

Press Release

Mar 14, 2012 | ID: 43095

Volvo Wins Luxury Brand Segment For The Vincentric Best Value in America Awards

Also awarded five individual carline honors for S80, C70, XC70, XC60 and XC90

ROCKLEIGH, N.J. (March 14, 2012) – The 8th annual Vincentric Best Value in America awards were announced earlier today, with Volvo being named the best value luxury brand. The award is a testament to Volvo's remarkable overall value, thanks to programs like the complimentary Safe + Secure Coverage Plan.

Volvo also took the following individual carline awards:

- Volvo S80 - Mid Size, Sedan Premium segment
- Volvo C70 - Convertible, Premium
- Volvo XC70 - Wagon, Premium
- Volvo XC60 - Crossover, Compact, Premium segment
- Volvo XC90 - Crossover, Mid Size, Premium segment

"Our awards take into account all costs involved with owning a vehicle, which enables consumers to understand automotive value and measure the impact that owning a specific vehicle will have on their financial situation," stated David Wurster, President of Vincentric. "Our 2012 results show strong performance from a wide variety of manufacturers, indicating that automakers continue to use cost-of-ownership as a key metric when benchmarking performance against competitors."

Vincentric measures cost-of-ownership using eight different cost factors: depreciation, fees & taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs. Using a statistical model, the company identified the Vincentric Best Value in America winners by measuring which vehicles had lower than expected ownership costs given their market segment and price. Each vehicle was evaluated in all 50 states plus DC using a range of annual mileage intervals and insurance profiles.

Further information regarding all of the winners of the Vincentric Best Value in America™ awards for the 2012 model year and the Vincentric methodology is available at <http://www.vincentric.com/>.

Keywords:

Volvo XC60, XC90 (2002-2014), C70, Press Releases, 2012, XC70 (2008-2016), S80 (2008-2016), Product News

Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).