

Wednesday, 19 February 2020

Lexus wins 'Best of the Best' Award

Vehicle manufacturer Lexus has again been named as the winner of the Roy Morgan Customer Satisfaction Award – 'Best of the Best' – taking the mantle from fellow car manufacturer Isuzu UTE. The 'Best of the Best' award goes to the company that achieved the highest customer satisfaction of all 41 winners at the Annual Roy Morgan Customer Satisfaction Awards.

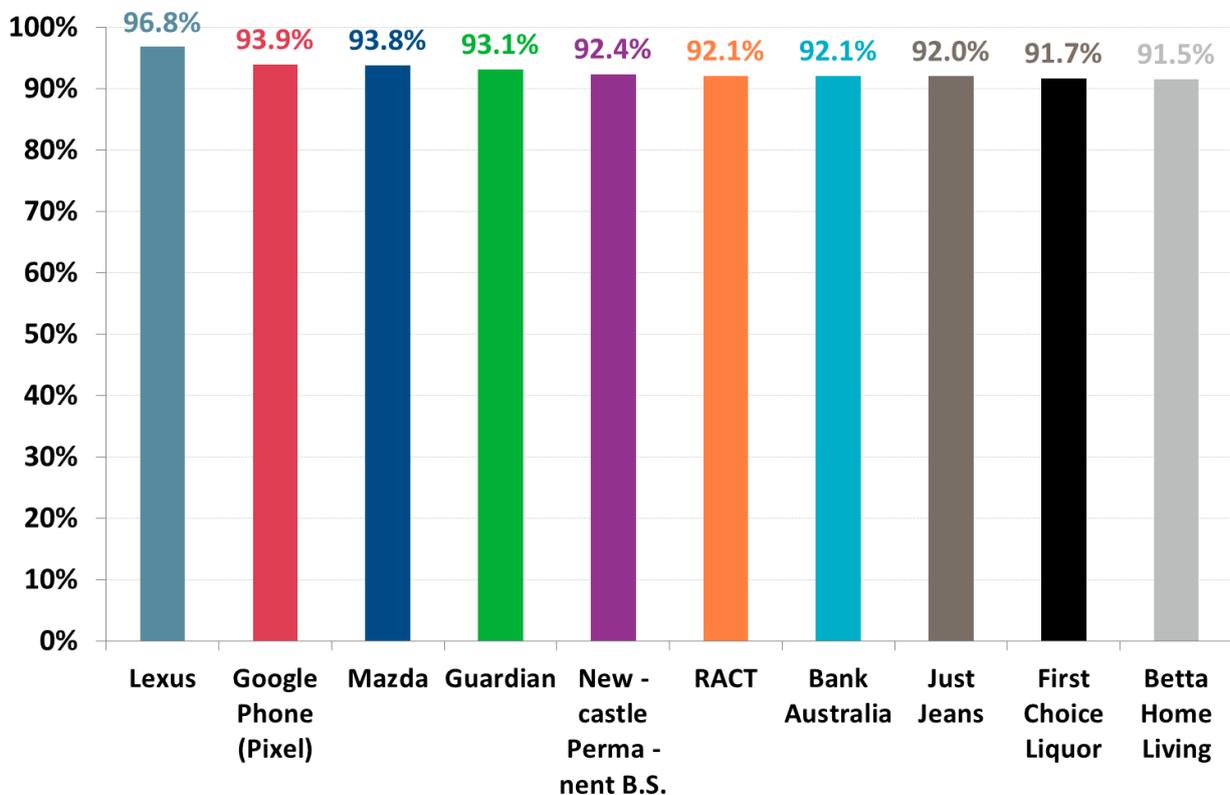
Lexus also won the prestigious 'Best of the Best' Award in 2017 and had an unbroken run of eleven consecutive monthly victories in a row in the competitive Car Manufacturer of the Year category from February of last year through to December. Other car manufacturers to perform exceptionally well in 2019 included last year's winner Isuzu UTE as well as the highly rated Mazda, KIA and Toyota.

View a full list of all 41 of the 2019 Roy Morgan Customer Satisfaction Award Winners [here](#).

Lexus averaged customer satisfaction of 96.8% in 2019 to improve on Isuzu UTE's average of 96.1% a year ago and finishing in front of first-time winner Google Phone with its Pixel handset.

Other category winners to perform strongly included Major Car Manufacturer of the year Mazda on 93.8%, Pharmacy of the Year Guardian on 93.1%, Building Society of the Year Newcastle Permanent B.S. and General Insurer of the Year RACT on 92.1%.

Top 10 Roy Morgan Customer Satisfaction Award Winners 2019



Source: Roy Morgan Single Source (Australia). An average of 50,000 Australians per 12 month period aged 14+ interviewed in the time periods of 12 months to January 2019 through to 12 months to December 2019.

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Michele Levine, Chief Executive Officer, Roy Morgan says Lexus has won its second 'Best of the Best' Award for outstanding customer satisfaction and the win extends the domination of Car Manufacturers with a third consecutive victory in the prestigious award:

"Lexus has returned to the winner's circle in 2019 with a stunning victory as the 'Best of the Best' at the Annual Roy Morgan Customer Satisfaction Awards held in Melbourne.

"The Toyota-owned luxury car maker has satisfied customers on an unprecedented level in 2019 with the car manufacturer achieving an average customer satisfaction rating of 96.8% during the course of last year. Lexus' average customer satisfaction is an improvement on the excellent performance of vehicle manufacturer Isuzu UTE a year ago which averaged 96.1% in 2018.

"Google rode a wave of high customer satisfaction to a first victory in the Mobile Handset of the Year in 2019 after releasing the sought after Google Pixel 3 in October 2018 and was the closest challenger to Lexus for the 'Best of the Best' Award with a brilliant customer satisfaction rating of 93.9%.

"Other companies to not only win their individual category but also perform exceedingly well when measured against other category winners include Major Car Manufacturer of the Year Mazda with a customer satisfaction rating of 93.8% and Pharmacy of the Year Guardian on 93.1%.

"There should also be a special mention for Tasmanian insurer RACT which won the General Insurer of the Year again in 2019 with a customer satisfaction rating of 92.1% and is the only category winner to appear in the Top 10 for the 'Best of the Best' in each of the last three years."

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at customersatisfactionawards.com.

For comments or more information about Roy Morgan's Customer Satisfaction data, please contact:

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About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.



Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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