

Toyota Takes 10 Vincentric 'Best Value in America' Awards Including Best Overall Passenger Car

March 01, 2011

TORRANCE, Calif., March 1, 2011 – – Toyota led all manufacturers with 10 winners in the 7th annual Vincentric's Best Value in America awards for the 2011 model year. Toyota's award total was twice as many as the runner-up brand and represented nearly one-quarter of all awards selected.

Vincentric determines its Best Value in America awards based on cost-of-ownership by measuring eight different cost factors: depreciation, fuel, insurance, opportunity cost, financing, maintenance, taxes and state fees, and repairs.

The 10 segment winners were highlighted by Toyota receiving the brand level award for the passenger car segment, in addition to its nine model-specific awards. The remaining nine model-specific segment awards captured by Toyota included:

- 4Runner – SUV, Mid-Size (third year in a row)
- Avalon – Large (six-time winner)
- Camry Hybrid – Mid-Size Hybrid Sedan
- FJ Cruiser – SUV, Compact
- Highlander Hybrid – SUV, Mid-Size Hybrid
- Land Cruiser – SUV, Mid-Size Premium (fourth year in a row)
- Prius – Compact, Advanced Fuel Technology (six-time winner)
- Tacoma – Compact Pickup (seventh year in a row...more than any other vehicle)
- Venza – Crossover, Mid-Size (two-time winner)

Vincentric, LLC is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Mich. The company provides data, knowledge, and insight to the automotive industry by identifying and applying many aspects of automotive value. Using Vinbase™, its comprehensive, proprietary cost-of-ownership database, Vincentric measures and analyzes the overall cost of owning and operating vehicles and its impact on the value provided to buyers.

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NOTE TO EDITORS: Photos to accompany this story are available and can be retrieved in digital form by media without charge at <http://www.toyotanewsroom.com>.