

Chevrolet Spark number one passenger vehicle in South Africa

The Chevrolet Spark was the top performing passenger vehicle in the 2011 Synovate Product Quality Awards. With just 17 faults per 100 vehicles, the standard measure in vehicle quality surveys, the Spark featured ahead of even top end luxury vehicles available to South African buyers – a superb performance for this stylish small car from Chevrolet.



The Synovate Quality Awards measures vehicle quality by calculating the number of vehicle problems per 100 vehicles of a specific make and model. The lower this score, identified as PP100, the better the perceived quality of the vehicle.

Synovate collectively engage with over 33 000 new vehicle owners every year, making this evaluation the most comprehensive of its kind in South Africa. Respondents are interviewed three months after purchasing their vehicles



to ascertain what problems, if any, have been experienced in the initial period of ownership. The cars in this year's survey achieved a record average of 56 problems per 100 vehicles in the Passenger Vehicle category, a 30 per cent improvement from last year's overall average of 81 PP100.

Toyota South Africa Motors was once again identified as the manufacturer of the best quality vehicles in the volume passenger car and light commercial vehicle segments. Based on the impressive overall performance, Toyota was selected as the Best Volume Passenger Car Brand Overall, the Best One Ton Single Cab Light

Commercial Vehicle Overall, the Best One Ton Double Cab Light Commercial Vehicle Overall and the Best Local Plant Manufacturing Light Commercial Vehicles.

Gold Awards are given to the overall winner in each segment, but this year a discretionary Platinum Award went to Mercedes-Benz for exceptional performance across all of their segments. "Mercedes-Benz has dominated in every single segment where it competes and received Gold Awards for all of their relevant models this year," states Richard Rice, Group Sales and Marketing Director at Synovate.

Brands included in the survey make up the majority of the South African vehicle market. However, a number of brands don't participate either owing to low sample or non-submission, including BMW, Hona, Hyundai, Kia, Tata, SsangYong, Proton, Citroën, Jaguar, Land Rover, Range Rover, Alfa Romeo, Mini, Subaru and Suzuki.

