

# PART III - THE SKY IS FALLING - THE SKY IS FALLING

Over the last two weeks I have touched on various automotive manufacturing issues. TODAY'S LET'S TALK ABOUT QUALITY. In today's competitive market, every manufacturer has improved the quality of their vehicles to some extent. However, no other manufacturer can come close to matching General Motors Tremendous gain in quality over the last five years.

QUALITY BEGINS IN THE MANUFACTURING PROCESS. GM WINS TOP J.D. POWER AWARDS.



**Chuck Nicholson**



<p><b>GOLD PLANT QUALITY AWARD</b> NORTH, SOUTH AMERICA OSHAWA #2 ONTARIO (CAR)</p> <p><b>Builds:</b> Buick LaCrosse Pontiac Grand Prix Buick Century</p>	<p><b>SILVER PLANT QUALITY AWARD</b> NORTH, SOUTH AMERICA OSHAWA #1 ONTARIO</p> <p><b>Builds:</b> Chevy Impala Chevy Monte Carlo</p>	<p><b>BRONZE PLANT QUALITY AWARD</b> NORTH, SOUTH AMERICA HAMTRACK, MI</p> <p><b>Builds:</b> Cadillac DeVille Pontiac Bonneville Buick LeSabre</p>
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In 04, GM led in manufacturing quality for the 4th consecutive year winning J.D... Power's Gold, Silver and Bronze awards. In fact, GM has 6 of the top ten plants in North America. An "Automotive News" article read "The big 3 have improved quality, become more efficient and adopted Japanese flexible-manufacturing practices... Once perennial winner Toyota hasn't placed in the top 3 since its California Joint Venture with GM tied for third place in 2002." The article went on with a headline "Giant Awakes. GM itself is a cause for new concern among the transplants. In the mid-1980's, the automaker was like a much battered piñata, dropping market share like candy with each rival's blow. But the General has made enormous strides. GM has committed billions of dollars to create new models. Toyota and Honda could be vulnerable."

Speaking of factories, Nissan owners rated all three of Nissan's first Mississippi built vehicles dead last in their respective categories. The much criticized Nissans were the Titan pickup, Pathfinder Armada SUV and the Quest MiniVan. Each were at the bottom in the J.D... Power and Associates 04 initial quality study.

## AFTER 3 YEARS OF OWNERSHIP

J.D. Power and Associates releases several prestigious awards each year and according to the '05 vehicle dependability study which rates the dependability of 3 year old vehicles, GM had 8 vehicles that ranked at the very top at their segment in vehicle dependability...more than any other manufacturer.



**It's Official The Buick LeSabre is the USA's most dependable full sized car.**

In fact, Buick was the top ranked non-luxury brand for the third year in a row.

OTHER J.D. POWER SEGMENT WINNERS FOR 3 YEAR OLD VEHICLES WERE:

Best Compact Car  
CHEVROLET PRIZM

Best Mid Sized Car  
CHEVROLET MALIBU

Best Premium Mid Sized  
BUICK CENTURY

Best Mid Sized Pickup  
CHEVROLET S10 PICKUP

Best Heavy Duty Full Sized Pickup  
CHEVROLET SILVERADO H.D.

Best Full Sized SUV  
GMC YUKON/YUKON XL

## J.D. POWER ALSO RANKS ENGINES

GM PLACED second in J.D.. Power initial quality of power trains (engine-transmissions). It's based on the number of problems per 100 vehicles. The results were:

Honda	15.3 problems per 100 vehicle.
General Motors	18.1 problems per 100 vehicle.
Nissan	18.3 problems per 100 vehicle.
Toyota	18.3 problems per 100 vehicle.
Daimler/Chrysler	24.3 problems per 100 vehicle.
Ford	26.6 problems per 100 vehicle.

Not shabby when you consider Honda only produces small 4 & 6 cylinder gas engines where as GM is judged on a full line up of 4 cyl. - 5 cyl. - 6 cyl. and 8 cylinder gas engines PLUS DIESELS.

**GM... more than meets the eye. Watch this page weekly for additional articles on:**

- Diesels – Why don't manufacturers built more?
- Hybrids – What is the real payoff?
- Transmissions and more.

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