

Ipsos survey shows Audi, VW top customer pleasers

By [Henrie Geyser](#)

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Audi and Volkswagen have won Gold awards for customer purchasing satisfaction for the fifth consecutive year in the prestigious Annual Ipsos Survey.



Audi also collected Gold for the fifth year for passenger car servicing, while Volkswagen got Gold for the second year in succession for passenger car servicing.

Chevrolet, Mercedes-Benz, Nissan, Opel, Toyota, and Volvo qualifying for Silver, while Ford, Honda and Renault collected Bronze.

Four other brands, besides Volkswagen, qualified for Gold for the LCV purchasing experience. They were: Chevrolet, Isuzu, Nissan, and Toyota. Ford was the sole recipient for Silver in this category.



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Volkswagen got Gold for the fourth time in the past five years for light commercial vehicle (LCV) servicing and was joined by Chevrolet, Isuzu, Nissan, and Toyota. Ford collected Silver and there were no awards in the Bronze category.

The detailed Ipsos research into the servicing experience saw Nissan collect Gold, alongside Audi and Volkswagen, in the passenger car category, with Chevrolet, Lexus, Mercedes-Benz, Opel, and Toyota qualifying for Silver and Honda, Renault and Volvo collecting Bronze.

Ipsos automotive director, Patrick Busschau said: "All the brands who won awards should be congratulated as they are all showing a consistent commitment to improvement over time in delivering good service to their customers".



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ABOUT HENRIE GEYSER

Henrie Geysler joined the online publishing industry through iafrica.com where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@africa.com

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