

## FACT SHEET

# AUTOMOTIVE INTERNET SOLUTIONS

As competition between automotive web sites becomes stronger each day, it is important for site managers to find a competitive edge. One key method for doing so is to increase the quality of your automotive data content.

Vincentric provides up-to-date, flexible and accurate automotive cost-of-ownership data to help increase the value of your site in the eyes of your audience. By providing site visitors with lifecycle cost data that is easy to understand and provides a vast amount of flexibility, you are better positioned to make your site the destination of choice for the serious auto buyer.

### HOW DOES COST OF OWNERSHIP DATA HELP?

Many sites simply provide the ability to compare costs of various vehicles, along with the basic reviews necessary to help buyers narrow their choices of a new or used vehicle. You can set yourself apart by providing the ability to review hidden costs that will occur in the future. These hidden costs include:

- Depreciation Costs – If one vehicle loses more value than another in the comparison set, it can impact the buying decision.
- Fuel Costs – Allows the consumer to quantify the costs of a vehicle that has a lower “miles per gallon” rating. Vincentric also provides the flexibility to adjust based on high, medium, or low annual mileage.
- Maintenance Costs – These significant, yet often ignored costs can provide valuable insight when other areas of comparison are similar. Consumers find this to be a real eye opener!
- Fees & Taxes – Various state fees can make the difference between an affordable vehicle and one that stretches a budget a bit too far for comfort. Instead of a simple national average, Vincentric provides flexibility by state....a real benefit, especially for luxury vehicles.
- Insurance – Insurance costs are a significant operating cost of a vehicle, yet many consumers don’t explore this cost until the day they add the coverage to their policy. Help your site visitors understand the value of these costs as part of their vehicle evaluation process.
- Financing – It costs money to borrow money, so for those who finance their purchase, it is critical to include this cost when comparing one vehicle to another.
- Repairs – Even with stronger warranties, self-funded repairs are a cost that shouldn’t be overlooked. Show consumers that you understand *all* the factors that will help them compare one vehicle to another.
- Opportunity Costs – This measurement allows users to understand the interest they could have earned using the money they spent as a result of owning the vehicle.

### HOW CAN THIS DATA BE INCLUDED IN YOUR SITE?

Each month, Vincentric updates its cost-of-ownership data and provides a data feed to data licensees. We also work closely with you and your staff to create a seamless integration of our data into your site.

### CHANNEL MANAGEMENT

Vincentric was created to be an independent source of automotive cost-of-ownership data to the automotive industry. Because we are strictly a business-to-business supplier, we aren’t a competitor in the consumer market and can therefore focus on helping you grow your business. This partnership approach allows you to create a competitive advantage without funding your competition.