

PRIMEDIA's IntelliChoice Announces December Best Deals

Campbell, Calif. – (December 15, 2003). Consumer rebates offered by automakers each month don't just lower a car's purchase price and your monthly finance payment. By lowering depreciation and/or the cost of financing, **consumer rebates** also **lower a car's total ownership costs**--the costs you incur month after month in owning and operating a car.

Now, IntelliChoice, the market leader in automotive ownership cost and value analysis, launches a new initiative to identify the best car and truck values offered by the carmakers each month. Each month, IntelliChoice looks at **what it costs to buy, own, and operate** each new model-year trim line. In doing so, we take into consideration the car's **current purchase price** (vehicle pricing often changes over the course of the year), including any national manufacturer **consumer rebates**. We also update fuel costs based on the latest data from the U.S. Energy Information Administration. Based on this information, we identify the month's "Best Deals"--those trim lines that are the best ownership cost value in their class.

"The market place is always changing and now automotive shoppers have the data needed to stay on top of those changes. The Best Deals designation is a great way for consumers to identify how rebates affect a vehicle's value over the time they own it and not just at the time of purchase" said David Wurster, Publisher of PRIMEDIA'S IntelliChoice. "It's not what you pay for your vehicle that's important, it's what it costs you to own it that really matters."

Ownership costs can vary significantly among different trim lines of the same model (e.g., total ownership costs for a Honda Civic DX Sedan can, and do differ from those of a Honda Civic EX Sedan, or a Honda Civic LX Sedan). Often, manufacturer consumer rebates also vary by trim line. And, while the more expensive trim lines generally have bigger manufacturer consumer rebates, they also tend to have steeper depreciation costs. Often, one just offsets the other, so a more expensive trim line with a bigger manufacturer consumer rebate isn't, necessarily, a better ownership value than a less expensive trim line with a smaller rebate.

In fact, if a trim line is a good enough ownership cost value from the beginning, a manufacturer rebate isn't even necessary to make it an IntelliChoice Best Deal of the month. Likewise, a manufacturer rebate, by itself, doesn't necessarily make a car an IntelliChoice Best Deal of the month, or turn a poor value into a great value. Cars that win IntelliChoice's Best Deal of the month designation are usually cars that are good to great ownership cost values before any manufacturer consumer rebate. A rebate, however,

can often turn a good ownership cost value into a great value, and a great value into a Best Deal of the month.

According to John Cobb, Vice President, General Manager of the PRIMEDIA Automotive and Action Sports Internet Groups, “Best Deals are an excellent example of how IntelliChoice helps consumers find those vehicles that offer the greatest consumer value. We are happy to make IntelliChoice Best Deals available on over 50 web sites throughout the PRIMEDIA Automotive Network including, www.intellichoice.com, www.automobilemag.com and www.motortrend.com.”

Here are the IntelliChoice Best Deals for December for each class. (Listed alphabetically by brand within class. More than one trim line per class is listed in case of ties.):

Class	Brand	Model	Body	Rebate	
Subcompact	Ford	Mustang	Convertible	4000	
	Ford	Mustang	Coupe	4000	
	Ford	ZX2	Coupe	4000	
	Honda	Civic DX	Coupe	0	
	Honda	Civic HX	Coupe	0	
	Mitsubishi	Eclipse GS	Coupe	3000	
	Mitsubishi	Eclipse RS	Coupe	3000	
	Mitsubishi	Eclipse Spyder GS	Convertible	2000	
	Compact under \$17,000	Chevrolet	Cavalier	Coupe	3500
Chevrolet		Cavalier	Sedan	3500	
Chevrolet		Cavalier LS	Sedan	3500	
Ford		Focus LX	Sedan	3000	
Ford		Focus SE	Sedan	3000	
Honda		Civic DX	Sedan	0	
Honda		Civic LX	Sedan	0	
Saturn		ION 1	Sedan	2000	
Saturn		ION 2 Quad Coupe	Coupe	2000	
Toyota		Corolla CE	Sedan	0	
Toyota		Corolla LE	Sedan	0	
Toyota		Corolla S	Sedan	0	
Volkswagen		Golf GL TDI	Hatchback	0	
Volkswagen		Golf GL TDI	Hatchback	0	
Compact over \$17,000		Chrysler	Sebring LX	Convertible	4000
		Chrysler	Sebring LX	Sedan	4000
		Dodge	Stratus SE	Coupe	4500
	Honda	Accord LX	Coupe	0	
	Honda	Civic EX	Sedan	0	
	Honda	Civic Hybrid	Sedan	0	
	Toyota	Prius	Sedan	0	
	Volkswagen	Golf GLS TDI	Hatchback	0	

	Volkswagen	Jetta GL TDi	Sedan	0
Small Wagon	Pontiac	Vibe	Wagon	2000
	Toyota	Matrix	Wagon	0
	Toyota	Matrix XR	Wagon	0
	Volkswagen	Jetta GL TDi	Wagon	0
Midsize under \$21,000	Dodge	Stratus SE	Sedan	4000
	Dodge	Stratus SXT	Sedan	4000
	Honda	Accord DX	Sedan	0
	Honda	Accord LX	Sedan	0
	Mazda	Mazda6 i	Sedan	2000
	Saturn	L200	Sedan	3000
	Toyota	Camry LE	Sedan	0
	Toyota	Camry SE	Sedan	0
Midsize over \$21,000	Buick	Century Custom	Sedan	3000
	Buick	Regal LS	Sedan	3000
	Chevrolet	Monte Carlo LS	Coupe	3000
	Dodge	Stratus ES	Sedan	4000
	Dodge	Stratus R/T	Sedan	4000
	Honda	Accord EX	Sedan	0
	Honda	Accord LX V6	Sedan	0
	Pontiac	Grand Prix SE	Sedan	3000
	Toyota	Camry XLE	Sedan	0
	Volkswagen	Passat GL	Sedan	0
	Volkswagen	Passat GLS 1.8T	Sedan	0
Midsize/Large Wagon	Ford	Focus SE	Wagon	3000
	Ford	Focus ZTW	Wagon	3000
	Subaru	Legacy L	Wagon	1250
	Subaru	Outback	Wagon	1250
	Volkswagen	Passat GL	Wagon	0
Large	Chrysler	300M	Sedan	4500
	Chrysler	Concorde LX	Sedan	4500
	Chrysler	Concorde LXi	Sedan	4500
	Dodge	Intrepid SE	Sedan	4500
	Ford	Crown Victoria	Sedan	4000
	Ford	Crown Victoria LX	Sedan	4000
	Ford	Taurus SE	Sedan	3000
Near Luxury	Audi	A4 1.8T	Sedan	0
	Audi	A4 1.8T quattro	Sedan	0
	BMW	325 i	Sedan	0
	BMW	330 i	Sedan	0
	Lexus	ES 300	Sedan	0
Luxury	BMW	745 i	Sedan	0
	Lexus	LS 430	Sedan	0
	Mercedes-Benz	CLK320	Coupe	0
	Mercedes-Benz	CLK320 Cabriolet	Convertible	0
	Mercedes-Benz	CLK430 Cabriolet	Convertible	0
	Mercedes-Benz	E320	Sedan	0

	Mercedes-Benz	E320	Wagon	0
	Mercedes-Benz	E320 AWD	Wagon	0
Base Sport	BMW	Z4 2.5i Roadster	Convertible	0
	Ford	Mustang GT	Convertible	4000
	Mazda	MX-5 Miata	Convertible	2750
	Mazda	MX-5 Miata LS	Convertible	2750
	Mitsubishi	Eclipse GTS	Coupe	3000
Sport	Chevrolet	Corvette	Convertible	2000
	Chevrolet	Corvette	Coupe	2000
	Chevrolet	Corvette Z06	Hardtop	2000
Mini-Van under \$26,000	Chrysler	Town & Country eL	Pass Ext Van	3500
	Dodge	Grand Caravan eL	Pass Ext Van	4500
	Dodge	Grand Caravan eX	Pass Ext Van	4500
	Dodge	Grand Caravan SE	Pass Ext Van	4500
	Ford	Windstar	Pass Ext Van	5000
	Ford	Windstar	Cargo Ext Van	5000
	Honda	Odyssey LX	Pass Ext Van	0
	Mazda	MPV LX	Pass Van	2500
	Toyota	Sienna LE	Pass Van	0
	Toyota	Sienna CE	Pass Van	0
Mini-Van over \$26,000	Chrysler	Town & Country eX	Pass Ext Van	3500
	Chrysler	Town & Country Limited	Pass Ext Van	3500
	Chrysler	Town & Country Limited AWD	Pass Ext Van	3500
	Chrysler	Town & Country LX	Pass Ext Van	3500
	Chrysler	Town & Country LXi	Pass Ext Van	3500
	Chrysler	Town & Country LXi AWD	Pass Ext Van	3500
	Dodge	Grand Caravan ES	Pass Ext Van	4500
	Dodge	Grand Caravan ES AWD	Pass Ext Van	4500
	Dodge	Grand Caravan Sport	Pass Ext Van	4500
	Dodge	Grand Caravan Sport AWD	Pass Ext Van	4500
	Ford	Windstar Limited	Pass Ext Van	5000
	Ford	Windstar LX	Pass Ext Van	5000
	Ford	Windstar SE	Pass Ext Van	5000
	Ford	Windstar SEL	Pass Ext Van	5000
	Honda	Odyssey EX	Pass Ext Van	0
	Toyota	Sienna XLE	Pass Van	0
Full-Size Van	Chevrolet	Express 1500	Pass Van	3000
	Chevrolet	Express 1500 AWD	Pass Van	3000
	Chevrolet	Express 1500	Cargo Van	3000
	Chevrolet	Express 1500 AWD	Cargo Van	3000
	Chevrolet	Express 2500	Cargo Van	3000
	Chevrolet	Express 2500 AWD	Cargo Van	3000
	Chevrolet	Express 2500	Cargo Ext Van	3000
	Ford	E150 Van	Cargo Van	3000
	Ford	E150 XL Wagon	Pass Van	3000
	Ford	E150 XLT Wagon	Pass Van	3000
	Ford	E250 Extended Van	Cargo Ext Van	3000

	Ford	E250 Van	Cargo Van	3000
	Ford	E350 Super Duty XLT Extended Wagon	Pass Ext Van	3000
	Ford	E350 Super Duty XLT Wagon	Pass Van	3000
	Ford	E350 Super Duty XL Wagon	Pass Van	3000
	GMC	Savana 1500	Pass Van	3000
	GMC	Savana 1500 AWD	Pass Van	3000
	GMC	Savana 1500	Cargo Van	3000
	GMC	Savana 1500 AWD	Cargo Van	3000
	GMC	Savana 2500	Cargo Van	3000
	GMC	Savana 2500 AWD	Cargo Van	3000
	GMC	Savana 2500	Cargo Ext Van	3000
Compact Pickup 2WD	Chevrolet	S-10	Extended Cab	4000
	Chevrolet	S-10	Regular Cab	4000
	Chevrolet	S-10 LS	Extended Cab	4000
	Chevrolet	S-10 LS	Regular Cab	4000
	Dodge	Dakota	Regular Cab	4500
	Dodge	Dakota Club Cab	Extended Cab	4500
	Dodge	Dakota SLT	Regular Cab	4500
	Dodge	Dakota SLT Club Cab	Extended Cab	4500
	Dodge	Dakota SLT Quad Cab	Extended Cab	4500
	Dodge	Dakota Sport	Regular Cab	4500
	Dodge	Dakota Sport Club Cab	Extended Cab	4500
	Dodge	Dakota Sport Quad Cab	Extended Cab	4500
	GMC	Sonoma SL	Extended Cab	4000
	GMC	Sonoma SL	Regular Cab	4000
	GMC	Sonoma SLS	Extended Cab	4000
	GMC	Sonoma SLS	Regular Cab	4000
Compact Pickup 4WD	Dodge	Dakota 4WD	Regular Cab	4500
	Dodge	Dakota Club Cab 4WD	Extended Cab	4500
	Dodge	Dakota SLT 4WD	Regular Cab	4500
	Dodge	Dakota SLT Club Cab 4WD	Extended Cab	4500
	Dodge	Dakota SLT Quad Cab 4WD	Extended Cab	4500
	Dodge	Dakota Sport 4WD	Regular Cab	4500
	Dodge	Dakota Sport Club Cab 4WD	Extended Cab	4500
	Dodge	Dakota Sport Quad Cab 4WD	Extended Cab	4500
	Subaru	Baja	Extended Cab	2000
	Subaru	Baja Sport	Extended Cab	2000
Full-Size Pickup 2WD	Chevrolet	Avalanche 1500	Extended Cab	4000
	Chevrolet	Silverado C1500	Regular Cab	3000
	Chevrolet	Silverado C1500	Extended Cab	3000
	Chevrolet	Silverado C1500 LS	Extended Cab	3000
	Chevrolet	Silverado C1500 LT	Extended Cab	3000
	Chevrolet	Silverado C1500 LS	Regular Cab	3000
	Chevrolet	Silverado C2500 HD Crew Cab	Extended Cab	3000
	Chevrolet	Silverado C2500 HD Crew Cab LS	Extended Cab	3000
	Chevrolet	Silverado C2500 HD	Extended Cab	3000

	Chevrolet	Silverado C2500 HD LS	Extended Cab	3000
	Chevrolet	Silverado C3500	Extended Cab	3000
	Dodge	Ram 1500	Regular Cab	4500
	Dodge	Ram 1500 Quad Cab	Extended Cab	4500
	Dodge	Ram 3500 Quad Cab	Extended Cab	4500
	Ford	F150 Lariat Styleside SuperCrew	Extended Cab	2500
	Ford	F150 SVT Lightning Flareside	Regular Cab	3000
	Ford	F150 XL Flareside	Regular Cab	3000
	Ford	F150 XL Flareside SuperCab	Extended Cab	2500
	Ford	F150 XL Styleside	Regular Cab	3000
	Ford	F150 XL Styleside SuperCab	Extended Cab	2500
	Ford	F150 XLT Flareside SuperCab	Extended Cab	2500
	Ford	F150 XLT Styleside	Regular Cab	3000
	Ford	F150 XLT Styleside SuperCab	Extended Cab	2500
	Ford	F150 XLT Styleside SuperCrew	Extended Cab	2500
	Ford	F250 XL Super Duty Styleside Crew Cab	Extended Cab	3000
	Ford	F350 XL Super Duty Crew Cab	Extended Cab	3000
	Ford	F350 XL Super Duty DRW Crew Cab	Extended Cab	3000
	Ford	F350 XL Super Duty DRW SuperCab	Extended Cab	3000
	Ford	F350 XLT Super Duty DRW Crew Cab	Extended Cab	3000
	GMC	Sierra C1500	Regular Cab	3000
	GMC	Sierra C1500	Extended Cab	3000
	GMC	Sierra C1500 SLE	Extended Cab	3000
	GMC	Sierra C1500 SLT	Extended Cab	3000
	GMC	Sierra C2500 HD	Extended Cab	3000
	GMC	Sierra C3500 Crew Cab	Extended Cab	3000
Full-Size Pickup 4WD	Chevrolet	Avalanche 1500 4WD	Extended Cab	4000
	Chevrolet	Silverado K1500	Regular Cab	3000
	Chevrolet	Silverado K1500	Extended Cab	3000
	Chevrolet	Silverado K1500 LS	Extended Cab	3000
	Chevrolet	Silverado K1500 LT	Extended Cab	3000
	Chevrolet	Silverado K1500 LS	Regular Cab	3000
	Chevrolet	Silverado K2500	Extended Cab	3000
	Chevrolet	Silverado K2500 LS	Extended Cab	3000
	Chevrolet	Silverado K2500 HD Crew Cab	Extended Cab	3000
	Chevrolet	Silverado K2500 HD Crew Cab LS	Extended Cab	3000
	Chevrolet	Silverado K2500 HD	Extended Cab	3000
	Chevrolet	Silverado K2500 HD LS	Extended Cab	3000
	Chevrolet	Silverado K3500 Crew Cab	Extended Cab	3000
	Chevrolet	Silverado K3500	Extended Cab	3000
	Chevrolet	Silverado K3500 LS	Extended Cab	3000
	Dodge	Ram 1500 4WD	Regular Cab	4500
	Dodge	Ram 1500 Quad Cab 4WD	Extended Cab	4500

	Dodge	Ram 3500 Quad Cab 4WD	Extended Cab	4500
	Ford	F150 Lariat Styleside SuperCrew 4WD	Extended Cab	2500
	Ford	F150 XL Flareside 4WD	Regular Cab	3000
	Ford	F150 XL Flareside SuperCab 4WD	Extended Cab	2500
	Ford	F150 XL Styleside 4WD	Regular Cab	3000
	Ford	F150 XL Styleside SuperCab 4WD	Extended Cab	2500
	Ford	F150 XLT Flareside 4WD	Regular Cab	3000
	Ford	F150 XLT Flareside SuperCab 4WD	Extended Cab	2500
	Ford	F150 XLT Styleside 4WD	Regular Cab	3000
	Ford	F150 XLT Styleside SuperCab 4WD	Extended Cab	2500
	Ford	F150 XLT Styleside SuperCrew 4WD	Extended Cab	2500
	Ford	F250 XL Super Duty Styleside Crew Cab 4WD	Extended Cab	3000
	Ford	F250 XL Super Duty Styleside SuperCab 4WD	Extended Cab	3000
	Ford	F350 Lariat Super Duty DRW Crew Cab 4WD	Extended Cab	3000
	Ford	F350 XL Super Duty Crew Cab 4WD	Extended Cab	3000
	Ford	F350 XL Super Duty DRW Crew Cab 4WD	Extended Cab	3000
	Ford	F350 XL Super Duty DRW SuperCab 4WD	Extended Cab	3000
	Ford	F350 XL Super Duty SuperCab 4WD	Extended Cab	3000
	Ford	F350 XLT Super Duty DRW Crew Cab 4WD	Extended Cab	3000
	GMC	Sierra K1500	Regular Cab	3000
	GMC	Sierra K1500	Extended Cab	3000
	GMC	Sierra K1500 SLE	Extended Cab	3000
	GMC	Sierra K1500 SLT	Extended Cab	3000
	GMC	Sierra K2500 HD Crew Cab	Extended Cab	3000
	GMC	Sierra K2500 HD Crew Cab SLE	Extended Cab	3000
	GMC	Sierra K2500	Extended Cab	3000
	GMC	Sierra K2500 SLE	Extended Cab	3000
	GMC	Sierra K2500 HD	Extended Cab	3000
	GMC	Sierra K2500 HD SLE	Extended Cab	3000
Compact Utility under \$20,000	Chrysler	PT Cruiser	Sport Utility	3000
	Ford	Escape XLS	Sport Utility	2000
	Honda	CR-V LX 4WD	Sport Utility	0
	Jeep	Wrangler SE	Sport Utility	2000
	Jeep	Wrangler X	Sport Utility	2000
	Mazda	Tribute DX	Sport Utility	2500

	Toyota	RAV4	Sport Utility	0
	Toyota	RAV4 4WD	Sport Utility	0
Compact Utility over \$20,000	Ford	Escape XLS 4WD	Sport Utility	2000
	Ford	Escape XLT	Sport Utility	2000
	Jeep	Wrangler Sport	Sport Utility	2000
	Mazda	Tribute DX 4WD	Sport Utility	2500
	Mazda	Tribute ES V6	Sport Utility	2500
	Mazda	Tribute ES V6 4WD	Sport Utility	2500
	Mazda	Tribute LX V6	Sport Utility	2500
	Mazda	Tribute LX V6 4WD	Sport Utility	2500
Intermediate Utility under \$30,000	Buick	Rendezvous CX	Sport Utility	3500
	Chevrolet	TrailBlazer LS	Sport Utility	3000
	Dodge	Durango Sport	Sport Utility	4500
	Dodge	Durango Sport 4WD	Sport Utility	4500
	Ford	Explorer XLS	Sport Utility	4000
	Ford	Explorer XLS 4WD	Sport Utility	4000
	Ford	Explorer XLS AWD	Sport Utility	4000
	GMC	Envoy SLE	Sport Utility	3500
	Jeep	Grand Cherokee Laredo	Sport Utility	4500
	Jeep	Grand Cherokee Laredo 4WD	Sport Utility	4500
	Toyota	4Runner SR5	Sport Utility	0
	Toyota	Highlander	Sport Utility	0
	Toyota	Highlander 4WD	Sport Utility	0
Intermediate Utility over \$30,000	Acura	MDX	Sport Utility	0
	Dodge	Durango SLT	Sport Utility	4500
	Dodge	Durango SLT 4WD	Sport Utility	4500
	Jeep	Grand Cherokee Limited	Sport Utility	4500
	Jeep	Grand Cherokee Limited 4WD	Sport Utility	4500
	Lexus	RX 300	Sport Utility	0
	Lexus	RX 300 4WD	Sport Utility	0
Utility under \$40,000	Chevrolet	Suburban C1500 LS	Sport Utility	3000
	Chevrolet	Suburban K1500 LS	Sport Utility	3000
	Chevrolet	Tahoe	Sport Utility	3000
	Chevrolet	Tahoe 4WD	Sport Utility	3000
	Ford	Excursion XLT	Sport Utility	4500
	Ford	Excursion XLT 4WD	Sport Utility	4500
	Ford	Excursion XLT Premium	Sport Utility	4500
	Ford	Expedition XLT	Sport Utility	4000
	Ford	Expedition XLT 4WD	Sport Utility	4000
	GMC	Yukon	Sport Utility	3500
	GMC	Yukon 4WD	Sport Utility	3500
	GMC	Yukon XL C1500	Sport Utility	3500
	Toyota	Sequoia SR5	Sport Utility	0
Utility over \$40,000	Ford	Excursion Eddie Bauer	Sport Utility	4500
	Ford	Excursion XLT Premium 4WD	Sport Utility	4500

	GMC	Yukon XL K1500	Sport Utility	3500
	GMC	Yukon XL K2500	Sport Utility	3500
	GMC	Yukon XL Denali AWD	Sport Utility	3500
	Toyota	Land Cruiser 4WD	Sport Utility	0
	Toyota	Sequoia Limited	Sport Utility	0

IntelliChoice Best Deals of the month are based on current vehicle pricing, market conditions and the lowest cost national manufacturer consumer rebate.

About PRIMEDIA

PRIMEDIA is the leading targeted media company in the United States, with positions in consumer and business-to-business markets. Our properties deliver content via print as well as video, the Internet and live events and offer highly effective advertising and marketing solutions in some of the most sought after niche markets. With 2002 sales from continuing businesses of \$1.5 billion, PRIMEDIA is the #1 special interest magazine publisher in the U.S. with more than 250 titles. Our well known brands include Motor Trend, Automobile, New York, Fly Fisherman, Power & Motoryacht, Creating Keepsakes, Ward's Auto World, and Registered Rep. The company is also the #1 publisher and distributor of free consumer guides, including Apartment Guides. PRIMEDIA Television's leading brand is the Channel One Network and About is one of the largest sources of original content on the Internet. PRIMEDIA's stock symbol is: NYSE: PRM. More information about the company can be found at www.primedia.com.

About IntelliChoice

Founded in 1986, **IntelliChoice** is the market leader in automotive ownership cost and value analysis and in automotive leasing cost analysis. Complete auto pricing information, specifications, and proprietary IntelliChoice ownership cost and value information, and GoldStar and other auto lease evaluations are freely available at the IntelliChoice web site, www.intellichoice.com.

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