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Spokesperson: Jon Salters, Synovate's Managing Director for Sub-Saharan Africa

## **TOP MANUFACTURERS IN TIGHT TUSSLE FOR AWARDS** **Results of the Synovate Quality Awards 2006**

JOHANNESBURG (April 3, 2006) – Nissan has worked its way to the top of the Synovate Quality Awards in a closely-contested and high-scoring annual survey of sales and service satisfaction in South Africa's motor industry.

The brand heads the list of Synovate Gold achievers in three of the four survey categories – Customer Satisfaction when servicing a Passenger Vehicle, Customer Satisfaction when purchasing a Light Commercial Vehicle and Customer Satisfaction when servicing a Light Commercial Vehicle.

It ties for third place in Customer Satisfaction when purchasing a Passenger Vehicle. The rankings are based on the results of Synovate's Competitive Customer Satisfaction Index (CCSI).

"Nissan gets the special Synovate Platinum for its determined and focused effort," said Jon Salters, the global research company's Managing Director for Sub-Saharan Africa.

"This award is presented, at Synovate's discretion, to a brand whose performance is outstanding and exceptional. Nissan hardly featured in the survey last year, so it's a remarkable move up the rankings."

Salters says the authoritative survey, in its 15<sup>th</sup> year, has become the "excellence benchmark for the South African motor industry".

"Nine motor manufacturers have earned their Synovate Gold in Customer Satisfaction when purchasing a Passenger Vehicle."

Mercedes Benz is at the top of Synovate Gold in Customer Satisfaction when purchasing a Passenger Vehicle, with 92.8 percent, followed by Toyota (92.6%), Chrysler /Jeep (92.2%), Nissan (92.2%), Jaguar (92.0%), Volvo (91.7%), BMW (91.3%), Audi (91.2%) and Volkswagen (91.0%).

## TOP MANUFACTURERS IN TIGHT TUSSLE FOR AWARDS

Results of the Synovate Quality Awards 2006

“These figures show that manufacturers are taking their customers seriously. There is little separating the top nine,” Salters comments.

The percentage scores for Synovate Gold in the Customer Satisfaction when servicing a Passenger Vehicle are also very close: Nissan (83.1%), BMW (82.6%), Toyota (82.0%), Jaguar (81.2%), Chevrolet (80.7%).

“Clearly, manufacturers are intent on delivering customer satisfaction in both the sales and service transactions,” Salters says.

In Customer Satisfaction when purchasing a Light Commercial Vehicle, Nissan (92.7%) and Mitsubishi (92.6%) take the Synovate Gold, while in Customer Satisfaction when servicing a Light Commercial Vehicle, Nissan (81.3%), Toyota (81.2%), Mitsubishi (80.1%) and Isuzu (79.7%) get their Synovate Gold too.

“Synovate calculates the various gold, silver and bronze categories by looking at the margins of error in the final statistics. The closeness of the scores, and not the percentages, determines their category,” Salters explains.

He says the survey, undertaken over 12 months up until December 2005, measures the perceptions of more than 55 000 passenger car and light commercial vehicle owners.

It is endorsed by the Department of Trade and Industry (dti) and, because it is done telephonically, results are accurate and immediate when compared with mail-based surveys.

“We are measuring what is crucial to the customer, so the industry can act accordingly,” Salters concludes.

Other results are:

**Customer Satisfaction when purchasing a Passenger Vehicle:**

**Silver:** Chevrolet, Mitsubishi, Mini, Opel, Fiat; **Bronze:** Land Rover, Peugeot, Ford, Mazda.

**Customer Satisfaction when servicing a Passenger Vehicle:**

**Silver:** Mitsubishi, Audi, VW, Ford, Opel, Fiat, Mazda, Mercedes-Benz, Volvo, Mini; **Bronze:** Chrysler/Jeep, Peugeot.

**Customer Satisfaction when purchasing a Light Commercial Vehicle:**

**Silver:** Isuzu, Toyota, Ford, Mazda.

**Customer Satisfaction when servicing a Light Commercial Vehicle:**

**Silver:** Ford, Mazda.

**12 graphs and 4 tables follow.**

(ENDS)

### **About Synovate**

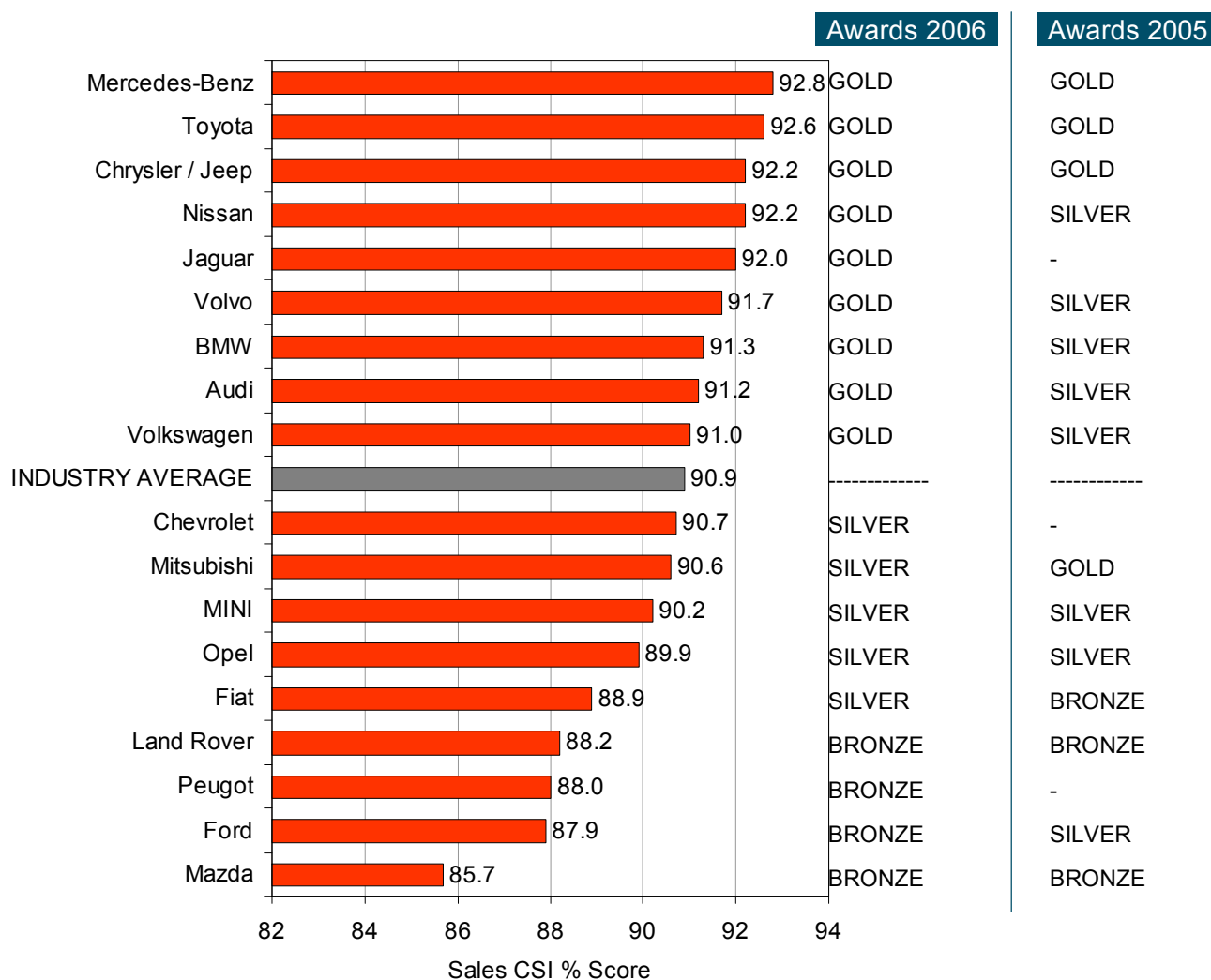
Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,000 staff in 50 countries.

More information on Synovate can be found at [www.synovate.co.za](http://www.synovate.co.za) and [www.synovate.com](http://www.synovate.com)

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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Passenger Vehicle Results



Included in the study, but not ranked include: Renault  
 Other brands not included in the rankings did not participate in the 2005 research.  
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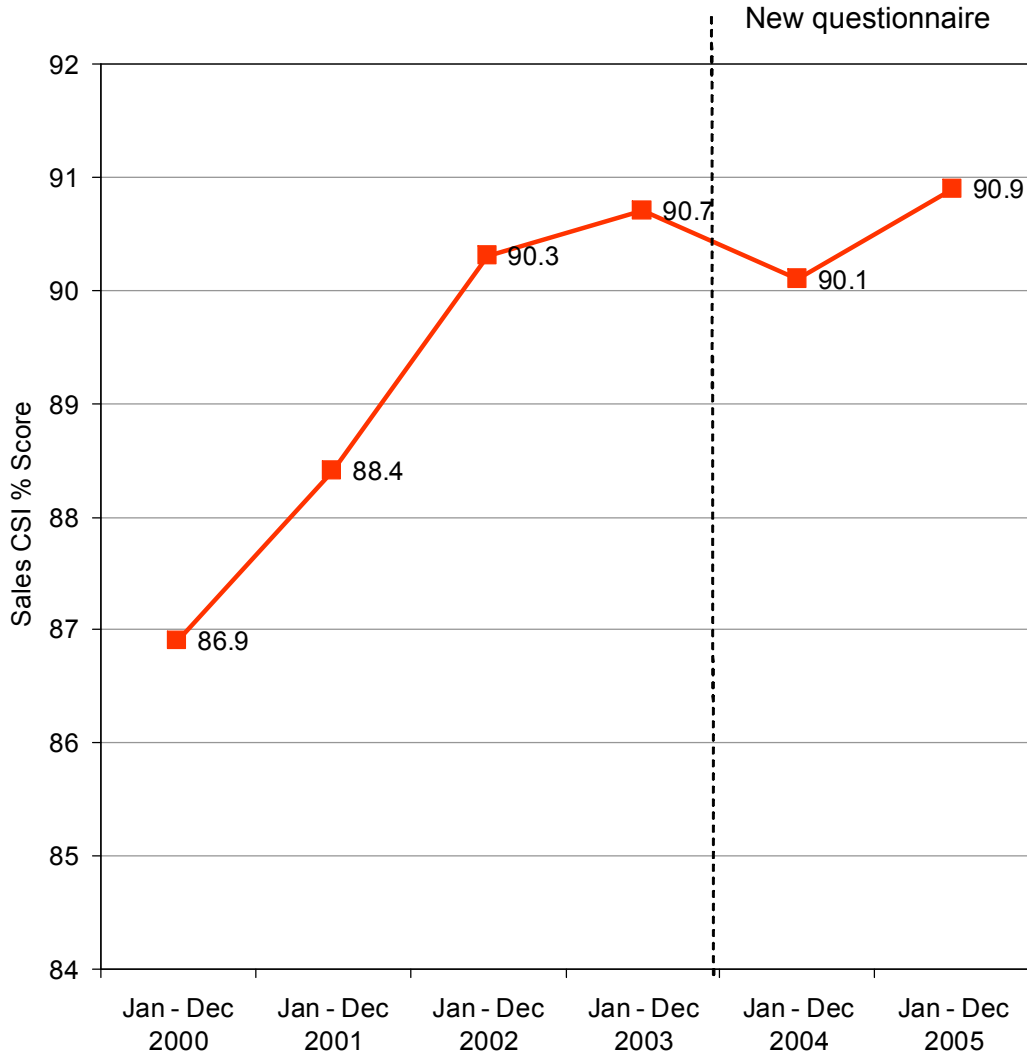


Based on the largest customer survey in the South African automotive market, the Synovate annual Competitive Customer Satisfaction Index (CCSI) survey includes interviews with more than 50 000 new vehicle owners.  
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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Passenger Vehicle Industry Average Over Time



Introducing a new questionnaire realigns the survey with the new or changing expectations of the clients. The market can be expected to drop initially as they adjust to the new expectations. As can be seen, they have risen to the challenge.

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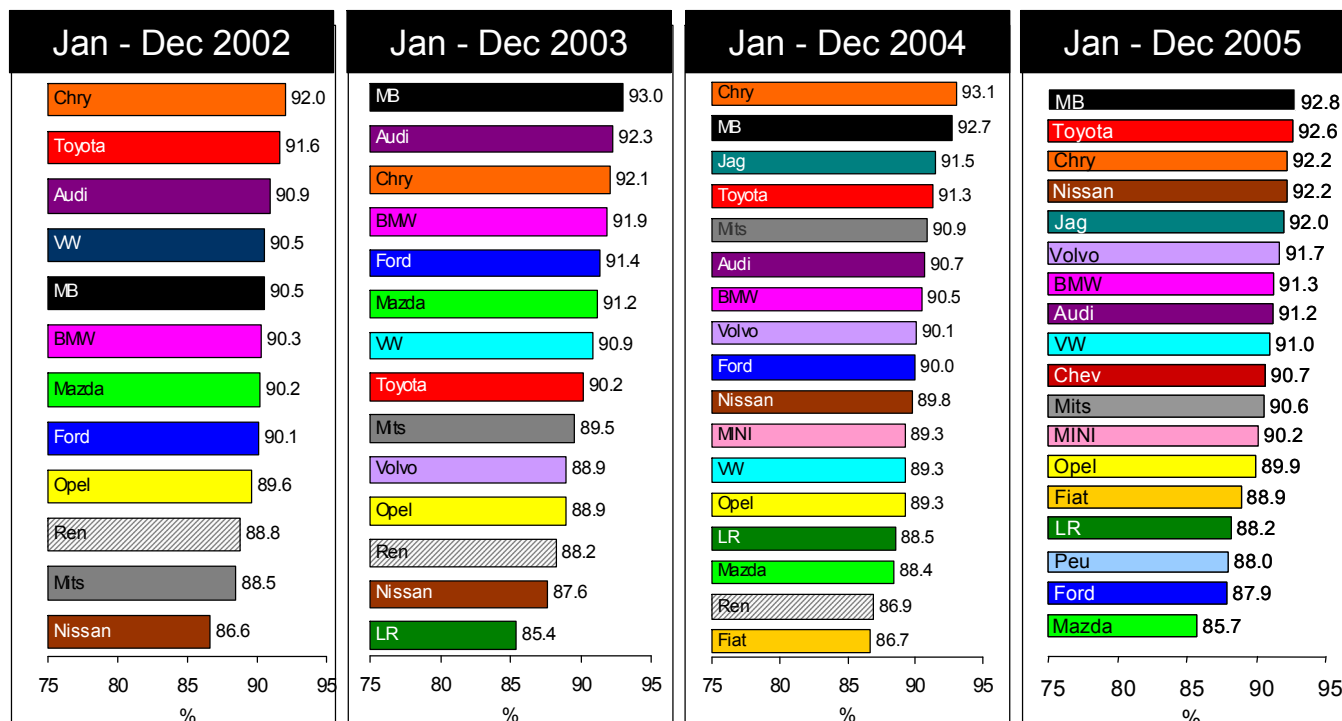


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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Passenger Vehicle Brand Movement Over time



Chry = Chrysler / Jeep      Peu = Peugeot      Mits = Mitsubishi      Chev = Chevrolet  
 MB = Mercedes-Benz      Ren = Renault      LR = Land Rover      Jag = Jaguar

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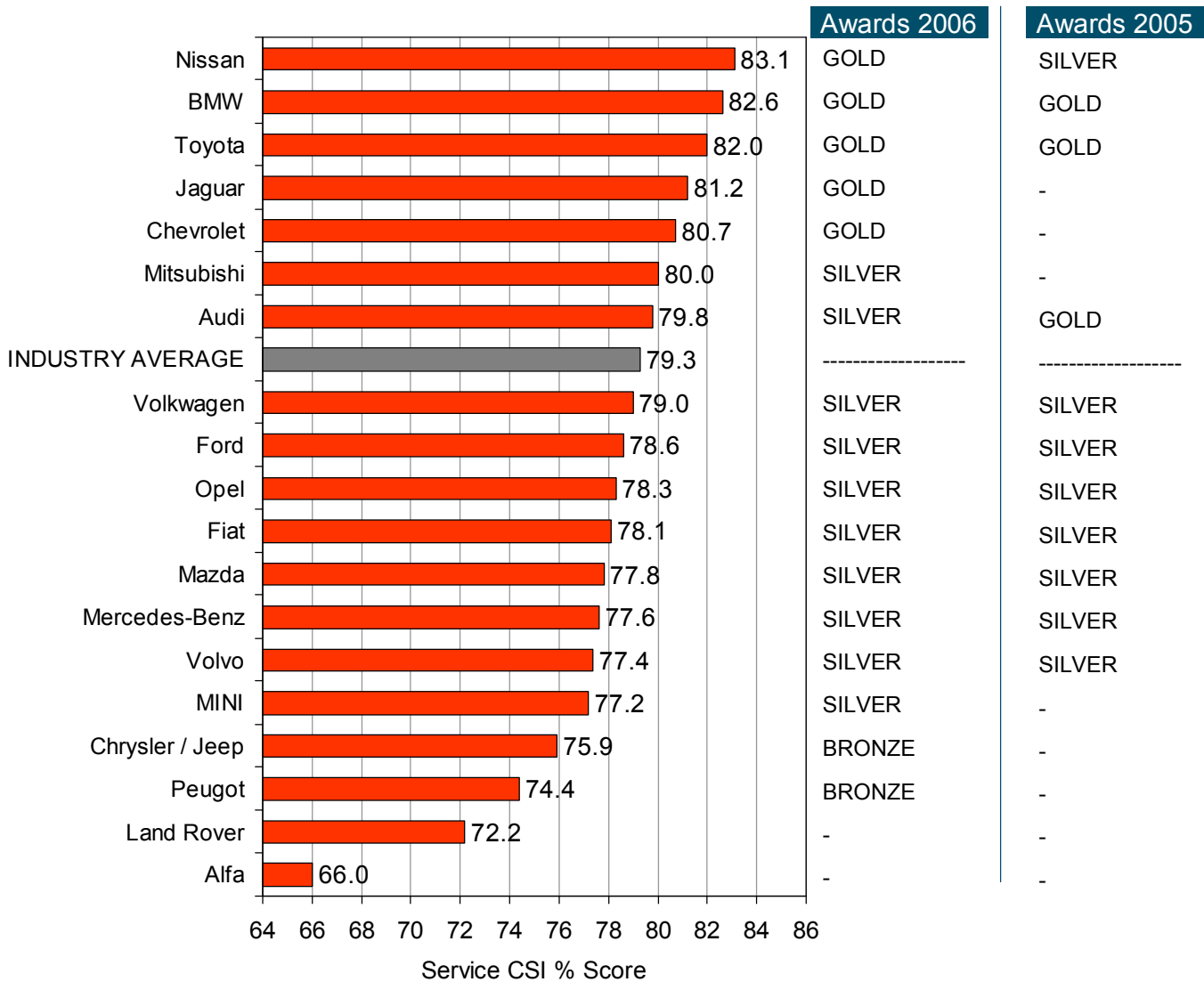


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## Synovate Quality Awards 2006

### Customer Satisfaction when Servicing a Passenger Vehicle Results



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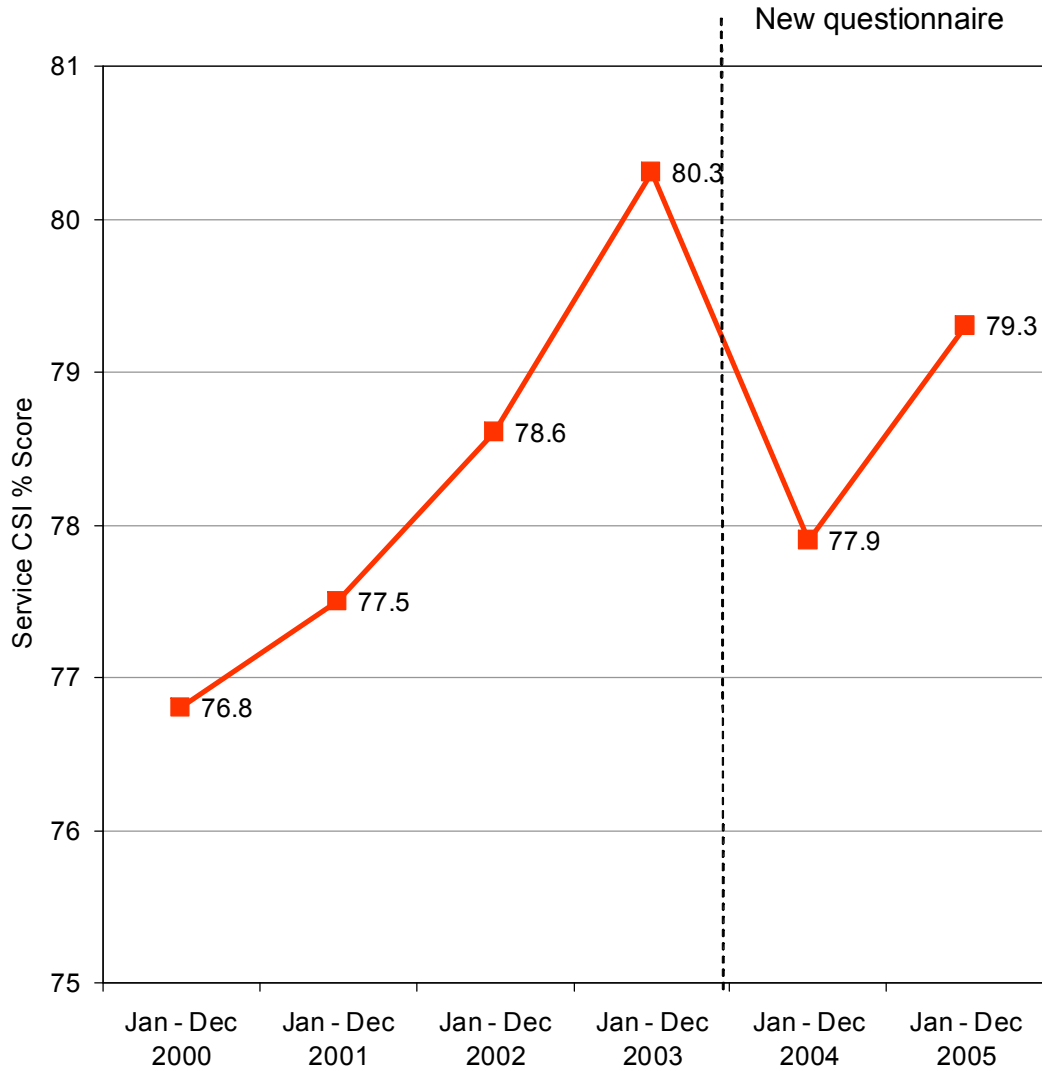


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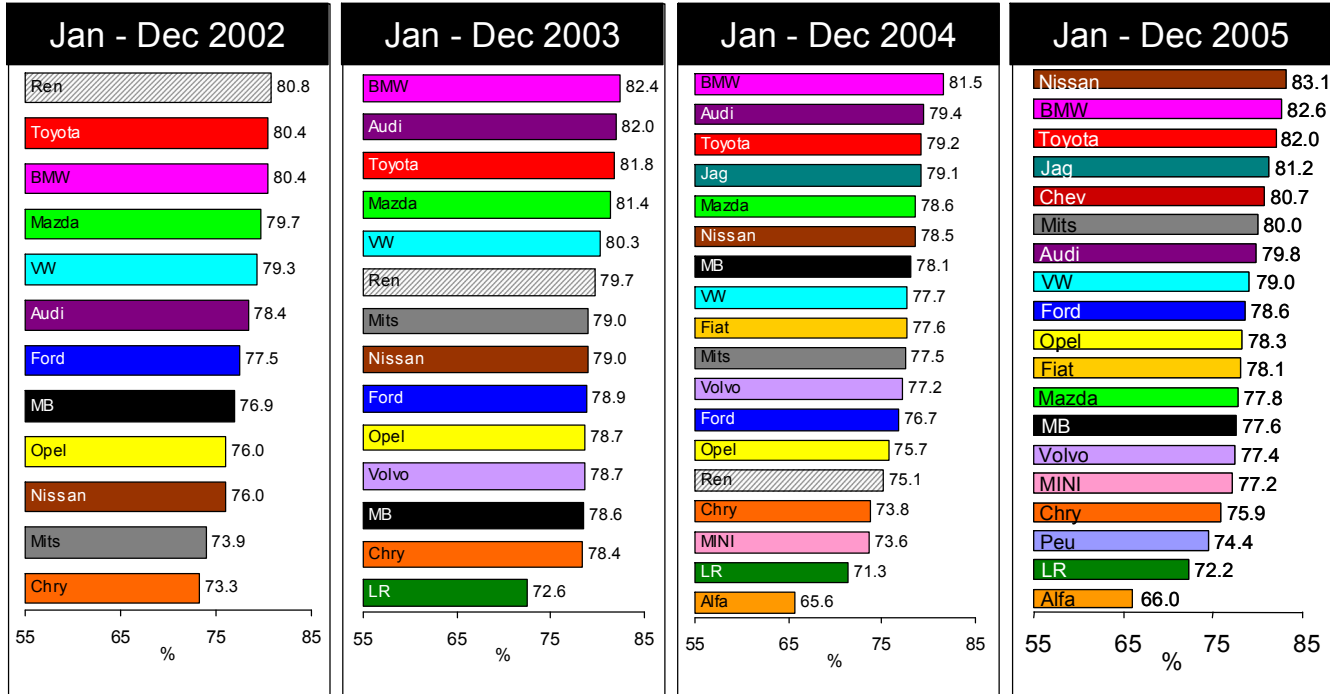


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# Synovate Quality Awards 2006

## Customer Satisfaction when Servicing a Passenger Vehicle Brand Movement Over time



Chry = Chrysler / Jeep  
MB = Mercedes-Benz

Peu = Peugeot  
Ren = Renault

Mits = Mitsubishi  
LR = Land Rover

Chev = Chevrolet  
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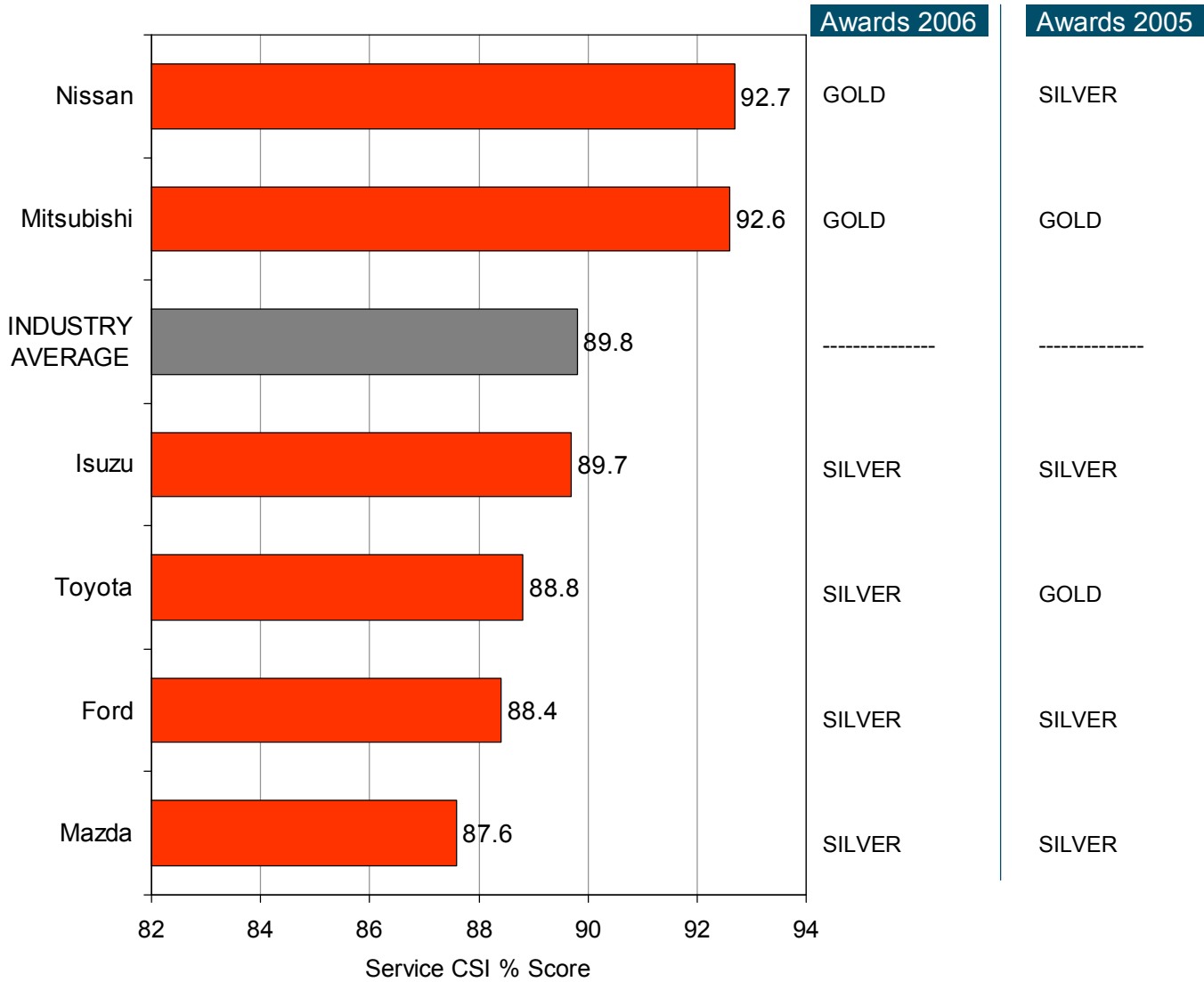


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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Light Commercial Vehicle Results



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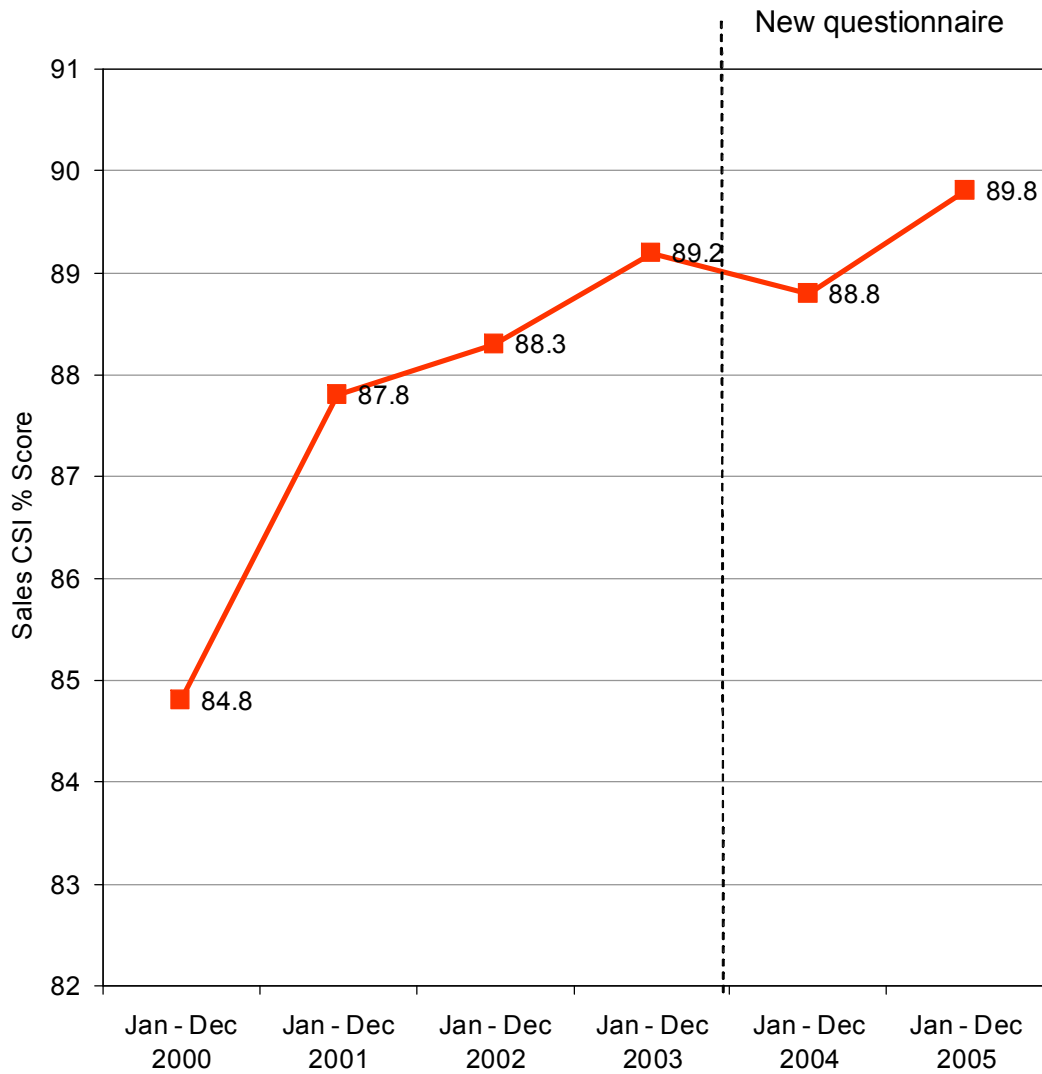


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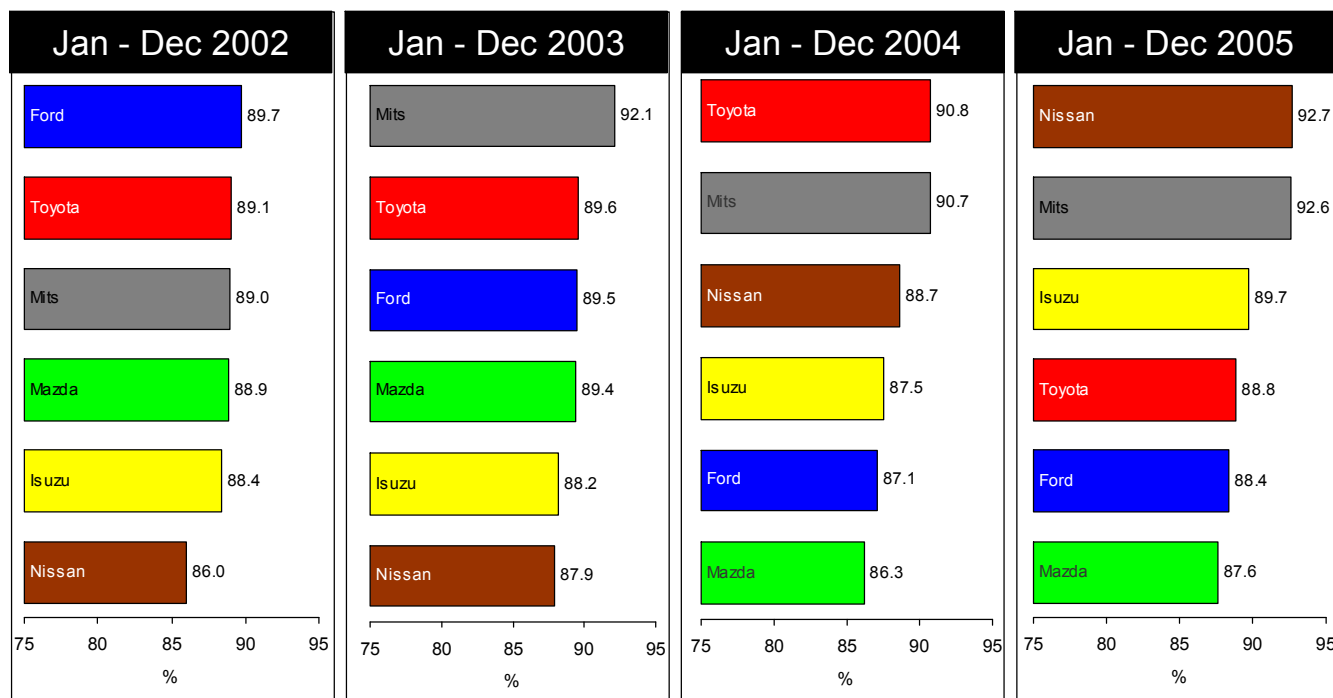
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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Light Commercial Vehicle Brand Movement Over time



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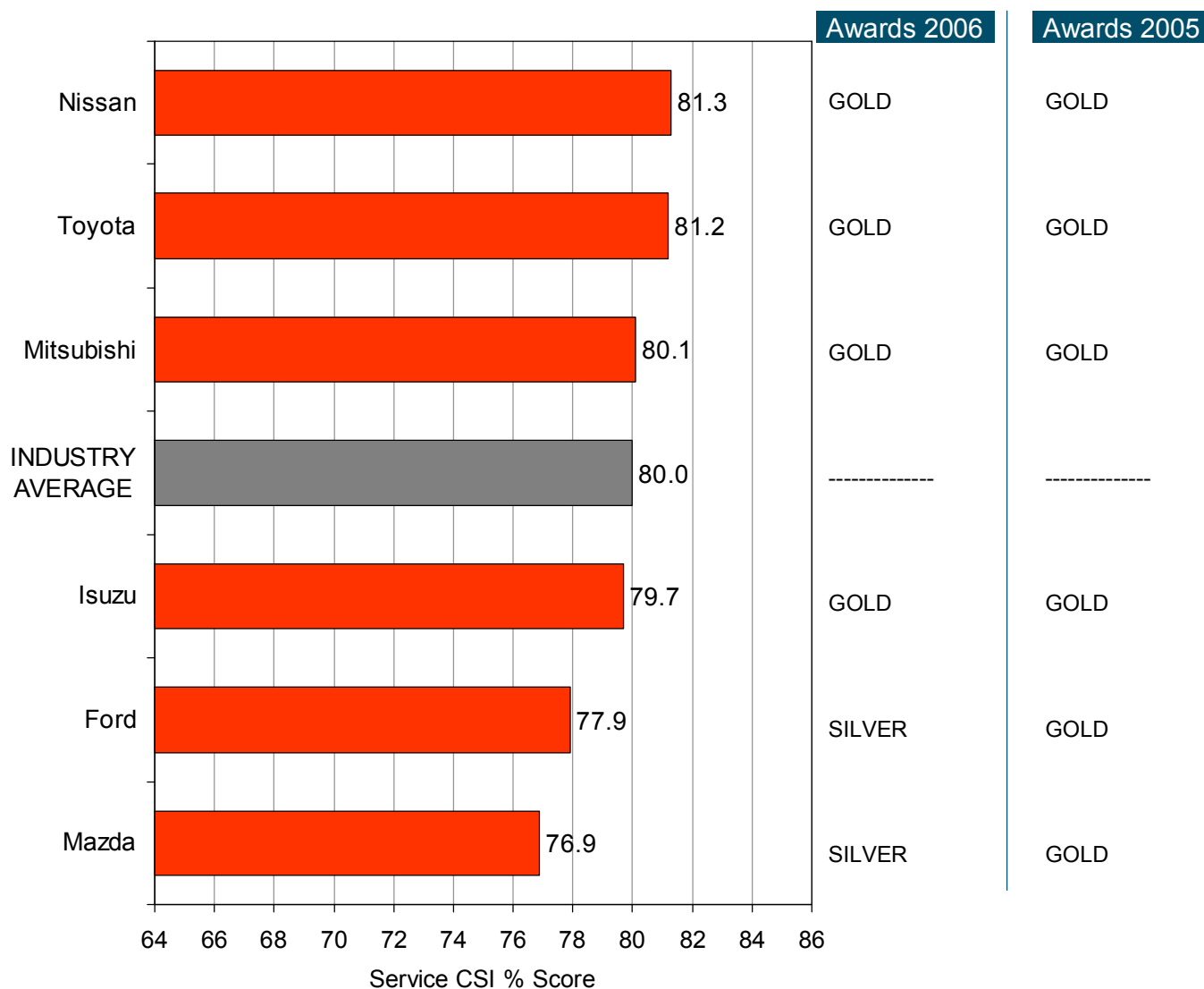


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## Synovate Quality Awards 2006

### Customer Satisfaction when Servicing a Light Commercial Vehicle Results



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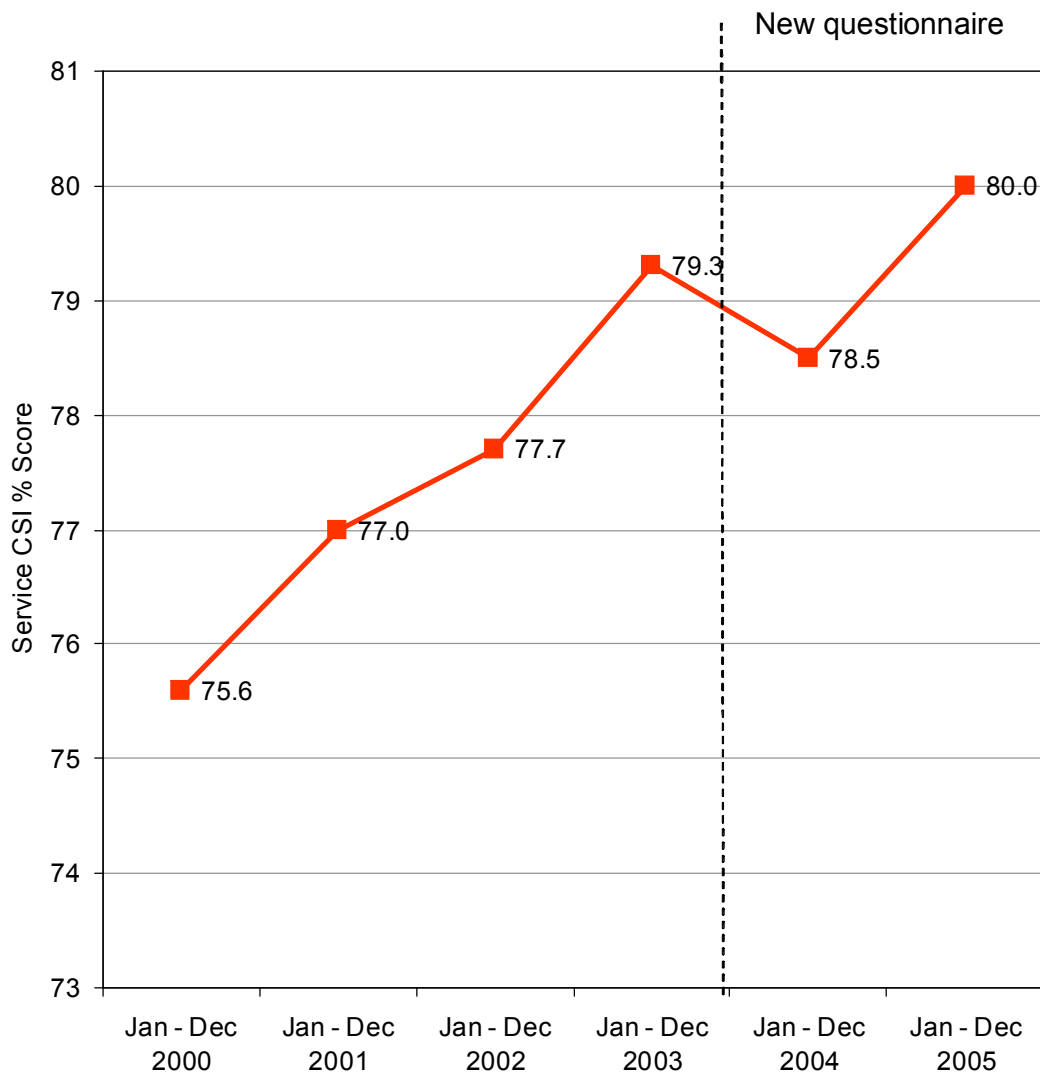


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## Synovate Quality Awards 2006

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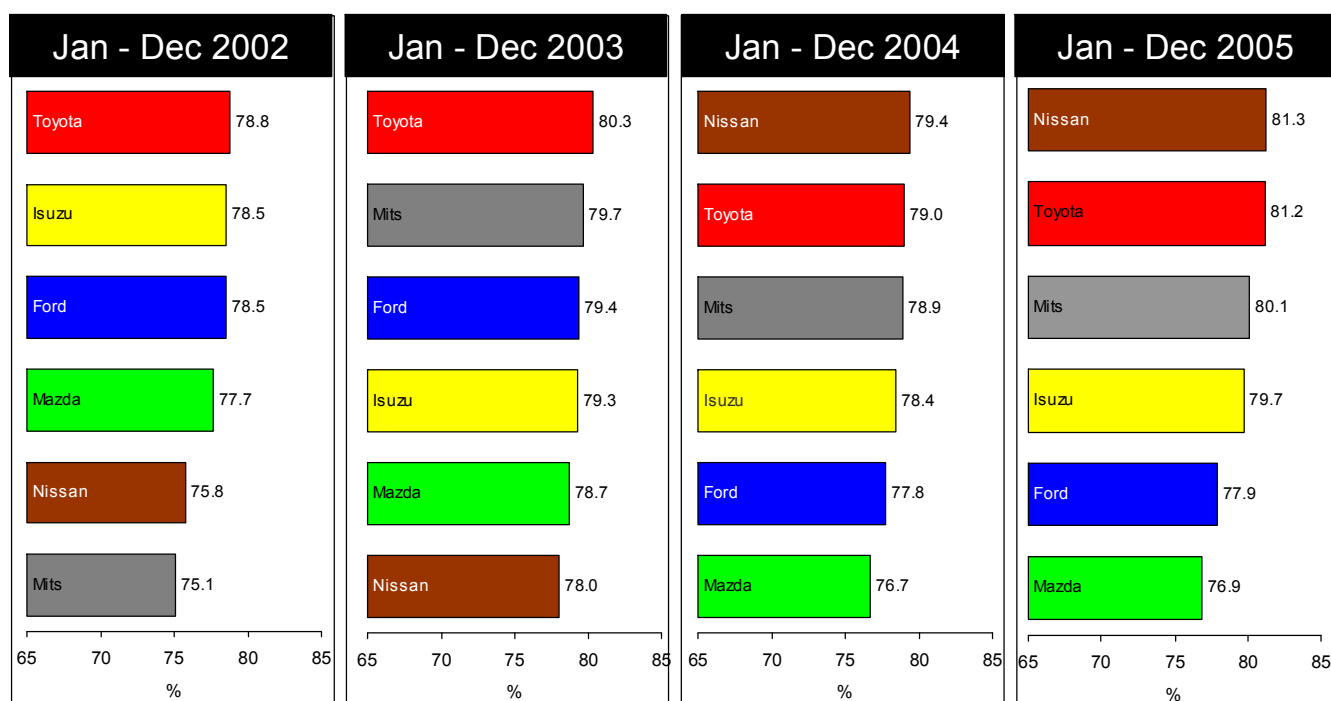
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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Passenger Vehicle Results

Manufacturer	2006 Sales Score (%)	Category
Mercedes-Benz	92.8	Gold
Toyota	92.6	Gold
Chrysler / Jeep	92.2	Gold
Nissan	92.2	Gold
Jaguar	92.0	Gold
Volvo	91.7	Gold
BMW	91.3	Gold
Audi	91.2	Gold
Volkswagen	91.0	Gold
Chevrolet	90.7	Silver
Mitsubishi	90.6	Silver
MINI	90.2	Silver
Opel	89.9	Silver
Fiat	88.9	Silver
Land Rover	88.2	Bronze
Peugeot	88.0	Bronze
Ford	87.9	Bronze
Mazda	85.7	Bronze

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## Synovate Quality Awards 2006

### Customer Satisfaction when Servicing a Passenger Vehicle Results

Manufacturer	2006 Service	Category
Nissan	83.1	Gold
BMW	82.6	Gold
Toyota	82.0	Gold
Jaguar	81.2	Gold
Chevrolet	80.7	Gold
Mitsubishi	80.0	Silver
Audi	79.8	Silver
Volkswagen	79.0	Silver
Ford	78.6	Silver
Opel	78.3	Silver
Fiat	78.1	Silver
Mazda	77.8	Silver
Mercedes-Benz	77.6	Silver
Volvo	77.4	Silver
MINI	77.2	Silver
Chrysler / Jeep	75.9	Bronze
Peugeot	74.4	Bronze
Land Rover	72.2	
Alfa	66.0	

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## Synovate Quality Awards 2006

### Customer Satisfaction when Purchasing a New Light Commercial Vehicle Results

Manufacturer	2006 Sales	Category
Nissan	92.7	Gold
Mitsubishi	92.6	Gold
Isuzu	89.7	Silver
Toyota	88.8	Silver
Ford	88.4	Silver
Mazda	87.6	Silver

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## Synovate Quality Awards 2006

### Customer Satisfaction when **Servicing a Light Commercial Vehicle** Results

Manufacturer	2006 Service	Category
Nissan	81.3	Gold
Toyota	81.2	Gold
Mitsubishi	80.1	Gold
Isuzu	79.7	Gold
Ford	77.9	Silver
Mazda	76.9	Silver

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