



Annual Copier Dealer Reliability Survey

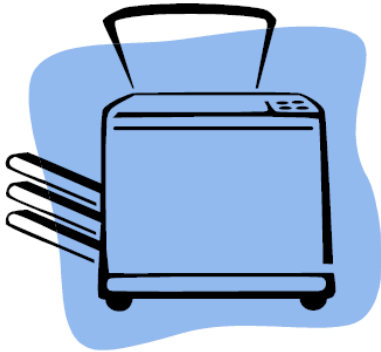
Technicians Say Kyocera Copiers/MFPs Are Most Reliable

Excerpt from 2005 Copier Dealer Reliability Study

Each year, we spend hundreds of hours surveying copier dealer service managers to find out what they think of the devices they work closely with each day. For the third time in four years, our sample has rated Kyocera copiers as the most reliable.

Technicians are asked to rate their primary brand, that is, the brand with which they are most familiar, in a variety of areas. Overall reliability is a combined average of each of these separate categories. These include Product Service Profitability, Parts Reliability, Product Reliability When First Introduced, Ongoing Product Reliability and Retrofit Reliability. In this year's study, Kyocera technicians rated their vendor highest in four out of five categories. In the only category where Kyocera was not the highest rated, they were second.

Kyocera's strong showing in this study, combined with their performance in this study over the last four years indicates that Kyocera devices are extremely reliable and that they may very well be the industry benchmark in this critical area.



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"After winning this prestigious award 3 out of the last 4 years, it's obvious that Kyocera copiers are among the most reliable in the industry. They should be considered by anyone looking for copier equipment, especially if reliability is a prime concern."

Andy Slawetsky
VP, Industry Analysts, Inc.

Table 11 – Supplier Support Ratings – Product Reliability

	Universe	Canon	Konica Minolta	Kyocera Mita	Panasonic	Ricoh Family Group	Sharp	Toshiba
Product Service Profitability	7.4	7.5	7.2	8.2	6.4	7.1	7.9	7.4
Parts Reliability	8.1	8.3	7.8	8.4	8.3	7.8	8.4	8.0
Product Reliability When First Introduced	8.1	8.4	7.9	8.3	7.9	8.2	7.7	7.9
Ongoing Product Reliability	8.3	8.5	7.9	8.9	7.8	8.1	8.2	8.1
Retrofit Reliability	8.3	8.2	8.2	8.7	8.1	8.0	8.4	8.5
AVERAGE	8.0	8.2	7.8	8.5	7.7	7.8	8.1	8.0

Source: OPA

In order to provide a strong basis for understanding the information, it is necessary to review the methodology used for this study. In-depth telephone interviews were conducted with 161 service managers in copier dealerships nationwide, consisting of a total of 52,667 total units installed. Significant probing occurred in cases where the data showed inconsistencies. The second part of the survey deals with model-specific service statistics and was completed via facsimile or telephone, giving the service managers time to verify the information with actual service records if needed.