

## Chevrolet Spark bags the Top J D Power Awards for Quality in 2009

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Chevrolet Spark has won the top award for quality for the third consecutive year in the India Automotive Initial Quality Study announced by J.D Power Asia Pacific 2009. The victory validates the growing popularity of Chevrolet brand in the country and GM India's commitment to produce world-class vehicles for this market. Despite stiff competition, the Chevrolet Spark was ranked the highest in the compact car segment in this year's JD Power study, which is the industry benchmark for new vehicle quality.

The Chevrolet Spark was ranked first and won the top award in the vast and fiercely competitive Compact Car Segment, with a score of 116 PP100. This is the third year in a row that the Spark has bagged this prestigious award. The Chevrolet Tavera has bagged the second position in the MUV / MPV category while the Aveo U-VA was ranked third in the Premium Compact Segment in the face of equally stiff competition. Commenting on the multiple wins for Chevrolet, Mr. P. Balendran, Vice President, GM India said, "These prestigious wins from J D Power, coming the third year in a row, clearly serve to reiterate that Chevrolet has become the preferred automobile brand in terms of quality and customer delight. These multiple, repeat wins are the result of GM India's single-minded focus on our valuable Chevrolet consumers and our deep commitment to offer best-in-class products that meet and exceed customer expectations. We will continue to leverage the momentum gained this far and build on the inherent strengths of our products in the future also."

It may be recalled that Chevrolet, which completed its fifth anniversary recently, swept the JD Power Awards last year also, when its cars were awarded top honours in their respective segments in JD Power's IQS and APEAL studies in India. Keeping in mind the diverse needs of vehicle buyers across India, Chevrolet offers products that range from small cars to premium SUVs. The JD Power India IQS study, which serves as the industry benchmark for new-vehicle quality, is measured at two to six months of ownership. The IQS examines more than 200 problem symptoms covering eight vehicle categories. Overall quality performance is based on both design quality and production quality problems per 100 vehicles (PP100), with lower scores indicating a lower rate of problem incidence and higher vehicle quality. The 2008 India Initial Quality Study, now in its twelfth year, is based on evaluations from more than 6,600 owners who purchased a new vehicle between November 2008 and July 2009. It included 50 vehicle models covering 13 makes and was fielded from May to September 2009 in 20 cities across India.

For more information visit [www.chevrolet.co.in/](http://www.chevrolet.co.in/)

General Motors India is a wholly-owned subsidiary of General Motors Corporation. GM produces the Chevrolet Captiva, Chevrolet Optra, Chevrolet Cruze, Chevrolet Aveo, Chevrolet SR-V, Chevrolet Aveo U-VA, Chevrolet Spark and Chevrolet Tavera for sale in India and operates two state-of-the-art manufacturing facilities in Talegaon, Maharashtra, and Halol, Gujarat.

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[You can find this press release here](#)