

Vincentric Announces 2017 Best Value in Canada Awards for Top Cars, Trucks, and SUVs/Crossovers

The 2017 Vincentric Best Value in Canada award results showed that brand winners BMW, Ford, Honda, Lexus and Mazda offer the best value vehicles to Canadian consumers.

Bingham Farms, Michigan (PRWEB) June 13, 2017 -- The 6th annual Vincentric Best Value in Canada™ awards were announced today with Toyota Motor Corporation leading the way with nine total awards, including the Lexus Best Value Luxury brand award in the SUV/Crossover category. Honda's performance was also impressive, winning the Best Value brand award for non-luxury SUVs, Crossovers, & Vans along with four Best Value model awards, including the 6-time titleholder Honda CR-V.

The three other brand award winners, Mazda (Best Value Passenger Car), BMW (Best Value Luxury Car), and Ford (Best Value Pickup) each claimed brand awards for the second year in a row. Other brands with multiple models winning Vincentric Best Value in Canada awards were Kia, Audi, and Volvo. Overall, over half of all model-level winners returned as repeat champions of their segments.

“We saw numerous repeat winners this year,” 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 year after year.”

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 2017 model year and the Vincentric methodology is available at 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.

**Contact Information**

Alexandra Carey

Vincentric, LLC

<http://www.vincentric.com>

+1 (248) 430-4121 Ext: 114

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