



*TO BE RELEASED on November 14, 2013*

## **“Best Value Cars Not Cheapest. That’s Why Tesla Ranked ‘Incredible,’ Hyundai and Domestic Lead,” says Strategic Vision**

San Diego – [Strategic Vision](#) has released the results of its 18<sup>th</sup> annual and comprehensive Total Value Index™ (TVI) study. “Value is absolutely not cheap; that’s why you have incredibly performing models like Tesla Model S and its owners ranking it as one of the best Valued cars in America,” explains Darrel Edwards, Ph.D. Executive Chairman and Founder of Strategic Vision. Strategic Vision’s study of over 45,952 new car buyers examined the quality of the buyer’s complete ownership experience and adds the customer’s assessment of economic consequences from two perspectives: (1) Immediate – or what is influential today (e.g. total down payment including drive-off costs, warranty costs, special incentive programs, etc.), and (2) Expected – what they believe the costs that emerge over time will be (e.g. expected Reliability, expected Durability, Resale Value, Durability, Fuel Economy, etc.).

Hyundai Motor Corporation was for the first time in the study’s 18-year history the Total Value leader among US industry automotive corporations. Hyundai Equus is both the Luxury Car leader and had the highest TVI score in the industry. Hyundai also produced segment winners with Sonata, Genesis Coupe and Elantra. Domestic manufacturers had the most models as Total Value segment leaders such as: Chevrolet Spark, Cruze, Volt and Traverse, and with Ford’s Fiesta Sedan, Fusion, Focus Hatchback, Taurus, Explorer and Lincoln Navigator, as well as others. But still, imports such as Toyota had Value leaders like Prius c, Scion FR-S, FJ Cruiser and Tacoma.

“The future of Total Value also plays heavily into the selling of more Alternative Powertrain (APT) fuel vehicles. The right product attributes, vehicle imagery and, of course, the customer’s personal values will make the difference,” says Alexander Edwards, President of Strategic Vision. “Manufacturers have to merge the ‘wind-tunnel results’ and what’s in the customer’s hearts and minds, in order to motivate them into spending significantly more, because a vehicle has the right balance of styling, innovation, performance and environmental friendliness. Total Value captures this from a Value perspective and even becomes foretelling. Without Love, sales of APT fuel vehicles and others, will have to rely on incentives, subsidies and leasing options that make them more affordable, even for those buyers who earn over \$150,000 annually,” continues Edwards.

No individual brand had more Total Value leaders than Chevrolet and Ford with five each. The Total Value segment with the greatest opportunity of improving sales is among the Standard Pickups. Strategic Vision’s other data indicates that there is substantial opportunity to sell a lot of trucks from this segment if manufacturers can merge the core value factors of Durability, Resale Value and Reliability with great motivating styling, the right Standard Equipment and “meaningful” Innovation, all with about 26 MPG or better (ideally speaking). This would launch a “sales-revival” to the likes of Full-Size Pickup sales.

Strategic Vision has presented Total Value™ annually since 1995. Based on Strategic Vision’s quantitative “ValueCentered®” NVES study, the Total Value Index was calculated from buyers who purchased 2013 models during September 2012 to March 2013. The following list contains the number one ranked vehicles in Total Value in their segments as rated by new vehicle buyers:

Micro Car	Chevrolet Spark	667
Small Car	Fiesta Sedan/Cruze/Elantra Sedan (tie)	653/651/651
Small Multi-Function Car	Ford Focus Hatchback	716
Small APT Car	Toyota Prius C	630
Mid-Size Car	Hyundai Sonata/Ford Fusion (tie)	686/686
Mid-Size Multi-Function Car	Volkswagen Jetta SportWagen	637
Mid-Size APT Car	Chevrolet Volt	711
Life-Size Car	Ford Taurus/Dodge Charger	635/634
Near-Luxury Car	Cadillac ATS/Lexus ES 350	696/694
Luxury Car	Hyundai Equus	804
Luxury Multi-Function Car	Volvo XC70	621
Specialty Coupe	Scion FR-S	708
Premium Coupe	Hyundai Genesis Coupe	727
Standard Convertible	MINI Cooper Roadster	726
Premium Convertible/Roadster	Porsche Boxster	708
Standard Pickup	Toyota Tacoma	595
Full-Size Pickup	Chevrolet Avalanche	618
Heavy Duty Pickup	GMC Sierra 2500/3500	550
Entry SUV	Toyota FJ Cruiser	623
Entry CUV	Mitsubishi Outlander Sport	653
Mid-Size SUV	Ford Explorer	650
Mid-Size CUV	Chevrolet Traverse	648
Full-Size Utility	GMC Yukon XL	608
Near-Luxury Utility	Cadillac SRX	673
Luxury SUV	Lincoln Navigator	651
Luxury CUV	Porsche Cayenne	649
Minivan	Toyota Sienna	627
Best Model	Hyundai Equus	804

- MORE -

Special Award APT	Tesla Model S	786
Best Full-Line Corporation	Hyundai Motor Corporation	648

Strategic Vision is a research-based consultancy with over thirty-five years of experience in understanding the consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers. Its unique expertise is in identifying consumers' comprehensive, motivational hierarchies, including the product attributes, personal benefits, value/emotions and images that drive perceptions and behaviors. J. Susan Johnson, CEO of Strategic Vision, coined the phrase "True Innovators" and we measure this construct in the detailed Total Value Index report. The ValueCentered® psychology and research methods were defined by Dr. Darrel Edwards in 1968, and enhanced by co-founders J. Susan Johnson (1972) and Sharon Shedroff (1975). For further information, contact Alexander Edwards or Christopher Chaney at (858) 576-7141 or visit [www.strategicvision.com](http://www.strategicvision.com).