



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA
ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

2017 CANADIAN CAR OF THE YEAR AWARDS
Canadian Auto Experts are Gearing Up for an Intensive Fall Testing Program
during the Automobile Journalists Association of Canada "TestFest"

The Canadian Car of the Year is a vehicle that truly stands out in its market segment, in the industry, and in the collective evaluation of Canada's most trusted automotive experts.

FOR IMMEDIATE RELEASE: Toronto, Ontario. Friday, October 7, 2016

The stage is set for the 29th annual Canadian Car of the Year (CCOTY) awards testing to take place October 24 through 26, 2016, in Clarington, Ontario at Canadian Tire Motorsports Park. The annual event is hosted by the Automobile Journalists Association of Canada (AJAC), and sees the most important new vehicles together in a single venue for back-to-back testing by dozens of experienced Canadian auto reviewers.

Vehicles are divided into categories by type, pricing and vehicle use. The winners in each category then compete in a second round of voting for the overall title of Canadian Car of the Year, Canadian Utility Vehicle of the Year, Canadian Green Car of the Year and Canadian Green Utility Vehicle of the Year. The awards are open to vehicles that are all-new or significantly updated for the current model year. With years of archived data available at www.AJAC.ca, the results of all current and past vehicle testing can be cross-compared by shoppers.

Last year, the Honda Civic Sedan was named the Canadian Car of the Year, while the Chevrolet Volt was judged the Canadian Green Car of the Year. The Mazda CX-3 was named both Canadian Utility Vehicle of the Year and Canadian Green Utility Vehicle of the Year. This year, a new selection of entries will be evaluated through eight (8) revised testing categories that match vehicle competitors more closely than ever.

The winners aren't the only important results from the intensive annual testing program. "Our program generates a tremendous amount of data, which is archived and shared with consumers, where it can be used as a resource in the marketplace," says CCOTY Co-Chair Justin Pritchard.

"Our experienced vehicle testers drive participating vehicles, back-to-back, over the course of several days. This testing process generates thousands of data points across multiple voting fields. We share every aspect of this testing data online, so shoppers can see exactly how a given vehicle won its category, or how it stacked up to the category winner. This is not a popularity contest. Each winning vehicle is validated by controlled, back-to-back testing, and detailed scoring data."

The category winners will be announced in December, with the overall winners announced early in 2017. But the ultimate goal is to provide relevant, consumer-driven information for Canadian shoppers to use when making the decision to purchase or lease any vehicle. For more information and to see the scores for all AJAC-tested vehicles from all years, visit www.AJAC.ca.

For further information about the AJAC CCOTY Awards, please contact **Justin Pritchard** Co-Chair (pritch@justinpritchard.ca), **Gary Grant** Co-Chair (thegarageguy@rogers.com), **Brian Early** Director (bandb.early@sympatico.ca), **Haney Louka** Director (autoreviews@mts.net), **David Taylor** Director (davidtaylor@rogers.com) or **Charles Jolicoeur** Director (editor@ecoloauto.com).
