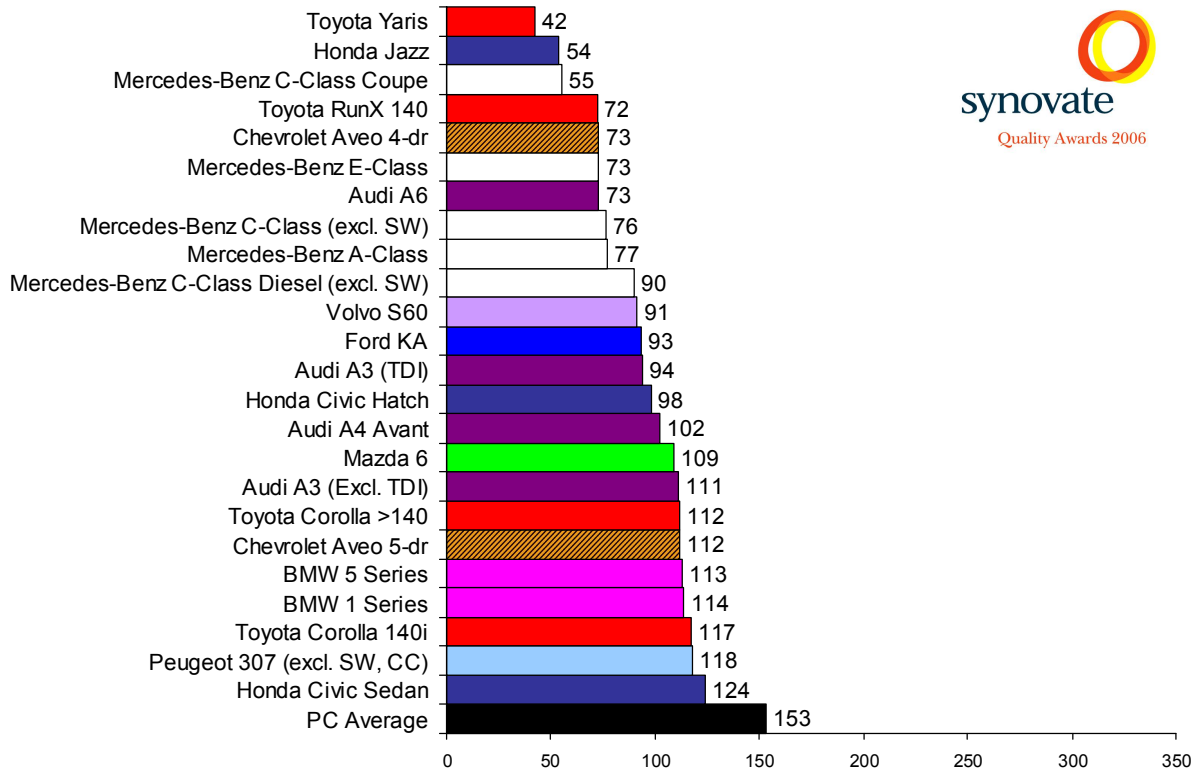
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synovate
Quality Awards 2006

Synovate Quality Awards 2006 RANKINGS

Product Quality Passenger Vehicles Ranking – Less than 130 PP100



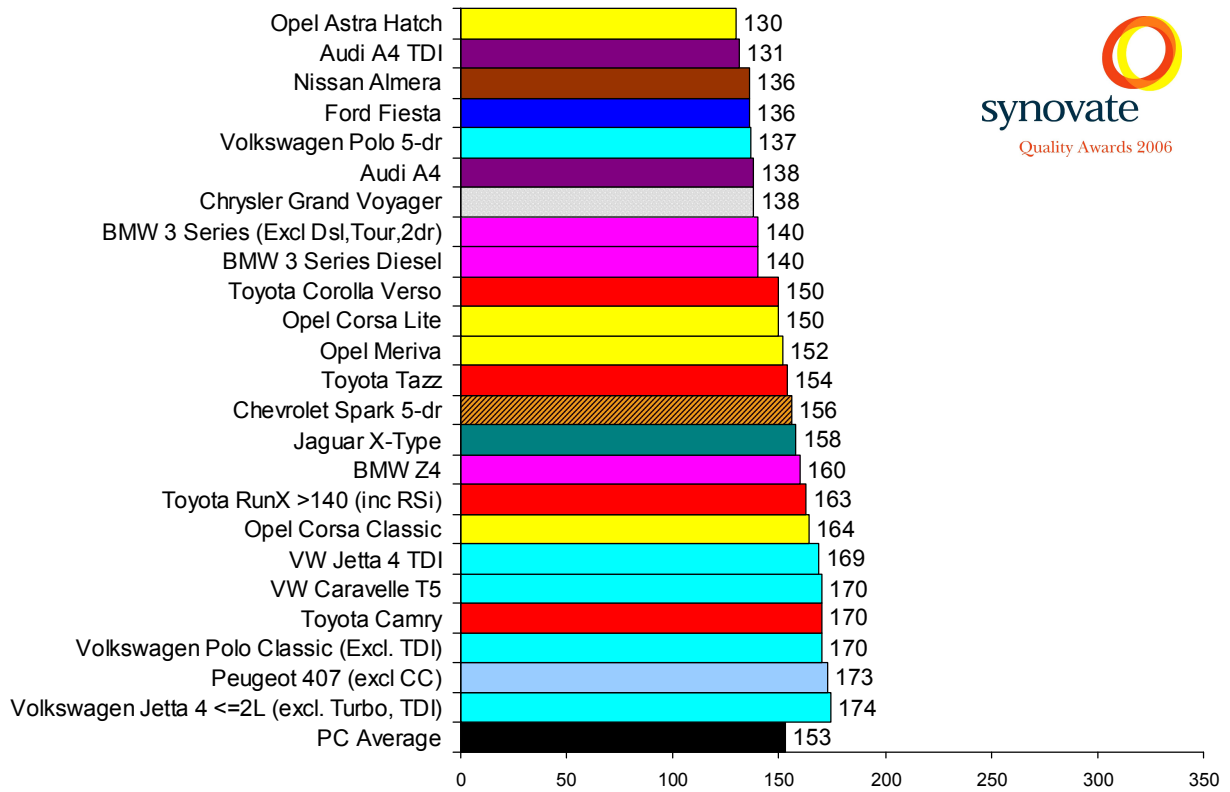
Source: Synovate Quality Awards 2006
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Synovate Quality Awards 2006 RANKINGS

Product Quality Passenger Vehicles Ranking – Less than 175 PP100

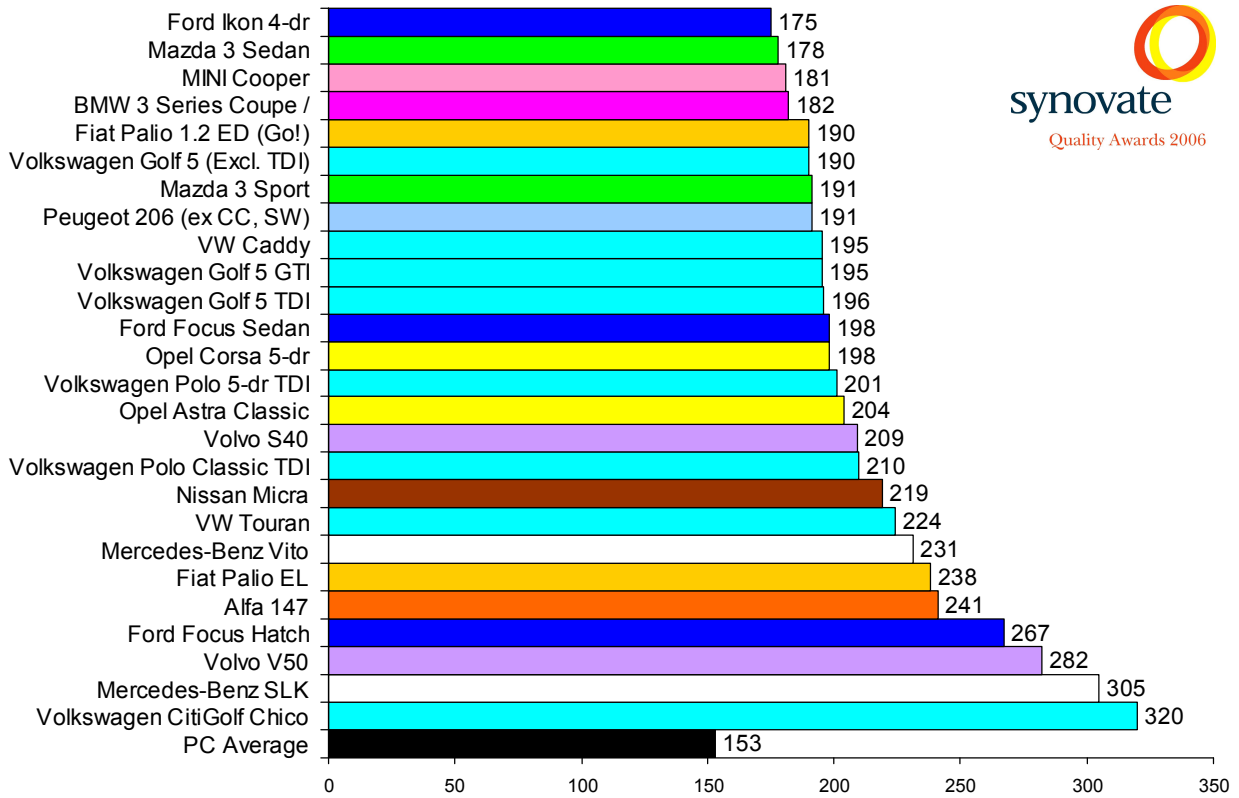


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Synovate Quality Awards 2006
RANKINGS
 Passenger Vehicles
 Ranking –175 PP100 or more



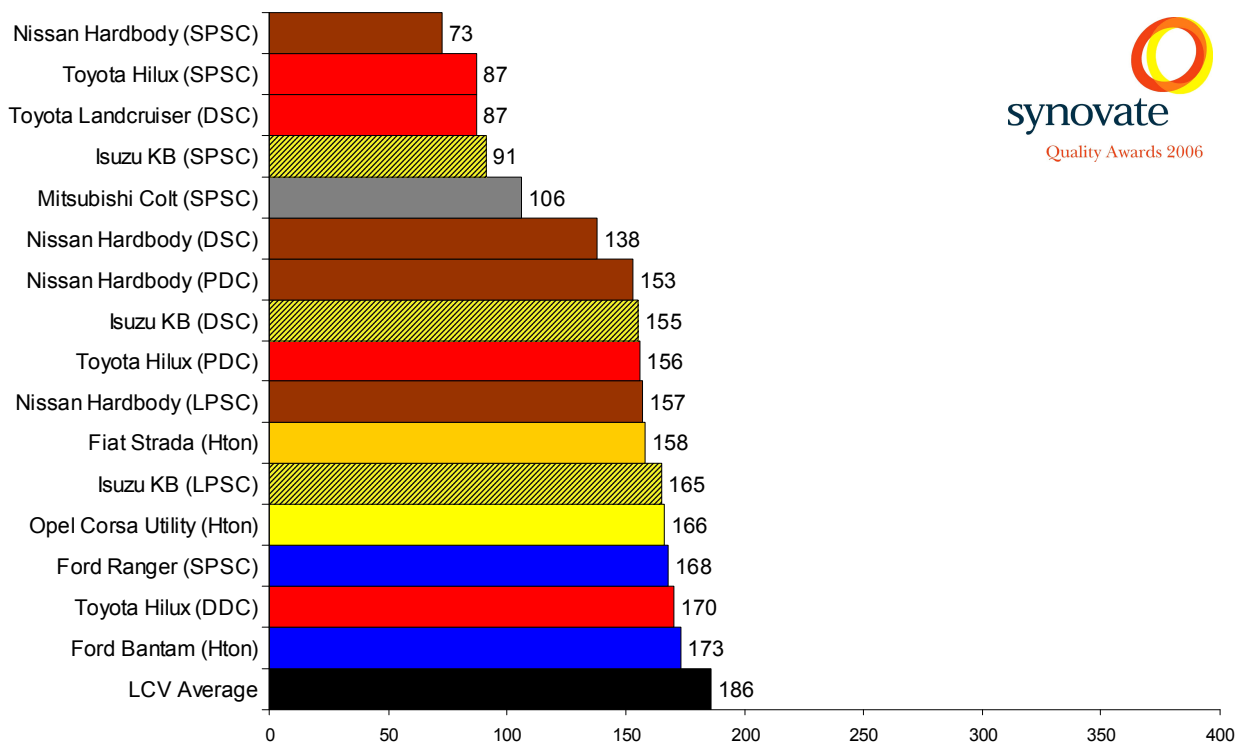
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Synovate Quality Awards 2006 RANKINGS

Light Commercial Vehicles Ranking – Less than 175 PP100



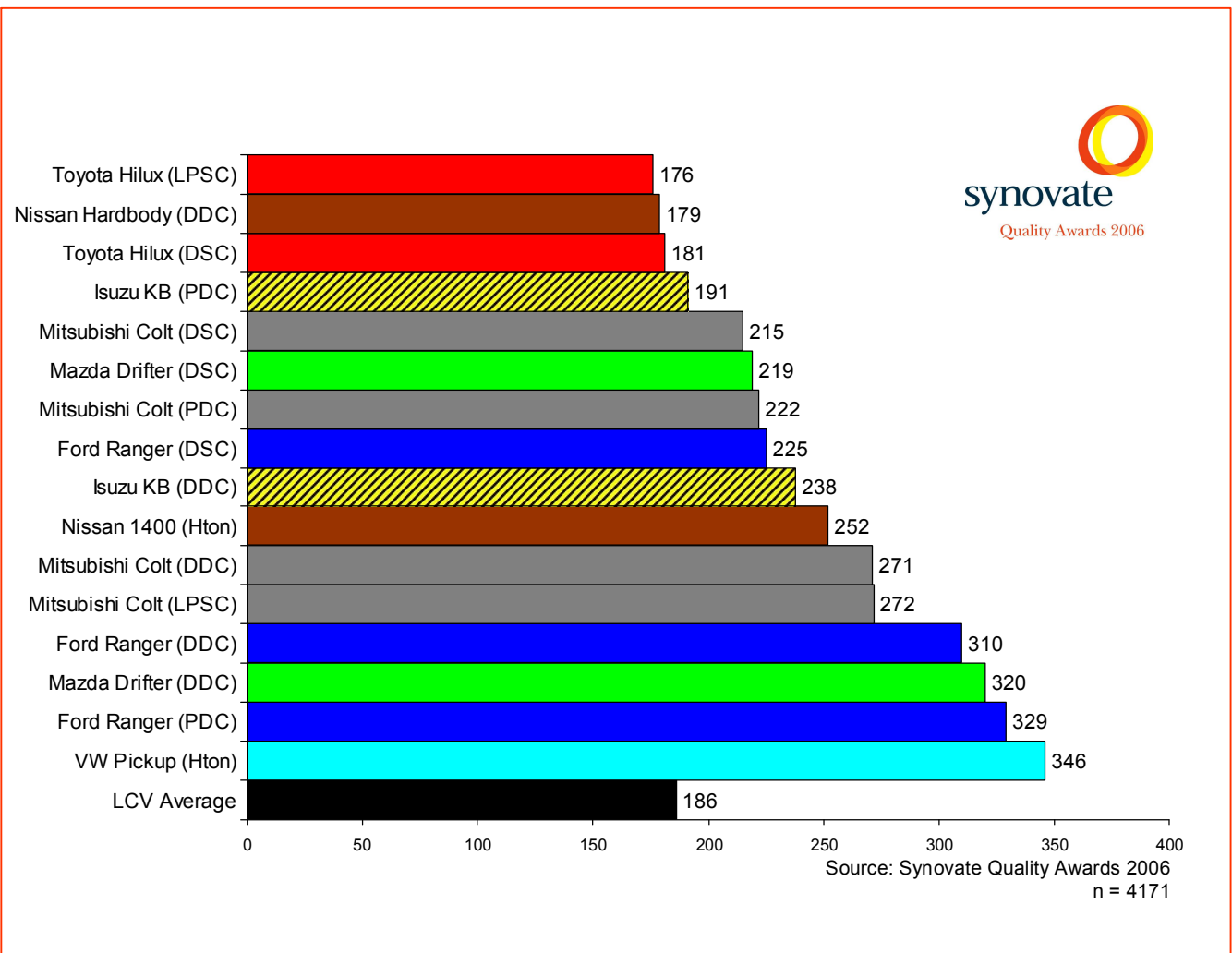
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Synovate Quality Awards 2006 RANKINGS

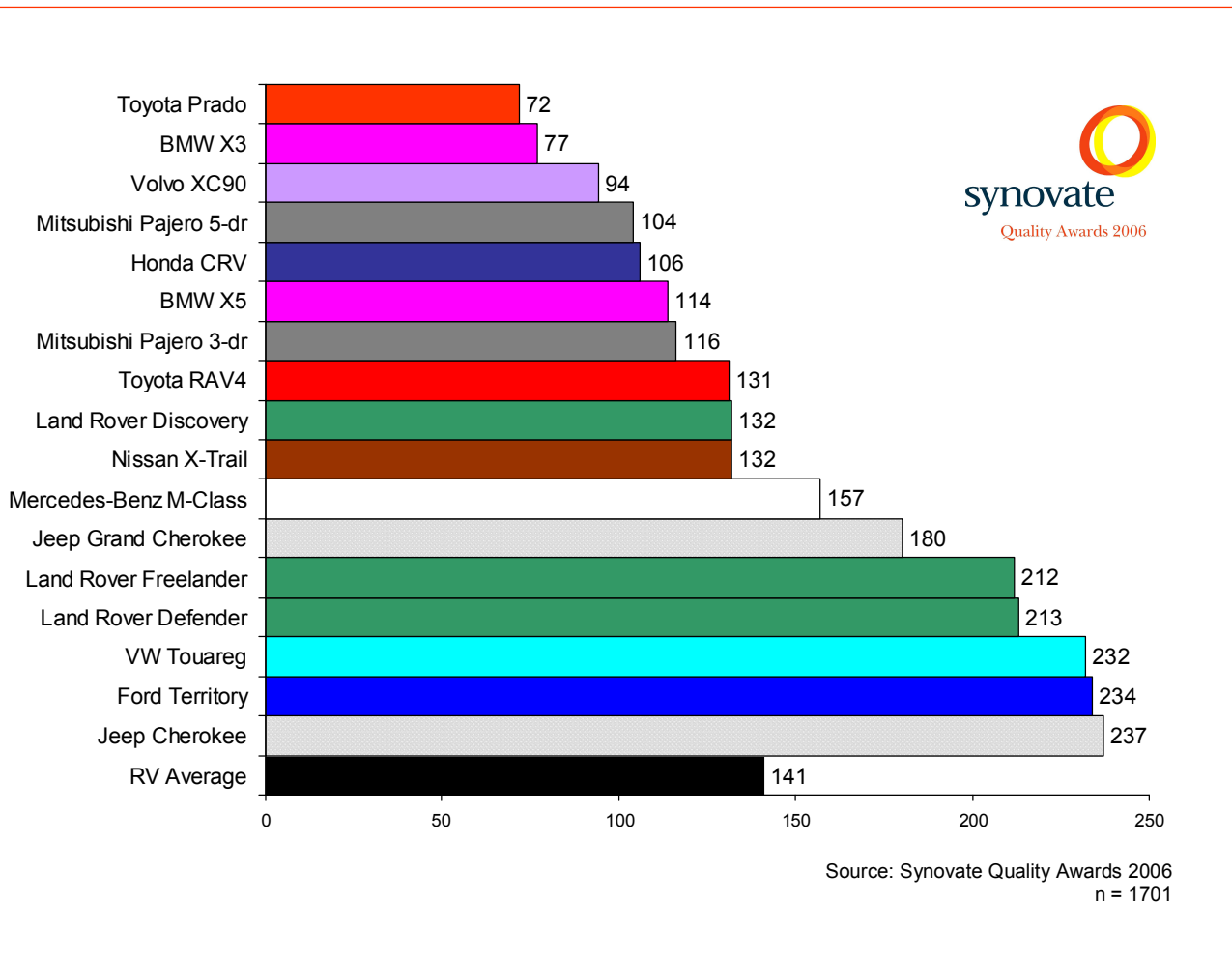
Light Commercial Vehicles
Ranking – 175 P100 or more



Source: Synovate Quality Awards 2006

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Synovate Quality Awards 2006 RANKINGS Recreational Vehicles




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Synovate Quality Awards 2006 AWARDS

Entry / Small Passenger Vehicle Segments


Segment	Position	Model
Entry	1	Ford Ka
	2 (tie)	Opel Corsa Lite
	2 (tie)	Toyota Tazz
Small Hatch	1	Toyota Yaris
	2	Honda Jazz
	3	Toyota RunX 140
Small Sedan	1	Chevrolet Aveo 4-dr
	2	Toyota Corolla 140i
	3	Opel Corsa Classic
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Synovate Quality Awards 2006 AWARDS

Top / Medium Passenger Vehicle Segments


Segment	Position	Model
Top Hatch	1	Mercedes-Benz A-Class
	2 (tie)	Audi A3 (TDI)
	2 (tie)	Honda Civic Hatch
Top Sedan	1	Toyota Corolla >140
	2 (tie)	Honda Civic Sedan
	2 (tie)	Nissan Almera
Medium	1	Mercedes-Benz C-Class (excl. SW)
	2 (tie)	Mercedes-Benz C-Class Diesel (excl. SW)
	2 (tie)	Volvo S60
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Synovate Quality Awards 2006 AWARDS

Other Passenger Vehicle Segments


Segment	Position	Model
Top Executive	1 (tie)	Mercedes-Benz E-Class
	1 (tie)	Audi A6
	2	BMW 5 Series
Sports Coupé	1	Mercedes-Benz C-Class Coupé
	2	BMW Z4
	3	BMW 3 Series Coupe / Cabriolet
MPV / Station Wagon	1	Audi A4 Avant
	2 (tie)	Chrysler Grand Voyager
	2 (tie)	Toyota Corolla Verso
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Synovate Quality Awards 2006 AWARDS

Recreational Vehicle Segments

Segment	Position	Model
Small RV	1	BMW X3
	2 (tie)	Honda CRV
	2 (tie)	Mitsubishi Pajero 3-dr
Large RV	1	Toyota Prado
	2	Volvo XC90
	3	Mitsubishi Pajero 5-dr
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Synovate Quality Awards 2006 AWARDS

Single Cab Light Commercial Vehicle Segments


Segment	Position	Model
Half Ton	1 (tie)	Fiat Strada
	1 (tie)	Opel Corsa Utility
	1 (tie)	Ford Bantam
Small Petrol Single Cab	1	Nissan Hardbody
	2 (tie)	Toyota Hilux
	2 (tie)	Isuzu KB
Large Petrol Single Cab	1 (tie)	Nissan Hardbody
	1 (tie)	Isuzu KB
	2	Toyota Hilux
Diesel Single Cab	1	Toyota Landcruiser Pick-up
	2	Nissan Hardbody
	3	Isuzu KB
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Synovate Quality Awards 2006 AWARDS

Double Cab Light Commercial Vehicle Segments

Segment	Position	Model
Petrol Double Cab	1 (tie)	Nissan Hardbody
	1 (tie)	Toyota Hilux
	2	Isuzu KB
Diesel Double Cab	1 (tie)	Toyota Hilux
	1 (tie)	Nissan Hardbody
	2	Isuzu KB
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Synovate Quality Awards 2006 AWARDS

Category Awards – Passenger Vehicles

Segment	Position	Model
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Best Local Plant Manufacturing Passenger Cars	1	Mercedes-Benz
	2 (tie)	Toyota
	2 (tie)	Nissan
	2 (tie)	BMW

Best Volume Passenger Car Overall	1	Honda
	2 (tie)	Toyota
	2 (tie)	Chevrolet

Best Luxury Passenger Car Brand Overall	1	Mercedes-Benz
	2 (tie)	Audi
	2 (tie)	BMW

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Synovate Quality Awards 2006 AWARDS

Category Awards – Light Commercial Vehicles

Segment	Position	Model
Best Local Plant Manufacturing Light Commercial Vehicles	1	Toyota
	2 (tie)	Isuzu / Opel
	2 (tie)	Nissan
Best One Ton Diesel Light Commercial Vehicle Overall	1	Nissan
	2	Toyota
	3	Isuzu
Best One Ton Petrol Light Commercial Vehicle Overall	1 (tie)	Nissan
	1 (tie)	Toyota
	2	Isuzu
Best Overall Light Commercial Vehicle Brand	1	Toyota
	2 (tie)	Isuzu / Opel
	2 (tie)	Nissan
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