1.1 Introduction  
Indian Automobile Companies are driving in top gear and it is because of easy access to  
technology and other infrastructural support. The Automobile Industry in India is stronger  
day by day after the post era of liberalization. Today Indian automakers can chum new  
version of global standard car within a short period of time with cost cutting advantages  
through value engineering. The Market has become highly competitive when compared  
with a decade batch where there were only few players. Now there is a clutter in the  
mind-sized car segment. The life cycle of the product has got squeezed Indian  
automobile industry tuned out to be a healthy, because many things come right like the  
fiscal discipline, cost reduction, competent product launchers and prudence. All these  
helped turn around of Indian Companies. Customer satisfaction is the individual's  
perception of the performance of the product or service in relation to his or her  
expectations. Customers will have drastically different exceptions of an expensive. The  
concept of customer satisfaction is a function of customer expectations. The overall  
objectives of providing value to customers continuously and more effectively than the  
competition is to have and to return highly satisfied. This project is done to know the  
customer satisfaction on Toyota Vehicle with reference to Amana Toyota (dealer) at  
Kannur. A business team is measure of how products and services supplied by a  
company meet or surpass customer expectation. It is seen as a key performance indicator  
with in business and is part of the four perspective of balanced Scorecard. In a competitive  
marketplace where business competes for a customers, customer satisfaction is seen as a  
key differentiator and increasingly has been become a key element of business strategy  
According to Philip Kotler, "a person's feeling of pleasure or disappointment resulting  
from comparing a product's perceived performance for outcome) in relation to his or her  
expectations"