

## **Vincentric Announces 2016 Best Value in Canada Awards for Top Car, Truck and SUV/Crossover Brands**

*Vincentric announced its 5th annual Best Value in Canada awards, honoring top value autos and automotive brands. The 2016 results showed that vehicles from BMW, Ford, Mazda, Toyota, and Volvo provide the best value to Canadian car buyers.*

Bingham Farms, MI ([PRWEB](#)) July 05, 2016 -- The 5th annual Vincentric Best Value in Canada™ awards were announced today with Toyota, Mazda and Ford winning the top mainstream brand awards while BMW and Volvo earned top luxury brand honors. Honda also performed well, with four vehicles winning Vincentric awards.

At the manufacturer level, Toyota Motor Corporation led the way with eight winning vehicles, two of which came from its Lexus luxury brand. Ford's F-Series pickups dominated the full-size pickup categories, taking home all three awards, while Mazda showed strength in the compact and subcompact segments.

“The data analyzed to determine our awards showed the broad range of high-value vehicles in the Canadian market,” said Vincentric President, David Wurster. “When manufacturers measure and manage a vehicle’s total cost of ownership, they are able to consistently deliver high value to consumers.”

Using a statistical model and the eight ownership cost factors, Vincentric identifies the Best Value in Canada winners by measuring which vehicles had lower than expected ownership costs given their market segment and price. Ownership costs measured included depreciation, fees & taxes, financing, fuel, insurance, maintenance, opportunity cost and repairs. Each vehicle was evaluated in all 10 provinces plus the Northwest Territories using a range of annual kilometer intervals and insurance profiles.

Additional information regarding all of the winners of the Vincentric Best Value in Canada™ awards for the 2016 model year and the Vincentric methodology is available at <http://www.vincentric.com>.

### **ABOUT VINCENTRIC**

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the several aspects of automotive value. Vincentric data is used by organizations such as AOL, BMW, Cars.com, Honda, Hyundai, General Motors, Mercedes-Benz, Nissan and Toyota, as a means of providing automotive insight to their clientele. Vincentric, LLC is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.



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