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Dodge, Ram Dominate Mass-market Brand Rankings for Fifth Straight Year in J.D. Power APEAL Study

- Dodge first among mass-market brands for fourth consecutive year – only domestic brand ever to achieve such a streak
- Dodge remains only domestic brand to finish first in J.D. Power APEAL Study and J.D. Power Initial Quality Study (IQS) in the same year, among mass-market brands
- Ram takes second place in mass-market segment for fourth straight year
- 2023 marks fifth straight year Dodge and Ram have owned top two spots in J.D. Power APEAL Study mass-market brand rankings
- Both brands counter industry trend with improved scores versus 2022
- 2023 Dodge Challenger claims top honors in the midsize sporty car segment
- 2023 Ram 1500 finishes second among large light-duty pickups

July 20, 2023, Auburn Hills, Mich. - Dodge breaks its own record of consecutive finishes atop the annual J.D. Power U.S. Automotive Performance, Execution and Layout (APEAL) Study ranking of mass-market brands with a first-place result in the 2023 edition.

Dodge claims first place in APEAL for the fourth straight year, after becoming the only brand to ever finish atop the mass-market rankings for three consecutive years in [2022](#).

Coming hard on the heels of a first-place finish among mass-market brands in this year's J.D. Power U.S. Initial Quality Study (IQS), Dodge also repeats as the only domestic brand to top both mass-market standings in the same year.

Ram, which finished just behind Dodge in this year's [IQS](#), ranks second in APEAL for the fourth straight year.

Considering Ram's first-place result in 2019, this marks the fifth consecutive year it has shared with Dodge the top two mass-market rankings in APEAL, which measures customer feedback on current-model attributes – from exterior styling to fuel efficiency – during the first three months of ownership.

"This outcome demonstrates that the pursuit of superior customer experience is firmly entrenched in our culture," says [Bill Kendell](#), who assumed leadership of Stellantis North America's customer experience organization on July 1. "Our motto is, 'Every Customer Counts; Every Journey Matters.'"

"These are more than just words to us," Kendell adds. "At Stellantis, customer experience is a vocation. Now we have to take this data and really dive deep."

The performances by Dodge and Ram defy an industry trend in this year's APEAL Study. Against a backdrop of overall decline, Dodge and Ram improved on their 2022 scores by five and 10 points, respectively.

Each brand also registers a podium finish among the APEAL Study's segment results. The [2023 Dodge Challenger](#) claims top honors in the midsize sporty car segment, while the [2023 Ram 1500](#) ranks second among large light-duty pickups

"Dodge didn't win this award, we accepted it on behalf of the Brotherhood," says Tim Kuniskis, Dodge brand and

Ram brand CEO - Stellantis. "We have listened and learned from them. Those lessons will inform our product development as we redefine American muscle for the next era."

As part of the Stellantis [Dare Forward](#) initiative, Dodge and Ram are each joining the company's other brands by embarking on a strategic electrification push.

The first salvo from Dodge comes in the form of the all-new [2024 Hornet](#) CUV, which includes the R/T plug-in hybrid – the brand's first electrified performance vehicle.

Meanwhile, Ram forges ahead with a pair of BEVs that cover a wide range of duty cycles – the [Ram Promaster electric van](#) and the [Ram 1500 REV](#) full-size light-duty pickup.

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