

October 10, 2019

TACHI-S won the No.1 seat quality award for consecutive 2 years at USA market research by J.D. Power

Mass Market Midsize/Large Car segment and Mass Market Compact SUV/MPV segment in the 2019 U.S. Seat Quality and Satisfaction Study

TACHI-S Co., Ltd. (President & COO: Yuichiro Yamamoto, Headquarters: Akishima, Tokyo), won it's the No.1 in 2 segments out of 7 vehicle segments following last year in the U.S. Seat Quality and Satisfaction Study* conducted by J.D. Power (USA), a global leader in consumer insights, advisory services and data and analytics.

In the Mass Market Midsize/Large Car segment, Nissan Maxima won the No.1 among 19 target models, and in the Mass Market Compact SUV/MPV segment, Mitsubishi Outlander Sport won the No.1 among 30 target models.

* U.S. Seat Quality and Satisfaction Study

responses : more than 75,000 purchasers and lessees of new 2019 model-year cars and light trucks registered in November-December 2018 and January-February 2019. (U.S. market)

study period : from February through May 2019



Trophy awarded by J.D. Power (Maxima)



Trophy awarded by J.D. Power (Outlander Sport)
* **No.1 for consecutive 2 years**

■ About J.D. Power

J.D. Power (Costa Mesa, California, USA) is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe.

■ Official Announcements

Press Release for study results

<https://www.jdpower.com/business/press-releases/2019-us-seat-quality-and-satisfaction-study>

J.D. Power Official Web site

<https://www.jdpower.com/>

■ Contact

Company name : TACHI-S Co.,Ltd.

Address : 3-3-7 Matsubara-machi, Akishima-shi, Tokyo

Telephone : +81-42-546-8111

(Public Relations, General Affairs Section, General Affairs Department)

FAX : +81-42-546-7361

URL : <http://www.tachi-s.co.jp/>