FOR IMMEDIATE RELEASE – Toronto, Ontario – Tuesday, November 24, 2015

Nine “Best New” category winners were announced today by the Automobile Journalists Association of Canada, better known as AJAC. The results were tabulated by KPMG, the accounting firm that works with the association and its Canadian Car of the Year awards.

The nine “Best New” categories cover the full new-model spectrum, including Best New Small Car, Best New Sports/Performance, and Best New SUV/CUV. Most of these core categories are further divided into price ranges to better provide fair and relevant comparisons.

The vehicles named will now compete for the overall Canadian Car of the Year and Canadian Utility Vehicle of the Year honours, which will be announced at the Canadian International Auto Show in Toronto next February. AJAC will also announce the winners of its Canadian Green Car of the Year awards at the Vancouver International Auto Show in March.

The category winners represent the voting results by the largest group of Canada’s best-known automotive journalists, who gathered this October in Clarington, Ontario for a four-day test-drive evaluation of brand-new or significantly changed models. The event, known as “TestFest,” was hosted by Canadian Tire Motorsport Park, and Shell Canada was the official fuel supplier.

“TestFest is the most intensive new-vehicle evaluation process on the planet,” said Gary Grant, co-chair of the Canadian Car of the Year committee. “No other organization employs such stringent testing methods to determine its award winners.”

The rigorous testing program includes real-world driving on public roads, exactly where consumers drive, so the test data and vote results are directly relevant to potential car and utility vehicle buyers. The results are not based on the personal opinion of just one or two journalists. Instead, 71 automotive journalists each drove vehicles in their categories back-to-back on the same day, under the same conditions, to ensure fair and objective comparisons.

“Our program is absolutely testing-based,” said Justin Pritchard, co-chair of the Canadian Car of the Year committee. “We have dozens of experienced vehicle testers driving dozens of vehicles, back to back, over the course of several days. This testing process generated 1,911 test drives, producing over 110,000 data points and 1701 category ballots. It’s important to note that every aspect of this testing data is shared online via our website, so shoppers can see how any given vehicle won its category, or how it stacked up to the category winner.”

Data driven and Canadian expertise: That’s what makes an AJAC winner.

And the winners are......:

WINNERS
2016 CANADIAN CAR OF THE YEAR
“BEST NEW” AWARDS

BEST NEW SMALL CAR
Honda Civic

BEST NEW FAMILY CAR
Volkswagen Golf Sportwagon 1.8TSI

BEST NEW SPORTS / PERFORMANCE (under $50,000)
Volkswagen Golf R

BEST NEW SPORTS / PERFORMANCE (over $50,000)
Mercedes-AMG C 63 S

BEST NEW PRESTIGE / PERFORMANCE
Mercedes-AMG GT S Coupe

BEST NEW SUV / CUV (under $35,000)
Mazda CX-3

BEST NEW SUV / CUV ($35,000 - $60,000)
Kia Sorento

BEST NEW SUV / CUV (over $60,000)
Volvo XC90

BEST NEW PICKUP
Chevrolet Silverado

PRESS ROOM FOR MEDIA: you didn’t have to be at Canadian Tire Motorsport Park for the Canadian Car of the Year Awards program in order to produce media coverage of the event. AJAC has set-up a virtual press room on-line where you may peruse and download the following:

PHOTOS: the process of evaluating 150 vehicles back-to-back at TestFest is captured in photographs.

VIDEO: b-roll of the 5 day event as well as short 90-second videos: ideal for YouTube

AERIAL VIEW: drone footage of the event from the sky.

QUOTES & TESTIMONIALS: comments from our journalists on the cars, trucks, and SUVs driven at TestFest.

FACT SHEET: including recent press releases.

Link is: http://ajac.ca/web/ccoty/pressroom.asp

For further information about AJAC, its annual “TestFest, and the Canadian Car of the Year Awards, please contact Allie Marsh, AJAC Event Coordinator, 289.213.9084, e: allie@ajac.ca