

AUTOPACIFIC ANNOUNCES 2017 IDEAL VEHICLE AWARDS – PORSCHE TOP BRAND AND TOP OVERALL VEHICLE; FORD MOTOR HAS MOST SEGMENT WINNERS

TUSTIN, Calif. (August 22, 2017) – Automotive research and consulting firm [AutoPacific, Inc.](#) today announced the 2017 [Ideal Vehicle Awards](#) (IVA), recognizing vehicles that best meet their owner's expectations and desires.

The 2017 awards are based on [responses](#) from more than 54,000 owners of new model year 2016 and 2017 vehicles across all major manufacturers. Respondents were asked what changes they would make to their car or truck in 15 key categories, including ride and handling, interior storage, safety features, power and acceleration and technology. "Even the most satisfied owner would change something about their vehicle if given the opportunity," says George Peterson, president of AutoPacific. "AutoPacific's IVAs identify vehicles whose owners want the least amount of change – those that are truly hitting the mark with owners."

Porsche Returns to the Top

After being edged out by Tesla last year, Porsche returns to the top with wins for top brand and top overall vehicle, a testament to the brand's ability to meet owner expectations in both the sports car and luxury crossover SUV segments in which it competes. "Winning a brand recognition speaks volumes about a brand's product planning capabilities," says Peterson. "While some brands do cars well, others do trucks or SUVs well. Success doesn't always span a complete product line. Porsche has a small lineup, but has mastered polar opposite segments." Porsche also has this year's highest scoring vehicle overall, the 911, and wins the Premium Luxury Crossover and Luxury Crossover SUV segments with the Cayenne and Macan.

Ford Motor Company Runs Away with 2017 Ideal Vehicle Awards - Takes Home More Wins Than Any Other Manufacturer

Moving up substantially from prior years' Ideal Vehicle Award results, Ford has winning vehicles in 5 segments, in addition to having the Most Ideal Popular brand. "You don't get the best selling vehicles in America without giving owners what they want," says Peterson. "Ford's F-Series pickups give owners an ideal combination of performance, comfort, safety, and styling." Additionally, the spaciousness and ease of getting in and out bring the Edge and Flex to the top and owners enjoy the Mustang's visibility and seat fit.

Lincoln gets 2 segment wins, including the MKZ, which handily outscores the 2nd place Lexus ES and wins its segment for the 4th year in a row. Navigator wins in its last year before it is replaced by a new generation Navigator.

It appears that the roll out of Ford's SYNC 3 infotainment system has gone a long way in contributing to Ford's 2017 results.

New Chrysler Pacifica and Genesis G90 Hit Mark with Owners

Chrysler's debut of the Pacifica is a hit with owners, primarily in the areas of safety features, cargo space/cargo opening and passenger room. "In a segment where roominess and safety are top priorities for owners, the Chrysler Pacifica met expectations for 90% of owners – a strong showing that helped Chrysler solidify the top spot," says Peterson.

The Genesis G90 was a clear winner in the Luxury Car segment, with strong performance in the areas of visibility, passenger room, safety features, ease of ingress/egress and interior storage.

Both the Pacifica and G90 were also AutoPacific 2017 Vehicle Satisfaction Award winners. The G90 won AutoPacific's President's Award as achieving the highest VSA score EVER!

The Advanced Technology Challenge

The highest attained ideal info/entertainment technology rating was in 2009, when 73% of vehicle owners said they would keep the same technology as now when asked if they would keep it the same, have more advanced technology, or have simpler, easier to use technology. Since then, owners have increasingly desired simpler, easier to use technology, while desire for more advanced technology has remained fairly steady – ranging from 23% to 29% from 2006 to 2017 (27% in 2017). “Consumers today would make 3 main changes to their vehicle if they could: more advanced technology, more safety features and more/better interior storage,” says Peterson. “Vehicles that are successful in AutoPacific's Ideal Vehicle Award calculations typically do well in those three areas, yet also do well with the human-machine interface, integrating advanced technologies that are easy to use for owners.”

2017 Overall Winner: Porsche 911

2017 Most Ideal Brand Overall: Porsche

2017 Most Ideal Popular Brand: Ford

Passenger Cars

Luxury Car	Genesis G90
Aspirational Luxury Car	BMW 2-Series
Large Car	Chevrolet Impala
Luxury Mid-Size Car	Lincoln MKZ (2 years)
Mid-Size Car	Subaru Legacy
Premium Compact Car	MINI Clubman
Compact Car	Volkswagen Jetta
Economy Car	Honda Fit (2 years)
Sports Car	Porsche 911
Sporty Car	Ford Mustang

Light Trucks

Light Duty Pickup	Ford F-150
Heavy Duty Pickup	Ford F-Series Super Duty (2 years)
Compact Pickup	Honda Ridgeline
Luxury SUV	Lincoln Navigator
Large SUV	GMC Yukon XL (2 years)
Mid-Size SUV	Jeep Grand Cherokee (2 years)
Premium Luxury Crossover SUV	Porsche Cayenne
Luxury Crossover SUV	Porsche Macan
Large Crossover SUV	Ford Flex
Premium Mid-Size Crossover SUV	Ford Edge
Mid-Size Crossover SUV	Honda CR-V
Compact Crossover SUV	Kia Sportage
Minivan	Chrysler Pacifica

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Authoritative Automotive Research and Insight

About AutoPacific

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of [syndicated studies](#) on the automotive industry. The firm, founded in 1986, also conducts extensive [proprietary research](#), [forecasting](#), and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art [automotive research facility](#) are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com/>

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