



TOTAL COST OF OWNERSHIP ANALYSIS 2011 Heavy Duty Vans - Canada

Vincentric, leading automotive data compilation and analysis firm, analyzed the total cost of ownership of the 2011 Mercedes-Benz Sprinter and competitive vehicles from Chevrolet, Ford, and GMC.

This analysis measured all costs incurred as a result of owning and operating a vehicle. Costs measured were depreciation (how much value a vehicle loses over time), fuel costs, insurance, maintenance, repairs, financing, fees and taxes and even opportunity cost...which is the loss of potential interest income as a result of owning and operating a vehicle.

The study assumed that owners will drive 25,000 kilometers per year in Canada for five years, and measured a total of 36 different vehicle configurations, broken out as follows:

- Chevrolet Express 2500 and 3500: 10 configurations
- Ford E250 and E350: 8 configurations
- GMC Savana 2500 and 3500: 10 configurations
- Mercedes-Benz Sprinter 2500 and 3500: 8 configurations

The average lifecycle costs for each model were then compared to determine which had the lowest costs. In doing so, the results showed that the 2011 Mercedes-Benz Sprinter had the lowest total cost of ownership, despite that fact that it had the highest acquisition cost of any model in the study. This was primarily due to the Sprinter's best-in-class fuel economy and low depreciation.

Vincentric is well positioned to analyze lifecycle costs in these types of special studies. Each month the organization measures lifecycle costs for over 12,000 vehicle configurations for vehicles from 2007-2012 model years in both the US and Canada, with many of the results published on major web sites, including Yahoo! Autos, Cars.com, AOL Autos, NADA Guides, Fleet-Central.com, and many others. In addition, the company announces Vincentric's Best Value in America awards and Vincentric's Best Fleet Value in America awards each year to help buyers with their vehicle purchase decisions.