

# Accolades galore for Honda vehicles

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- Four Hondas top-score in JD Power CSI survey
- Honda second in overall CSI ratings
- Four Hondas in overall CSI top 10
- Two Hondas nominated for Car of the Year title

Honda models have won four customer satisfaction index (CSI) awards in the annual JD Power and Associates CSI survey - more than any other manufacturer or importer in South Africa.

The four Honda models singled out by the survey are the Jazz compact hatchback, the four-door Civic Sedan, the FR-V people mover, and the CR-V compact SUV. A fifth Honda model, the Accord sedan, came second in the medium car category.

The accolades come only months after two latest-generation Honda models were nominated as finalists in the 2009 South African Car of the Year competition. The Honda Jazz 1.5 EX and the Honda Accord 2.4i Executive are among the nine finalists selected for the coveted award, to be announced in March.

The JD Power CSI awards, considered among the most authoritative in the industry, represent overall ownership satisfaction after 10 to 21 months of ownership. The CSI survey incorporates vehicle quality/reliability, vehicle appeal, service satisfaction and ownership costs.

Survey forms were sent to more than 150 000 owners of passenger cars and pick-ups nationally, with 12 181 responses included in the latest JD Power study.

The Honda Jazz took the honours in the lower small car category with a top score of 892 points, while the Honda Civic Sedan was the best performer in the upper small car group, with 874 points.

In the compact MPV category, the Honda FR-V ranked first with 864 points, while the Honda CR-V took first place in the compact SUV sector with 874 points.

In overall CSI terms, across all sectors, the Jazz and the Accord placed second and third overall, with the Civic Sedan and CR-V fifth and sixth, giving Honda four models in the national CSI top 10.

“We are naturally gratified that Honda’s products have fared so well in the JD Power and Associates CSI survey,” says Honda SA managing director, Yoshiaki Nakamura.

“The scores not only reflect Honda’s close attention to quality and service excellence across its model ranges, but also, perhaps even more importantly, the high degree of satisfaction of our customers.”

Nakamura adds that the added honour of having two Honda models competing in the 2009 SA Car of the Year competition underscores the profile of excellence nurtured by the brand.

“That our two latest models, the new Jazz and the new Accord, have been singled out for COTY finalist status, emphasises the strong reputation our products enjoy locally. “

The overall industry CSI score improved by 12 index points to 807