



## **Toyota, Honda Dominate Vincentric's Best Value in America Awards; Hybrids and Diesels also Perform Well**

*Car Costs are a significant cost of most household budgets. Knowing which vehicles provide the best value is the key to making an informed purchase decision. After analyzing almost 7,000 vehicle configurations, and reviewing millions of data elements, Vincentric has announced the winners of Vincentric's Best Value in America for the 2005 model year.*

Bloomfield Hills, MI ([PRWEB](#)) May 6, 2005 -- Vincentric's Best Value in America awards were announced today, with vehicles from Toyota and Honda capturing 50% of the top honors. Although Toyota led the way with ten winners, the awards were well distributed among twelve different nameplates. Detroit showed strength in two traditionally strong areas; Ford swept all four awards in the Heavy Duty Pickup category, and Chevrolet's Corvette was a winner in both a sports car and a convertible segment.

Two hybrids - the Toyota Prius and the Honda Civic Hybrid - used their low overall fuel costs to help win their respective categories. In addition, the diesel powered Dodge Sprinter captured two awards, and the Mercedes-Benz E320W CDI was tops in the luxury car segment. Both vehicles benefited from reduced costs due to the high fuel economy of their diesel engines.

To determine Vincentric's Best Value in America, Vincentric reviewed approximately 7,000 different vehicle configurations. Vincentric narrowed the field to the final 34 winners using in-depth analysis of eight different ownership cost factors including depreciation, fuel, insurance, opportunity cost, financing, maintenance, state fees & taxes, and repairs.

"The final step in our process was to examine multiple scenarios in which various economic conditions were simulated", stated David Wurster, President of Vincentric. "We developed value ratings based on each of the different economic conditions to ensure that the value leadership exhibited by our winners was consistent. Even with high volatility in fuel prices, interest rates, and consumer incentives, all of our winners met the test."

A listing of the winners of Vincentric's Best Value in America is available at [www.vincentric.com](http://www.vincentric.com)

### About Vincentric

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Using its comprehensive, proprietary cost-of-ownership database, the company measures and analyzes the overall cost of owning and operating vehicles and its effect on the value provided to consumers. Vincentric, LLC, is a privately held automotive data compilation and analysis firm headquartered in Bloomfield Hills, Michigan.

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