

Toyota/Lexus's Long-Term Product Quality Shine in J.D. Power Study

The latest J.D. Power and Associates Vehicle Dependability Study results confirm the overall quality and durability of Lexus and Toyota vehicles.

Toyota Motor Sales earned 11 out of 19 possible segment awards - more than any other automaker - in the survey, which measures owners' complaints about their vehicle three years after purchase. This year's study focused on 2005 model-year vehicles.

Lexus was the top brand overall in the survey for the 14th straight year, with 120 problems reported per 100 vehicles. That's an improvement of 25 problems per 100 over the previous year's survey.

Toyota ranked fourth in the survey, up from sixth the previous year, with 159 problems per 100 vehicles. That's an improvement of 19 problems over last year.

The industry average for this survey was 206 problems per 100 vehicles.

Six Lexus vehicles led their segments - LS, IS, SC, ES, GX and LX. In addition, the GS placed second to the ES and the RX placed second to the GX, which means every vehicle in the Lexus lineup either led a segment or was second in its segment only to another Lexus.

Five Toyota vehicles led their segments - Prius, RAV4 (which tied with the Honda Element), Highlander, Tundra and Sequoia.

To lean on an Olympics-inspired metaphor, product quality is a marathon, not a sprint. And various surveys by J.D. Power, Consumer Reports and others that track quality and durability over three-to-six years show that our vehicles can definitely go the distance.