

Mercedes-Benz Vans Win 'Fleet Value' Award Again

TORONTO: Mercedes-Benz Vans have once again been listed among the winners of Vincentric's Best Fleet Value in Canada awards - building on an established reputation for outstanding quality and ROI.

The Mercedes-Benz Sprinter has earned top marks in the Full-Size ¾-Ton Cargo category for the past seven consecutive years, while the Mercedes-Benz Metris Passenger and Cargo Vans have each won in their respective categories for the last three years. For the purposes of the awards, vehicle value is determined on the basis of overall lifecycle cost.

In order to identify the winners, Vincentric conducts rigorous monthly analyses of the cost of ownership for more than 2,000 vehicle configurations based on how they are typically used in Canadian commercial fleets. Considerations include major ownership and operating costs for each vehicle, such as depreciation, fees and taxes, financing and fuel. Opportunity cost, or the loss of potential interest income as a result of owning and operating a vehicle, is also taken into account. Evaluation takes place



in all ten provinces, and uses 24 different lifecycle cost scenarios. To win in their segment, vehicles must have the lowest fleet lifecycle cost in the most scenarios.

In 2018, Mercedes-Benz Vans has earned recognition for delivering the best value in each of the following segments:

- Mid-Size Commercial Passenger Van: Mercedes-Benz Metris Passenger Van (3rd year in a row)
- Mid-Size Commercial Cargo Van: Mercedes-Benz Metris Cargo Van (3rd year in a row)
- Full-Size ¾-Ton Cargo Van: Sprinter Cargo Van 2500 V6 Standard Roof 144"

WB (7th year in a row)

"We understand that offering the best possible fleet solutions for the Canadian commercial market is integral to Mercedes-Benz Vans' success, and that our vehicles' low total cost of ownership is a key differentiating factor in an increasingly competitive market," says Nicolette Lambrichts, Vice President, Mercedes-Benz Vans.

"I am extremely pleased that the Metris Cargo and Passenger have been so successful in each of their first three years on the Canadian market. The Mercedes-Benz Sprinter Cargo continues to solidify its position as a category

leader, achieving top marks for the last seven years. From segment-leading fuel efficiency to low maintenance costs, this recognition is a real indication that we are living up to high expectations - our own and, more importantly, our fleet customers'."

"With such consistent wins in the Mid-Size and ¾-Ton van segments, Canadian fleet buyers can clearly depend on these Mercedes-Benz Vans to offer value for money," says Vincentric President, David Wurster. "The company has every reason to be proud of this recognition."

Mercedes-Benz Canada is responsible for the sales, marketing

and service of Mercedes-Benz and Mercedes-AMG passenger vehicles, Mercedes-Benz Vans and smart. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,700 people in 21 locations across Canada.

Through a nationwide network of 11 Mercedes-Benz owned retail operations and 48 authorized dealerships, Mercedes-Benz Canada sold 52,298 vehicles in 2017. This represents the best year ever for the company and has positioned Mercedes-Benz as the top luxury manufacturer in Canada for the fourth consecutive year.



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* 0% APR Purchase Financing is available on select new 2017 and 2018 Mazda models. Excludes 2017 MX-5 RF and 2018 MX-5 and CX-9 models, and 2019 CX-3. Terms vary by model. Based on a representative agreement using an offered pricing of \$23,125 for the new 2018 Mazda3 SE i4 (D4Z88AA00) with a financed amount of \$23,400. The cost of borrowing for a 72-month term is \$0, monthly payment is \$335, total finance obligation is \$23,400. Offer includes freight and P.D.E. of \$1,695, \$10 OMVIC fee, \$17.75 Tire Stewardship Fee and \$106.39 PPSA. Offer excludes HST.
**Mazda 50th Anniversary Bonus Offer is available to qualifying retail customers who cash purchase/finance a new and previously unregistered, in-stock 2017, 2018 or 2019 Mazda model from an authorized Mazda dealer in Ontario between June 1 - July 3, 2018. Anniversary Bonus Offer value of \$300 for 2018 Mazda3/Mazda3 Sport, 2018 Mazda6, 2018 & 2019 CX-3, 2018 CX-5, \$750 for 2017 Mazda6, 2018 MX-5/MX-5 RF & 2018 CX-9, \$1,000 for 2017 MX-5 RF. Anniversary Bonus Offer will be deducted from the negotiated price before taxes. Some conditions apply. See dealer for complete details.
***Purchase from price, based on Manufacturer's Suggested Retail Price, for new 2018 Mazda6 GS i4 (G4SN8AA00) is \$28,923.
As shown, purchase-from price, based on Manufacturer's Suggested Retail Price, for new 2018 Mazda6 GT (G4TM8AA00) is \$37,723.
Licence, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may sell/lease for less. Dealer order/trade may be necessary on certain vehicles. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit mazda.ca or see your dealer for complete details.