

DO VEHICLE OWNERS IN DIFFERENT MARKETS EXPERIENCE DIFFERENT PROBLEMS?

IPSOS QM SOLUTIONS

CASE STUDY: Comparative look at top automotive quality problems in different countries

When comparing top vehicle quality problems in the US, Brazil, China, Argentina, and Colombia you can see that problems relating to noises such as wind noise and road noise rank in the top problems across all markets.



Problem	Rank US	Rank BR	Rank CN	Rank AR	Rank CO
Excessive Wind Noise	1	8	2	1	15
Excessive Road Noise	5	5	1	2	4
Abnormal Noises Under Vehicle	9	2	4	4	1

Unlike other markets, consumers in the US seem to have the least complaints surrounding noise related problems. Of the top 10 vehicle quality problems in the US, only 3 of them are noise related. This could be partially due to the road quality in the US as well as more sound-proofing materials used in US vehicles.

Number of noise
related troubles out
of top 10 problems



3 out of 10



7 out of 10



6 out of 10



6 out of 10



7 out of 10

“Bad interior finish for Brazilian highways. There are a lot of internal noises.”



- Brazilian Respondent

“The acoustics need to be improved, as the exterior noise that leaks ends up making it difficult to talk or listen to music.”



- Colombian Respondent