



Infiniti Tops Lexus in JD Powers' 2008 Initial Quality Study

June, 2008 - J.D. Power and Associates reports Infiniti surpassed Lexus as the highest-ranked model for quality performance in the new premium vehicle segment for its annual 2008 Initial Quality Study.

Infiniti is at the top among the crowded luxury car market with the Infiniti EX Series and Infiniti M Series receiving the J.D. Power and Associates 2008 Initial Quality Study (IQS) SM award. Infiniti consistently offers consumers state-of-the-art technology, the latest in vehicle design and a plush interior ensures their standing in the premium car market. Furthermore, Infiniti models that are comparably equipped to their competitors are generally priced lower across the board.

The Infiniti M series also received the award for the highest initial quality in the midsize premium vehicle segment. Additional recognition was awarded to the following Infiniti models:

- Infiniti G35
- Infiniti FX SUV
- Infiniti G37 Coupe
- Infiniti G35 Sedan

The initial Quality Study serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership. Initial quality has been shown over the years to be an excellent predictor of long-term durability, which can significantly impact consumer purchase decisions, according to J.D. Power and Associates.

Infiniti of Omaha is the region's exclusive provider of high-performance, luxury Infiniti vehicles in West Omaha. Located in a state-of-art dealership at 182nd and Dodge, it features the most extensive lineup of Infiniti vehicles in the region. Infiniti of Omaha is open Monday through Thursday from 8:30 am to 9:00 pm, Friday and Saturday from 8:30 am to 6 pm, and is closed on Sunday. For more information about Infiniti of Omaha, call 866-265-0201 or visit www.infinitiofomaha.com.

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