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General Motors South Africa local brands score high in quality

For the third year in a row, the locally manufactured Opel Corsa Utility has been ranked the top performing compact pick-up in initial quality in the JD Power and Associates 2007 South Africa Initial Quality StudySM.

This achievement of the Opel Corsa Utility follows 31 straight months as South Africa's favourite sub-one ton bakkie. "The award proves that the General Motors South African manufacturing facility, utilising General Motors' Global Manufacturing System (GMS) is producing world class products, said Andy Alexander, Quality Manager.

According to Alexander, the focus on quality is largely due to the establishment of a new quality organisation working closely with all General Motors South Africa functional areas in order to create a quality culture that supports the company's main objectives. "Focussing on field feedback through the implementation of robust and cross-functional problem solving was also a key area for us," said Alexander.

He added that they continuously engaged with retailers to establish an early warning system in order to minimise time taken on problem resolution. "Added to this we leveraged global support that assisted us with source plant related focus items," said Alexander.

In addition to attaining first position in the compact pick-up segment, the Opel Corsa Utility, was ranked in the top three pick-up nameplates together with the Isuzu KB, which is also manufactured at the General Motors South Africa plant in Port Elizabeth.

The company's two assembly plants put in a stellar performance too, coming in second among top ranking light commercial vehicle assembly plants for the assembly of the Isuzu KB and Opel Corsa Utility. Other achievements included second position for the Isuzu KB in the top one ton single cab pickup segment and second position in the one ton double cab segment.

The JD Power and Associates Study measures customer problems experienced during the first three to seven months of ownership and examines 228 individual problems across nine factors.

The success of General Motors products in the JD Power Initial Quality Study follows hot on the heels of 15 awards that General Motors South Africa received from the recent Synovate survey which measures problems per 100 vehicles.

Ends...

Caption

Quality inspector on the Opel line, Gavin Quinate and team member, Ashley Prinsloo, inspect an engine of a Corsa Utility during a quality check.

Photographer: Sareesha Poonoosamy

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