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Diesel Cars Dominate Satisfaction Survey



Diesel cars dominated the customer satisfaction survey conducted by market information provider TNS. Fresh launches and tech upgrades have helped diesel cars improve their total customer satisfaction (TCS) tally substantially while the other major scores have remained more or less unchanged.

“The two diesel segments--small and midsize--show remarkable improvement on practically all aspects, which says a lot about the improved performance of diesel cars,” said TNS Automotive senior V-P Pradeep Saxena. “They have done well not just because of the ‘low cost of ownership’. In fact, the satisfaction with ‘performance & design’ and ‘Quality’ is even higher,” he added.

In the small car category, Suzuki’s Swift diesel was on top with a score of 96 compared with an industry average of 89. The Tata Indica diesel scored 86, a huge improvement over its previous tallies. Indeed, the overall improvement in the satisfaction scores of the small diesel car was thanks to Tata Indica, which commands a big chunk of this segment.

In the mid-size diesel segment, the Chevy Optra Magnum was on top followed by Suzuki Swift Dzire and Mahindra Renault Logan diesel. Other contenders like Tata Indigo CS, Hyundai Verna, Ford Fiesta and Skoda Octavia managed scores that are within sniffing distance of the industry average. Clearly, the basic bar in the segment is pretty much met by all the competing brands.

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