







**ENTERPRISE
EDITION**

Cost of Ownership data helps consumers make informed purchase decisions.

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COST OF OWNERSHIP DATA FUELS PURCHASE DECISIONS

Industry statistics indicate that search is a major factor in the buying cycle. In fact, nearly 80% of new buyers research their purchase online to find the information they need, while 67% claim the internet has an impact on the make and model they select. Our partnership with IntelliChoice gives you the ability to provide consumers on your automotive sites with a complete 5-year picture of the total cost to own and operate vehicles based on make and model.

Having an online automotive site with advanced search features and an extensive research section is key to gaining and retaining consumer trust and loyalty. Our automotive research center features ratings, reviews, photos, videos, pricing, and cost of ownership data from some of the most respected leaders in the automotive industry. As part of our research center, we offer IntelliChoice.com's Cost of Ownership data which has become an important factor in the buying cycle as it empowers consumers to make more informed purchase decisions by providing them with core ownership costs such as fuel economy, maintenance and insurance premiums. IntelliChoice considers seven areas of ownership costs and analyzes the data to determine the expected 5-year cost in that area for a given vehicle.

Consumers can view details including: Total Target Price, Depreciation, Financing, State Fees, applicable Gas Guzzler Tax, applicable Hybrid Tax Credit, Insurance, Fuel, Maintenance and Repairs. The sum of all the items affecting the cost of the vehicle determines the total 5-year ownership cost. Consumers can also see the vehicle's estimated value at the end of the 5-year period as well as how similar vehicles in the same class compare.

The cost to operate vehicles can be vastly different depending on the make and model so it's important to compare similar vehicles in the same class to get an accurate picture of the total ownership cost so consumers can make smart buying decisions.

IntelliChoice.com uses algorithms that they have fine-tuned over the last 25 years to determine the cost of ownership. They analyze and project the 5-year cost to own for thousands of new and used vehicles. This detailed analysis enables you to provide your online automotive buyers with essential information so you can effectively compete in your local markets.

Keep your consumers coming back by providing them with the information they want and need most. In earning their trust and loyalty, you become the automotive site of choice and they'll recommend your site to friends, family and business associates.

Vehicle Research Center

Research Another Vehicle: 2011 Ford Fusion GO

2011 Ford Fusion

Trim: 4dr Sdn S FWD

	Invoice	MSRP
Base	\$18,567	\$19,820
Destination	\$0	\$760
Total Price	\$18,567	\$20,580

Build a Vehicle Compare Vehicles Request a Quote

Stock Photo - Actual Vehicle May Differ.

Features Specs Consumer Info Multimedia Quality Ratings Reviews Cost to Own

IntelliChoice

Total Target Price	\$21,710	IntelliChoice Value Rating Above Average
Depreciation	\$10,464	
Financing	\$2,296	
State Fees	\$427	
Gas Guzzler Tax	\$0	
Hybrid Tax Credit	\$0	
Insurance	\$6,914	
Fuel	\$8,151	Total 5-Year Ownership Cost \$30,653
Maintenance	\$1,658	
Repairs	\$742	
Retained Value	52%	Cost of Similar Vehicles \$20,861
Cost of Similar Vehicles	\$20,861	

The information presented is based in part on data supplied by IntelliChoice