

# **Lexus Ranks Highest of Any Luxury Brand in 2011 J.D. Power and Associates CSI Study**

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TORRANCE, Calif. (March 11, 2011) – Lexus ranked highest in customer satisfaction among luxury brands in the J.D. Power and Associates 2011 Customer Service Index (CSI) Study<sup>SM</sup>. Lexus achieved an overall CSI score of 846 on a 1,000-point scale, 27 points above the segment average and the highest numerical score in the study, regardless of segment.

“First and foremost, taking care of customers is our number one goal,” said Mark Templin, Lexus group vice president and general manager. “We are proud of our retail partners. Lexus dealers consistently do the best job of exceeding customer satisfaction and we are thrilled their efforts resulted in Lexus being the highest ranked brand in CSI for the 14th time, the most of any brand.”\*

The 2011 CSI Study is based on responses from owners and lessees of 2006 to 2010 model-year vehicles. The study was fielded from October through December 2010. Lexus ranked highest in the J.D. Power and Associates Customer Satisfaction with Dealer Service (CSI) Study in 2011, 2010, 2009, 2006, 2001-1997, and 1995- 1991.

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