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CHEVROLET'S ADVERTISED RELIABILITY CLAIMS CHALLENGED

(BOSTON) - A Massachusetts consumer advocacy organization is calling on General Motors to pull its new TV advertising campaign in which it claims that Chevy is "more reliable than Toyota, Honda, Ford" and nearly two dozen other car brands.

The TV commercial, which began airing earlier this month, shows real owners of other car brands being surprised when the spokesperson reveals that, "Based on a recent survey, Chevy is more reliable than Toyota, Honda, and Ford." At the end of the commercial, four 2019 Chevrolet vehicles are unveiled and the claim is repeated.

"What viewers probably didn't catch was the three-second, fine print disclosure which indicates that GM's 'recent' survey was based on 2015 model year vehicles," explained Edgar Dworsky, Founder of [Consumer World](http://www.consumerworld.org). "How in the world can Chevy legitimately claim superiority in reliability today based only on the dependability ratings of cars from four model years earlier?"



[Watch commercial](#)

Conducted in 2018, the General Motors survey questioned over 48,000 owners of 2015 vehicles about repairs they made in their third year of car ownership. The reliability findings that GM obtained stand in stark contrast to [Consumer Reports' multi-year surveys](#) that place Chevrolet in the bottom quarter of car brands for predicted reliability.

NOTE TO REPORTERS: Consumer World's full report on the Chevy ad campaign can be found on its sister site, [MousePrint.org](http://www.mouseprint.org), which examines the fine print "gotchas" in advertising.

Consumer World®, launched in 1995, is a leading public service consumer education website. **Edgar Dworsky**, a consumer advocate and avid bargain hunter, is the founder of Consumer World, editor of **MousePrint.org** – an educational site devoted to exposing the fine print "gotchas" in advertising, and a former Assistant Attorney General in the Consumer Protection Division of the Massachusetts Attorney General's Office. **###**

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