

Press Release

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Volvo S60 wins Vincentric Best Value in Canada Award

Accolade provides valuable service to consumers by analyzing cost-of-ownership

TORONTO, ON (October 31, 2012) - The first annual Vincentric Best Value in Canada™ awards were recently announced and the Volvo S60 received a nod in the mid-size, premium category. This adds to a long list of accolades for the sport sedan, including Top Safety Pick by the Insurance Institute for Highway Safety (IIHS) as well as a perfect score of five stars in the NHTSA (National Highway Traffic Safety Administration) crash testing.

Vincentric analyzed over 1,700 vehicle configurations to determine the 2012 Vincentric Best Value in Canada awards, measuring cost-of-ownership using eight different cost factors: depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs. The company used a statistical model to identify the Vincentric Best Value in Canada winners by measuring which vehicles had lower than expected ownership costs given their market segment and price. Each vehicle was evaluated in all ten provinces plus the Northwest Territories using a range of annual kilometre intervals and insurance profiles.

"Our awards take into account all costs involved with owning a vehicle, enabling consumers to understand automotive value and measure the impact that owning a specific vehicle will have on their financial situation," said David Wurster, President of Vincentric. "We are proud to provide consumers with the information they need to make informed automotive purchase decisions in Canada."

"We are honoured to add this award to the long list of accolades received by the S60," says Marc Engelen, president & CEO Volvo Cars of Canada Corp. "This award-winning sport sedan offers tremendous value in an incredibly competitive segment and we thank Vincentric for bringing this to the attention of consumers."

Further information regarding all of the winners of the Vincentric Best Value in Canada™ awards for the 2012 model year and the Vincentric methodology is available at <http://cts.vresp.com/c/?Vincentric/5a931564ad/194f8b1771/e48b7ecfe4>.

About Vincentric

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Vincentric data is used by organizations such as Yahoo! Autos, AOL, Cars.com, Chevrolet, Toyota, BMW, Mercedes-Benz, Kiplinger.com, Business Fleet Magazine, Volvo, NADA Guides, The AutoChannel.com, and Fleet-Central.com 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.

Volvo Cars of Canada Corp. is part of the Volvo Car Corporation of Gothenburg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 41 Volvo automobile retailers across the country. Volvo lead the list of luxury car brands in the 2012 Top Safety Picks by the Insurance Institute for Highway Safety (IIHS), with winners including the Volvo C30, S60, S80, XC60 and XC90.

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