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Alfa Romeo Tops Premium Segment in J.D. Power U.S. Sales Satisfaction Index Study

- Alfa Romeo finished first among premium brands, up nine places and 25 points from 2021 – greatest improvement in segment
- Dodge ranked second among mass market brands, up 20 points from 2021
- Jeep® Ram ranked sixth and seventh, respectively, among mass-market brands
- Chrysler brand ranked 11th among mass-market brands and climbed 28 points from 2021 – greatest improvement in in the mass-market segment
- All eligible Stellantis brands scored above segment averages

November 9, 2022, Auburn Hills, Mich. - [Alfa Romeo](#) led the way for luxury marques and all Stellantis brands as the top premium brand in the J.D. Power 2022 U.S. Sales Satisfaction Index (SSI) Study™.

The iconic brand recorded the greatest climb in the 14-brand premium segment, compared with last year's study, with a 25-point rise to a score of 833. Alfa Romeo's eight-place jump from ninth place topped the premium brand category.

"Quality of our products and customer care are top priorities for Alfa Romeo, and we are genuinely proud to see our efforts have placed the premium brand at number one among premium brands in the J.D. Power Sales Satisfaction Index," said Larry Dominique, SVP, head of Alfa Romeo North America. "We are focused on continually improving the overall customer experience of owning an Alfa Romeo, and this is a testament to our intense focus on enhancing the dealership component."

Alfa Romeo's success was complemented by the performances of other Stellantis brands, as Dodge surged 20 points and two places compared with last year, to finish second among mass-market brands. Chrysler also improved – with the latter's 28-point swell marking the largest increase in the mass-market segment.

Jeep® and Ram ranked sixth and seventh, respectively, among mass-market brands, denoting the first time in the study's history that all eligible Stellantis brands achieved scores that ranked above their segment averages.

The J.D. Power 2022 U.S. SSI Study measures satisfaction with the sales experience among new-vehicle buyers and those who visit one dealer, only to purchase a vehicle elsewhere. Buyer satisfaction is based on six factors: delivery process, dealer personnel, working out the deal, paperwork completion, dealership facility and dealership website. Reseller satisfaction is based on five factors: salesperson, price, facility, variety of inventory and negotiation.

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