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IntelliChoice.com Names Best Certified Pre-Owned (CPO) Programs for 2009

Volvo, Volkswagen and MINI Ranked Highest on Overall Value

San Diego, CA (October 23, 2008)--IntelliChoice.com, the leading provider of automotive cost and value analysis and part of Source Interlink Media (NASDAQ: SORC), today announced the winners of its 10th annual ranking of Certified Pre-Owned (CPO) manufacturer-sponsored programs. Overall, Volvo took the top ranking for the second straight year among Luxury manufacturers, while Volkswagen holds its title for five straight years for best Non-Luxury program. The biggest surprise was the addition of MINI to the top of the table in a virtual mathematical tie with VW. The rankings were announced at the 2009 National Remarketing Conference & Used Car Expo, in San Diego, California.

“2008 marks the 10th year that IntelliChoice.com has issued the industry’s only report card for [Certified Pre-Owned vehicles](#),” said James Bell, editor of IntelliChoice.com. “During that time, we have seen every automaker launch a CPO program, and many of them have built their programs with our inspection and ranking criteria as a guidepost. Even in this difficult economy, people will still need a new car now and then, and certified used cars are even more attractive to buyers who are looking for value. With depreciation rates running higher on many new cars, CPO is a great way for buyers to get a great car without taking a big hit when they drive it off the lot.”

Volvo and Volkswagen are repeat winners from last year, but Bell noted that the battle for CPO supremacy is tighter than ever, as 2008 marked the first mathematical tie in the Non-Luxury cars category (VW and MINI). “Many automakers score high on CPO rankings, so those that come out on top are to be commended for beating stiff competition,” said Bell. “There’s also good news for American automakers here, as Ford and GM scored tops on Brand Value for Luxury and Non-Luxury vehicles, respectively.”

While new auto sales are showing steep declines, Bell said that 2008 CPO sales have actually made slight gains, in terms of both month to month and year to year growth.

IntelliChoice.com 2009 CPO Winners

IntelliChoice.com investigates and analyzes 32 manufacturer programs. Certified Pre-Owned Vehicles (CPOs) are cars, trucks and sport utility vehicles that have come off lease or have been resold to dealers, and have been thoroughly inspected prior to sale. IntelliChoice.com's Best Certified Pre-Owned Awards are presented in the Luxury and Non-Luxury classes. The following breaks out the top vehicles in each category and the three most important sub-categories:

Luxury Cars

Overall: [Volvo](#)

Warranty: Porsche

100% Inspection Compliance: Audi, Infiniti, Jaguar, Land Rover, Lincoln, Mercedes-Benz, and Volvo

Brand Value: Lincoln

Non-Luxury Cars

Overall: [VW](#) and [MINI](#) (statistical tie)

Warranty: MINI

100% Inspection Compliance: Ford, Mercury, Nissan and Suzuki

Brand Value: General Motors

“CPO programs rely on inventory,” said Bell. “The current market we are in will likely lead to greater choice of CPO vehicles. This spells good news for those prospective buyers who do their homework and are looking for a good deal.”

Methodology

IntelliChoice.com initiated its Certified Pre-Owned awards program ten years ago to address the significant growth of the CPO offering and consumer demand for comprehensive analysis. Programs are rated on a set of criteria that consumers identify as having the most value, such as extended manufacturer warranties, title verification, certification [inspection process](#) and roadside assistance in addition to special financing and return exchange policies. The criteria also account for program/dealer compliance and brand value.

The most important considerations cited by consumers when shopping for a Certified Pre-Owned vehicle are the auto warranties and inspections offered by the manufacturers. For its 2008 rankings, IntelliChoice.com made slight changes to its methodology, including accounting for the fact that almost all automakers now offer CPO extended warranties.

About IntelliChoice.com, Source Interlink Media, and Source Interlink Companies, Inc.

IntelliChoice.com, part of Source Interlink Media, LLC, is the market leader in automotive ownership cost and value analysis. Founded in 1986, IntelliChoice.com is committed to empowering consumers to make better purchase decisions by providing independent and essential automotive information and tools. Through the IntelliChoice.com web site, consumers get the help they need to research, compare, configure and price vehicles. The site also connects buyers to the buying alternatives of their choice, including vehicle manufacturers and an online car buying guide. Source Interlink Media, LLC is a subsidiary of Source Interlink Companies, Inc. (NASDAQ: SORC), a media and marketing services company. Source Interlink is one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books and related items. You can learn more about IntelliChoice at www.intellichoice.com and Source Interlink at www.sourceinterlink.com.

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