

Porsche ranks #1 in JD Power 2026 U.S. Customer Service Index Study for second consecutive year

12/03/2026 PCNA and its dealer network secure back to back #1 finishes and nine consecutive Top 3 rankings.

Atlanta. Porsche Cars North America, Inc. (PCNA) and its network of more than 200 independently owned and operated Porsche Centers have once again earned the top position in the JD Power 2026 U.S. Customer Service Index (CSI) StudySM securing the #1 ranking overall in the industry and a top spot in the Premium segment for the second consecutive year. Survey respondents cited the highest levels of overall satisfaction with their service facility, service advisor, and service quality. Porsche achieved an overall CSI score of 915, on a 1,000-point scale, surpassing last year's performance by three points and cementing a ninth consecutive year in the study's top three.

Porsche also achieved a number one spot in the Premium Car segment with a score of 921 and placed a strong #2 in Premium SUVs with 910 points, reflecting consistent excellence across key segments.

Additionally, Porsche topped all five CSI Voice of Customer categories – a measure of how well brands meet customer expectations across the service experience - among Premium brands for the second year in a row including service quality, vehicle pick up, service advisor, service facility and service initiation.

Despite a challenging year, our teams at PCNA and the Porsche Centers delivered exceptional customer experiences worthy of our brand," said Timo Resch, President and CEO of Porsche Cars North America. We are also grateful to our dealer partners for their unwavering dedication to our customers every day. Importantly, I'd like to express our gratitude to our customers for their trust and loyalty – they are at the heart of everything we do, and their support makes achievements like this possible."

Now in its 46th year, the 2026 index is based on responses from more than 51,000 verified registered owners and lessees of 1- to 3-year-old vehicles. The index was fielded from January through December 2025.

MEDIA ENQUIRIES



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

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