



## Press Release

### **J.D. Power and Associates Reports: BMW Financial Services, Ford Credit, Honda Financial Services and Lexus Financial Services Each Rank Highest in Consumer Financing Satisfaction**

**WESTLAKE VILLAGE, Calif.: 11 December 2007**— BMW Financial Services, Ford Credit, Honda Financial Services and Lexus Financial Services each rank highest in satisfying customers with the new-vehicle financing process, according to the J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup> released today.

Now in its 12th year, the study measures customer satisfaction with the new-vehicle financing process. Four factors are examined to determine customers' satisfaction with their automotive finance providers: provider offering, application/approval process, payment/billing process and customer contact experience.

BMW Financial Services ranks highest in the luxury lease segment with a score of 815 on a 1,000-point scale, performing particularly well in provider offering, payment/billing process and customer contact experience. Ford Credit (804) and Mercedes-Benz Financial (799) follow BMW Financial Services in the segment.

In the non-luxury lease segment, Honda Financial Services ranks highest (813), performing particularly well in provider offering, and billing and payment. Ford Credit (783) and GMAC (777) follow in the segment rankings.

Performing well in the payment and billing factor, Lexus Financial Services leads among luxury loan providers with a score of 782. Ford Credit follows Lexus Financial Services with 779, and GMAC follows Ford Credit at 774.

Ford Credit ranks highest among non-luxury loan providers with 781, performing particularly well in the areas of provider offering and customer contact experience. Suzuki Financial Services (776) and Volkswagen Credit (764) follow in the segment rankings.

The study finds that in 2007, 2 percent of new-vehicle financing customers refinanced their indirect loan, which resulted in more than \$4 billion in originations. Credit unions acquired the majority of customers who refinanced their initial vehicle contracts, gaining 51 percent of captive customers and 58 percent of banking customers who refinanced. The most common reason for refinancing—given by 83 percent of refinancing customers—is finding a more competitive interest rate.

“There are two groups of customers that refinance: those who are self-driven and those who are solicited,” said Richard Howse, director of the automotive finance practice at J.D. Power and Associates. “The self-driven group provides little opportunity for the original finance provider to salvage the contract, considering these customers more than likely have pre-existing intentions to refinance. Yet, the opportunity does exist among those customers who are solicited by another finance provider. If a customer receives information about another lender offering a better rate, this may certainly be appealing for them. However, if a finance provider is able to build trust and a relationship with their customer, they may be able to deflect these solicitation efforts and prevent losing profitable business.”

The study also finds that the percentage of consumers who use the Internet to research finance options has declined since 2004. However, among consumers who do perform research on the Internet, the percentage of those who submit applications online has increased.

“Online application activity for customers of both the indirect and direct markets has increased, suggesting that buyer behavior in online financing is evolving,” said Howse. “Fewer casual shoppers are using the Internet simply to browse for information about their financing options. Instead, more serious and Internet-savvy customers are using this channel to access specific information about their finance options and then proceeding to apply online for a loan. This trend suggests that customers are feeling more comfortable with sharing their personal information online via these provider channels and may also prefer the convenience aspects that the Internet brings.”

The 2007 Consumer Financing Satisfaction Study is based on responses from 24,163 consumers who financed their new vehicle in the previous five to seven months. The study was fielded from May through October 2007. To review the entire Consumer Financing Study management discussion, please click the following link: <http://www.jdpower.com/corporate/library/download/?files=9989963>

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://www.JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

#### **About The McGraw-Hill Companies**

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor’s, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2006 were \$6.3 billion. Additional information is available at <http://www.mcgraw-hill.com>.

#### **J.D. Power and Associates Media Relations Contacts:**

John Tews  
Troy, Mich.  
(248) 312-4119  
[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

Syvetril Perryman  
Westlake Village, Calif.  
(805) 418-8103  
[syvetril.perryman@jdpa.com](mailto:syvetril.perryman@jdpa.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)

# # #

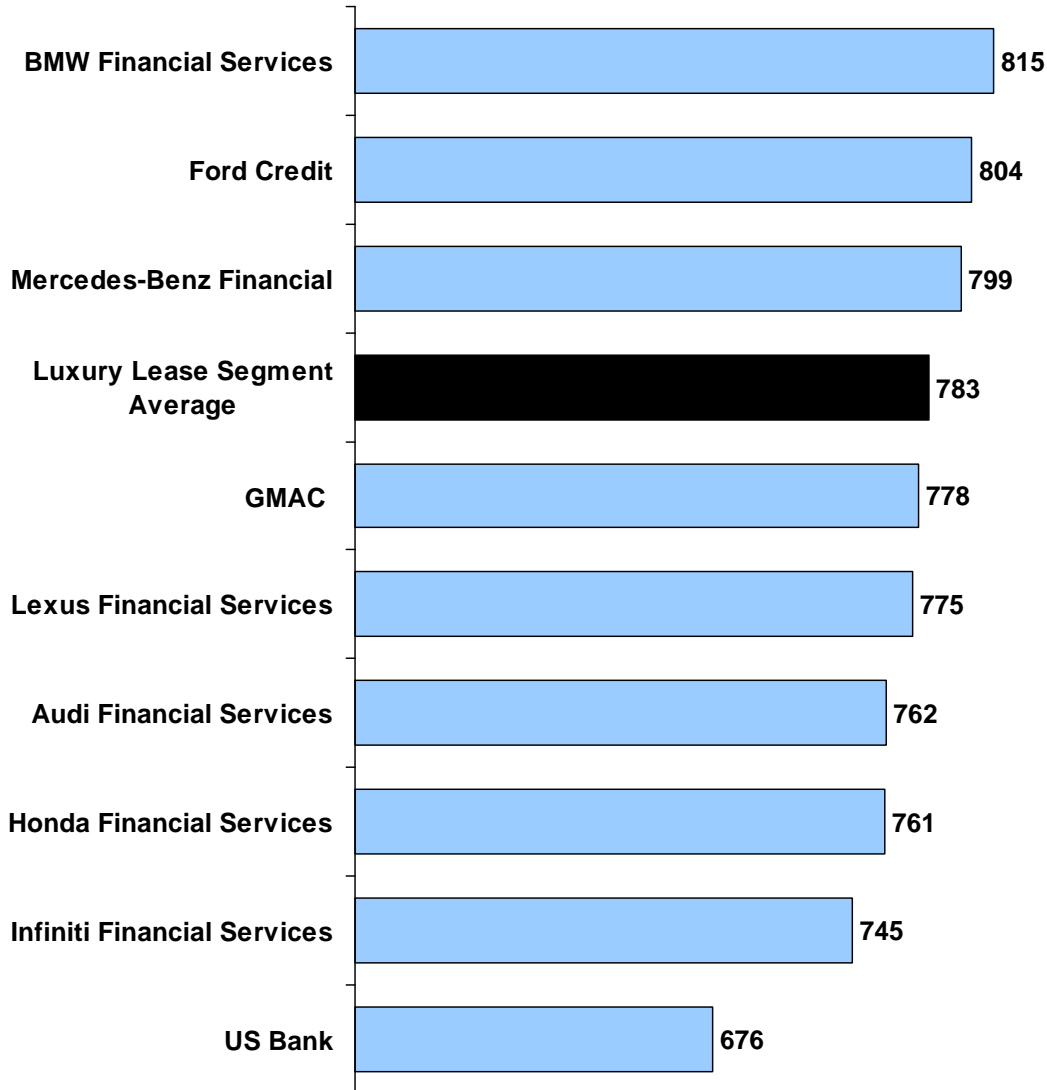
(Page 2 of 2)

NOTE: Four charts follow.

# J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

## **Initial Lease Satisfaction Index Ranking Luxury Segment**

*(Based on a 1,000-point scale)*



*Included in the study but not ranked due to small sample size are: Porsche Financial Services, Volvo Car Finance and Wells Fargo Auto Finance.*

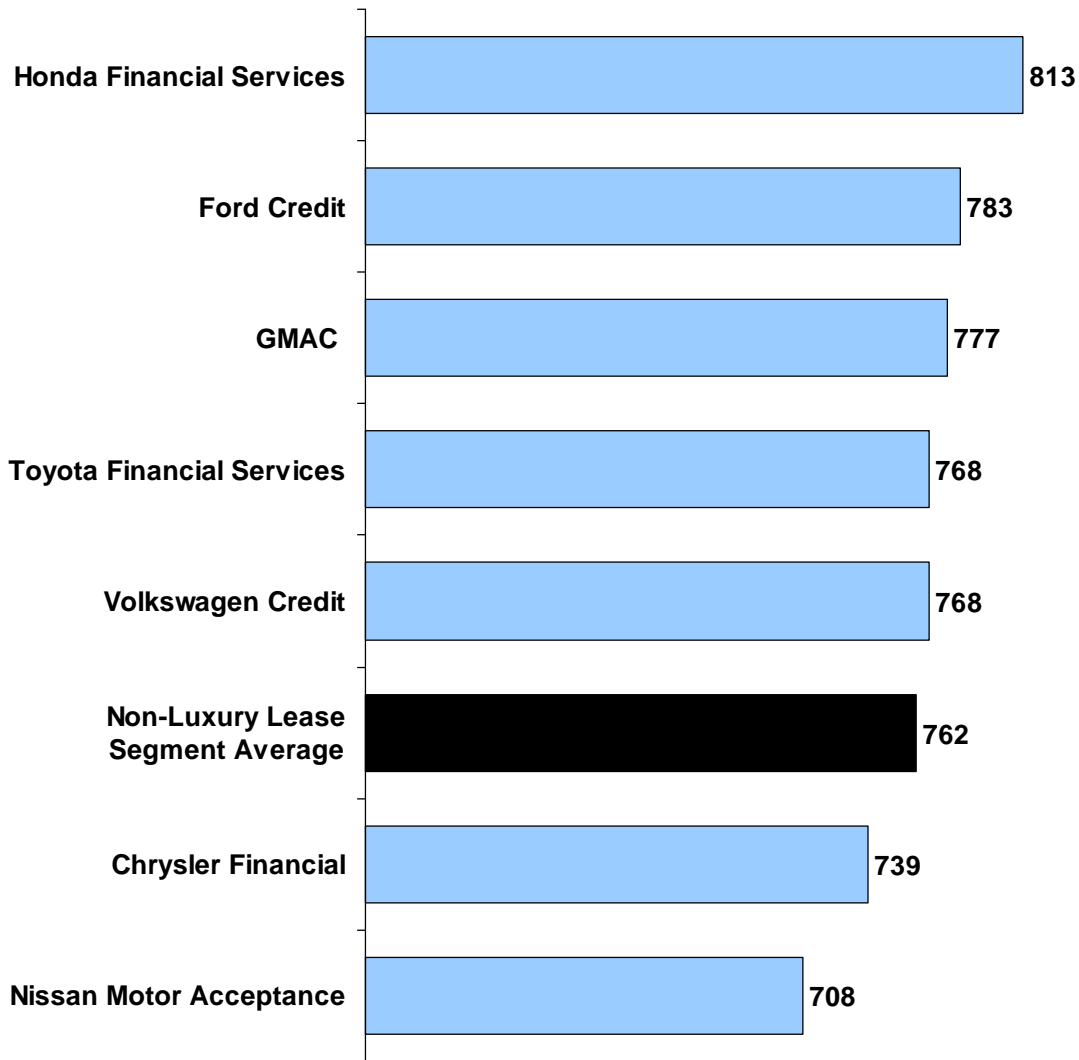
*Source: J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>*

*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.*

# J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

---

## **Initial Lease Satisfaction Index Ranking Non-Luxury Segment** *(Based on a 1,000-point scale)*



*Included in the study but not ranked due to small sample size are: Hyundai Motor Finance Company, Mazda American Credit, Mitsubishi Motors Credit, Subaru Motors Finance, US Bank and Wells Fargo Auto Finance.*

---

Source: J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

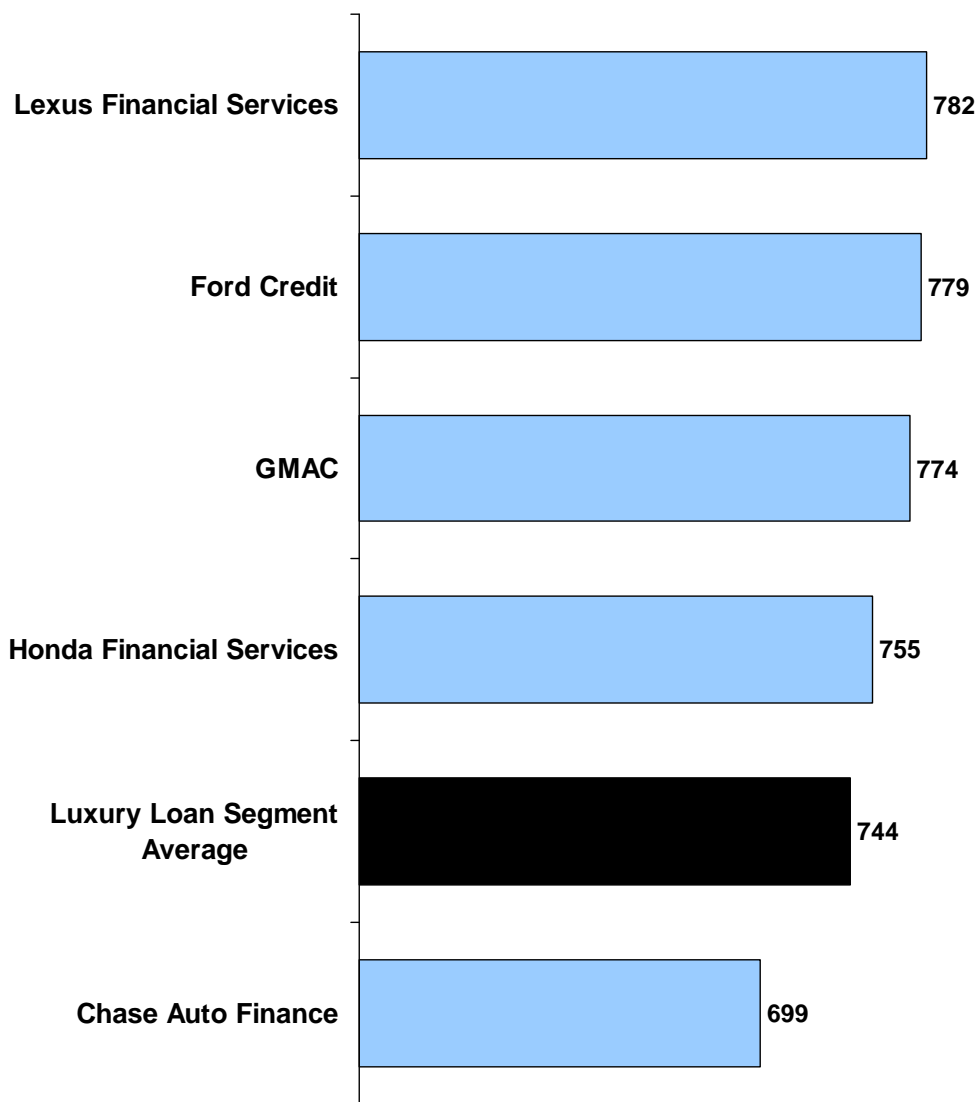
*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.*

# J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

---

## **Initial Loan Satisfaction Index Ranking Luxury Segment**

*(Based on a 1,000-point scale)*



*Included in the study but not ranked due to small sample size are: Audi Financial Services, Bank of America, Infiniti Financial Services and Mercedes-Benz Financial.*

---

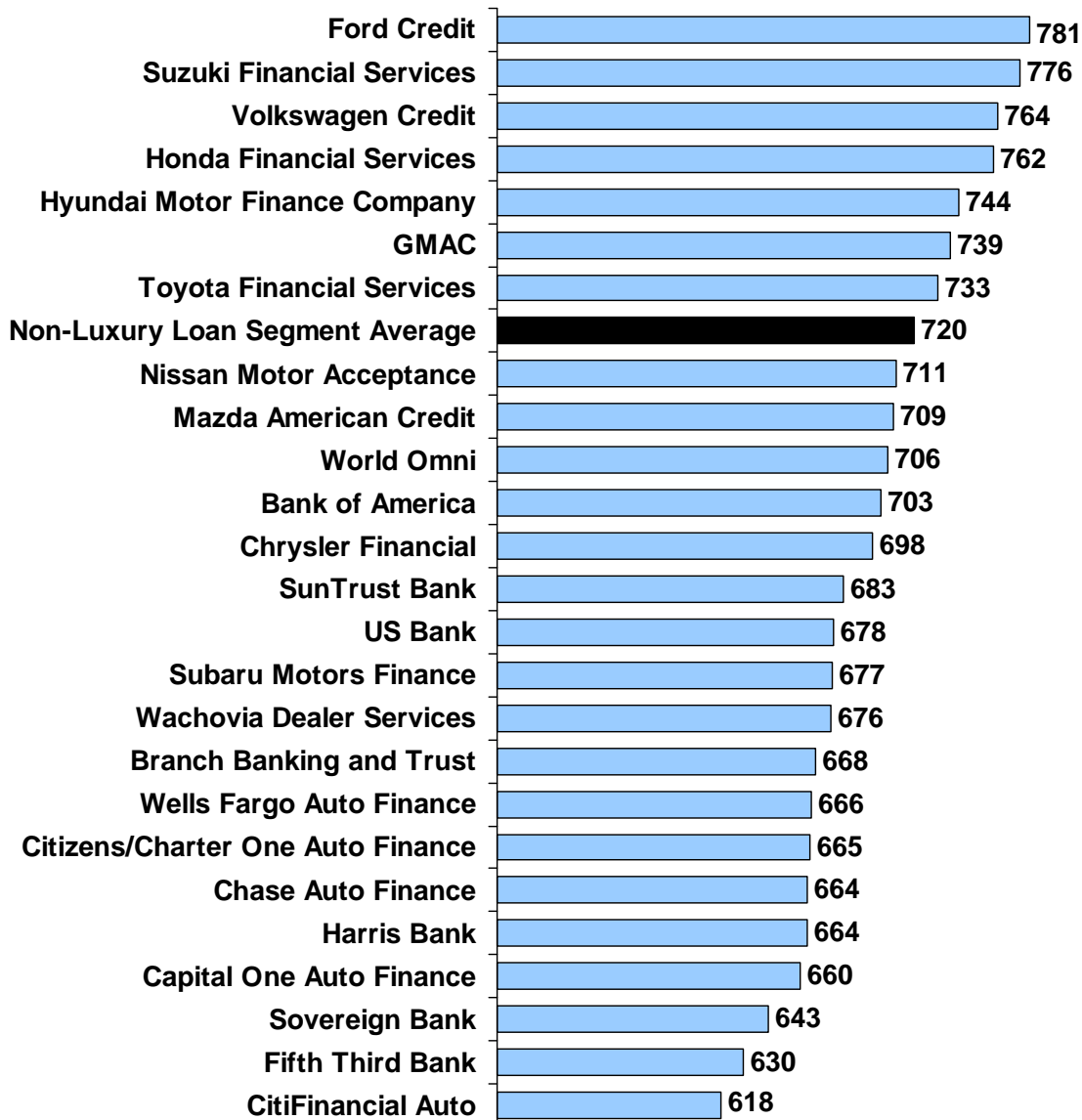
Source: J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.*

# J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

## *Initial Loan Satisfaction Index Ranking Non-Luxury Segment*

*(Based on a 1,000-point scale)*



*Included in the study but not ranked due to sample size are: AmeriCredit, Bank of the West, Compass Bank, HSBC Auto Finance, Huntington National Bank, Kia Motor Finance, M & T Bank, Mitsubishi Motors Credit, NuveLL Credit, PNC Bank, Regions/AMSouth and Valley National Bank.*

Source: J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup>

*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2007 Consumer Financing Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.*