



Vincentric Launches Online Automotive Cost-of-Ownership Tool for Clients, Media

Understanding the complete cost of owning a vehicle is critical to making informed decisions when buying or selling a vehicle. Vincentric, a leading automotive data compilation and analysis firm, is now offering online access for clients and media to automotive cost of ownership data on almost 2,000 vehicles from the 2005 model year.

([PRWEB](#)) June 3, 2005 -- Vincentric, a leading automotive data compilation and analysis firm, is now offering clients and media online access to Vinbase®, its data warehouse containing over 5,000,000 automotive ownership cost-of-ownership results. Vinbase Online® allows users to view, compare, and understand information on almost 2,000 vehicles from the 2005 model year.

A key component of Vinbase Online is the user's ability to generate a list of competitive advantages for any vehicle when compared to other vehicles in the Vincentric data warehouse. "Vinbase Online allows clients the ability to quickly identify key consumer benefits for vehicles," said David Wurster, Co-founder and President of Vincentric. "Clients can quickly learn how monthly changes to fuel prices, interest rates, and other ownership cost factors impact the value of vehicles in the marketplace," he added. The cost components measured by Vincentric include depreciation, fuel, insurance, opportunity cost, financing, maintenance, state fees & taxes, and repairs. The company uses this information to rate each vehicle as an Excellent Value, Good Value, Average Value, Below Average Value, or Poor Value.

In addition to national results, Vinbase Online allows users to compare vehicles at a state level. This allows clients to better understand how different economic factors and state regulations impact costs within a state, and the resulting impact on the value offered to consumers.

For information on Vincentric's new online data access tool, Vinbase Online, and other services offered by Vincentric, visit 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 Vinbase®, 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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Online Web 2.0 Version

You can read the online version of this press release [here](#).