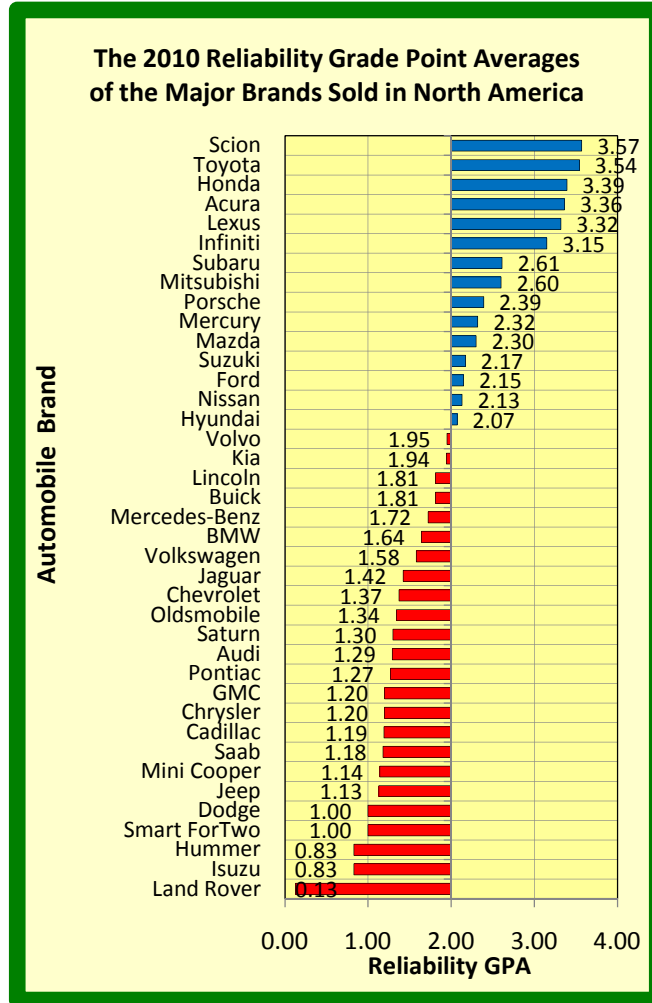




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The Bar Graph of the 2010 Auto Reliability GPAs of the Major Brands Sold in North America

2010-07-24



There are several important points to be noted from the above bar graph. The first is that Ford Motor Company's Mercury brand is now among the ten most reliable brands and that the Ford brand is not far away. The second is that the 2010 Auto Reliability GPA of the Ford brand exceeds that of the Nissan brand, but only by a very small margin (0.02). The third is that the 2010 Auto Reliability GPAs of the Hyundai and Kia brands exceed the Reliability GPAs of all of the brands of Chrysler LLC and all of the present and past brands of the General Motors Corporation. Also note that only GM's Buick brand has a 2010 Auto Reliability Grade above a D. The fourth is that the only European brand to have a 2010 Auto Reliability GPA exceeding 2.00 is the Porsche brand. The fifth is that many more of the brands have a 2010 Auto Reliability GPA below 2.00 than above 2.00; this reflects the very high concentration of quality in a small number of brands.