

Vincentric Calls Silverado 'Best Value'

The Chevy Silverado 2500HD has been named a Best Value in America by the data analysis firm Vincentric.

The firm also called Chevrolet the Best Value Truck Brand in America.

Vincentric officials said the Silverado family represents the lowest cost to own of any full-size pickups.

Vincentric analyzes a vehicle's cost-of-ownership through eight different measures: depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs, said Chevy truck spokesperson Tom Wilkinson.

Vincentric awards the Best Value in America Award using an analysis comparing ownership costs to a vehicle's market price.

"With the average age of trucks on the road now more than 11 years, we know that customers hold on to their trucks for a long time," said John Fitzpatrick, Silverado Marketing manager.

"With the lowest cost of ownership of any full-size truck in the segment, the Silverado makes it easiest on our customers to do so."

David Wurster, president of Vincentric, said his group's statistical analysis used more than 1,000 pickup truck configurations to identify the best value truck line in the United States.

"We found that Chevrolet trucks cost less to own and operate than would be expected, providing great value to truck buyers," Wurster said.

"Chevrolet and the Silverado have a long history of providing high-value trucks, and the 2014 offerings continue this heritage."

Wilkinson said that cost-to-own matters to truck buyers more than buyers of just about any other vehicle segment.

"What you have to remember," Wilkinson said, "is that many of our



2014 Chevrolet Silverado 2500 HD

pickup truck buyers are fleet operators and small business owners. They have to consider everything, especially cost-to-own, when they are looking to buy a truck.

"The only vehicle segment I can think of where cost is considered as much by buyers is the full-size van niche, and that's almost totally a commercial market."

Wilkinson said that even with non-commercial buyers, cost-to-own is one of the major factors customers takes a good hard look at when considering purchasing a particular brand of pickup truck.

Other factors considered, Wilkinson said, include durability and reliability and experience with the brand.

"If you're a fleet buyer who is going to keep a truck on the road for 10 or 11 years, cost-of-operation becomes very important," Wilkinson said.

"The truck might be completely paid for after six or seven years. After that, a fleet manager has to look at cost-to-own for the remaining three or four years that the truck will be in the company's fleet."

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Simply put, Wilkinson said, cost-to-own plays a big part in the decision-making process for truck buyers.

And this ranking of the Silverado by an outside group like Vincentric helps make the pickup stand out and become more attractive to buyers.

Ally Financial To Issue Stock

NEW YORK (AP) - Ally Financial has filed for an initial public offering that could raise as much as \$3.06 billion.

The U.S. Department of the Treasury says it plans to sell 95 million shares for between \$25 and \$28 each, which would raise between \$2.38 billion and \$2.66 billion. Treasury also granted the offering's underwriters - Citigroup, Goldman, Sachs & Co., Morgan Stanley and Barclays - a 30-day option to buy up to an additional 14.3 million shares to cover possible over-allotments, raising up to an additional \$399 million.

Ally, formerly known as GMAC received \$17.2 billion in government support during the financial crisis. But the government has since recouped the bulk of its investment.

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