



## **POV Reviews Frequently Asked Questions**

### **1. How does a car shopper use POV Reviews?**

Answer: When considering the purchase of a pre-owned vehicle, the consumer selects the year, make and model in which they are interested and then clicks on the video button and watches the video. The consumer can pause and instantly navigate to various parts of the video. By the end of the video the consumer should have sufficient information to make a sound decision to buy or not to buy a particular year, make and model vehicle.

### **2. What key information is provided in each POV Review?**

Answer:

- a. Vehicle Overview: WheelsTV Research
- b. Dependability: WheelsTV Research
- c. Overall Dependability/Predicted Reliability: JDPower.com
- d. Performance: WheelsTV Research
- e. Overall Performance and Design: JDPower.com
- f. Safety: WheelsTV, IIHS, NHTSA
- g. EPA Mileage: WheelsTV, Environmental Protection Agency
- h. Quality: WheelsTV Research
- i. Overall Initial Quality: JDPower.com
- j. Summary: WheelsTV Research
- k. Recommendation: WheelsTV

### **3. What does POV stand for?**

Answer: WheelsTV's Point of View on Pre-Owned Vehicles.

### **4. How long is each program?**

Answer: Approximately five (5) minutes. "Do five hours of research in just five minutes."

## **5. How many vehicles are covered by each POV Review?**

Answer: An entire generation of a vehicle is typically covered in each video. A generation runs about five to seven years. The auto industry defines a generation by the years in which the same or similar chassis, suspension and powertrain are used. Minor updates are included. Styling and interior design may change from year to year but the essential mechanicals stay the same.

## **6. Who does the research for POV Reviews?**

Answer: WheelsTV's team of analysts, editors and test drivers conducts extensive research, gathering information from the EPA, the Insurance Institute for Highway Safety, the National Highway Traffic Safety Administration and numerous third-party sources.

Additionally, J. D. Power and Associates conducts ongoing consumer research, gathering ownership information from thousands of vehicle owners and rating each vehicle on key parameters important to motorists.

## **7. What are JDPower.com Power Circles?**

Answer: JDPower.com Power Circles are ratings graphics that demonstrate the J. D. Power Consumer Center Ratings for each key vehicle attribute.

- a. Five Power Circles equal "Among the Best."
- b. Four Power Circles equal "Better Than Most."
- c. Three Power Circles equal "About Average."
- d. Two Power Circles equal "The Rest."

POV Reviews use Power Circles to demonstrate overall ratings for each year in a vehicle's generation. This demonstrates trends and shows the consumer which years in a generation have the best results and which have the worst. (Typically, more problems are encountered in the first year of a new generation.)

## **8. How does WheelsTV determine its recommendation?**

Answer: WheelsTV's team of analysts and test drivers use a proprietary formula that weighs each information module in the POV Review to arrive at a recommendation.

## **9. What is the range of WheelsTV's POV Review recommendations?**

Answer: There are five levels:

- a. Highly Recommended
- b. Recommended

- c. Acceptable
- d. Neutral
- e. Not Recommended

**10. What years are covered by POV Reviews?**

Answer: We cover primarily late model cars, 2001 to 2009. This is where the greatest amount of research has been conducted and where J.D. Power's information is centered.

**11. How many vehicles will be covered and when?**

Answer: WheelsTV adds approximately ten videos per month covering an average of fifty vehicles. As of October 1, 2009, approximately 200 year/make/models are covered. WheelsTV expects to have coverage of over 1,200 year/make/models by the end of year two.