

AUTOMOTIVE

Alfa Romeo receives highest score in premium-car customer satisfaction: J.D. Power

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Alfa Romeo finished first among luxury brands, up nine places and 25 points from 2021, per a new J.D. Power customer satisfaction survey. Image credit: Alfa Romeo

By LUXURY DAILY NEWS SERVICE

Alfa Romeo leads the pack in sales satisfaction among purchasers of new premium vehicles, followed by Porsche and Lexus, on a list of sales satisfaction released by J.D. Power.

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According to the 2022 U.S. Sales Satisfaction Index Study (SSI), the Italian manufacturer received a score of 833. This is an increase of 25 points from last year, taking it from 9th to 1st place.

"Quality of our products and customer care are top priorities for Alfa Romeo, and we are genuinely proud to see our efforts have placed the premium brand at number one among luxury brands in the J.D. Power Sales Satisfaction Index," said Larry Dominique, senior vice president and head of Alfa Romeo North America, in a statement.

Numero uno

Germany sports carmaker Porsche received 831, putting it in second place and Japan's Lexus scored 819, giving it the third spot.

Now, in its 37th year, the study surveys the satisfaction of those purchasing new vehicles have with their sales experience.

Satisfaction is measured across six categories including dealer personnel, delivery process and dealer facility.

The survey also measures the satisfaction of rejecters, those who shop at one dealership but buy at another location.

The five criteria for this category are salesperson, facility, price, negotiation and variety of inventory.

Alfa Romeo's rise in popularity comes despite a 10-year low in overall satisfaction among new vehicle buyers.

With production of new vehicles still stalled, prices have increased and satisfaction has decreased.

To compensate, dealerships have employed measures such as special orders and more personalized customer

service.

"We are focused on continually improving the overall customer experience of owning an Alfa Romeo, and this is a testament to our intense focus on enhancing the dealership component," Mr. Dominique said.

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