

# U.S. auto makers score most wins in meeting consumer expectations according to AutoPacific's 2009 Ideal Vehicle Awards

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Ford and Porsche earned top honours in the recent 2009 Ideal Vehicle Awards (IVA), announced by U.S. automotive research firm AutoPacific.

The IVAs are based on owners' ratings of their new 2009 model year cars and trucks across 15 key vehicle attributes. The cars or trucks that owners would change the least are the most ideal.

For 2009, the top-rated premium brand is Porsche, outscoring Buick and Jaguar for the most ideal premium vehicle brand honours.

The top-rated mainstream brand is Ford, outscoring Mercury for top mainstream brand results. Porsche and Ford were also the highest scoring premium and mainstream brands in the 2008 IVA rankings.

The top-rated vehicle overall is the Honda Odyssey minivan, which beat out the next-highest rated vehicle, the Toyota Venza, from the premium mid-size crossover SUV segment.

Rounding out the top five were three Ford products: the Ford F-150 large pickup, followed by the Ford Taurus and the Lincoln Town Car, both in the large car segment.

Ford Motor Company leads the industry with a total of five segment winners. Hyundai/Kia and Toyota/Lexus each had three segment winners, with Chrysler, General Motors and Honda bringing in two wins each.

Of the twenty-three Ideal Vehicle Award (IVA) categories, American brands have nine segment winners, Japanese brands seven, European brands four, and Korean brands have three segment winners.

The top-rated product segment is Large Car, beating out last year's leading category, Large Crossover SUV. American buyers continue to value large, comfortable vehicles suitable for suburban driving and longer distance highway cruising.



