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# Maruti Suzuki Tops 2010 JD Power



Maruti Suzuki has topped the charts for buyers' satisfaction with newly launched cars among 11 auto makers garnering 819 points on a 1,000 point scale. It was followed by Honda at 816 points and Skoda at 812 points. Tata Motors came in last with 758 points. The study also said buyers of models that were launched in 2010 are less satisfied with their sales experience at dealerships due to waiting period compared to buyers of more than a year ago. The satisfaction study is based on responses from 6,178 new vehicle owners, who purchased their vehicle between September, 2009, and April, 2010, and includes evaluations of more than 60 models.

"The success of Maruti Suzuki is largely attributed to the enthusiasm of sales people at the dealership, as well as their ability to understand customer requirements and provide knowledgeable answers to queries," JD Power Asia Pacific Executive Director Mohit Arora said. "Excitement surrounding the launch of a new model can quickly become overshadowed in the minds of consumers if there is a lack of availability of the model and if the salesperson fails to display adequate enthusiasm, knowledge and skill in selling and delivering such models," Arora added.

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