



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA
ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

FOR IMMEDIATE RELEASE

Clarington, ON – Wednesday, October 28, 2015

**AJAC's 2016 Canadian Car of the Year Awards
INTENSIVE AUTOMOTIVE TESTING PROGRAM IS UNDERWAY**

Over 80 of Canada's top automotive journalists are testing 122 vehicles to vote on the 2016 "Best New" cars, trucks and SUVs for the Canadian Car of the Year awards (CCOTY). The event is organized by the Automobile Journalists Association of Canada (AJAC). The Canadian Tire Motorsport Park in Clarington, Ontario is hosting the event, and Shell Canada continues as the official fuel supplier for the tenth year.

The CCOTY program capitalizes on the experience of its journalists, who drive all entries back-to-back on a series of drive routes that include public roads, a performance course, handling course, and off-road course, creating a range of conditions that everyday drivers may experience with their own vehicles.

In addition to the category and overall winning vehicles, the program produces information that can guide consumers in their vehicle purchases.

"Our program is testing-based, and driven by data and weighted scoring," says Justin Pritchard, CCOTY co-chair. "Dozens of experienced vehicle testers drive dozens of vehicles, back to back, over several days. This testing process generates thousands of data points. We share every aspect of this test data online, so shoppers can see exactly how a given vehicle won its category or how it stacked up to the category winner."

"Whether you're interested in one of this year's category winners, which we'll announce in November, or another model from a previous year, every bit of our testing and voting data is shared online, along with tools to compare vehicles across various categories and years," Pritchard says. "Our objective performance data, which is factored into every vehicle's overall score, is also published. The ultimate goal is to provide highly relevant, consumer-driven information for Canadian shoppers to take into the marketplace."

Vehicles are divided into categories by type, pricing, and use. The winners in each category will then compete in a second round of voting for the overall title of Canadian Car of the Year, Canadian Truck or Utility Vehicle of the Year, Canadian Green Car of the Year, and Canadian Green Utility Vehicle of the Year. The awards are open to passenger vehicles that are new or significantly updated for 2016.

"Canadian Tire Motorsport Park welcomes AJAC to our world-class facility for their 28th annual event," says Myles Brandt, president and general manager. "Canadian Tire Motorsport Park, with its multiple race tracks, skid pads, off-road course and state-of-the-art Event Centres is providing AJAC with everything they require to run the vehicles through the various tests. Many consumers base their next vehicle purchases on the results that will be compiled here, so we couldn't be more proud to play a part in that."

"Clarington is excited to host the Automobile Journalists Association of Canada at the Canadian Tire Motorsport Park," says Adrian Foster, mayor of Clarington. "We are home to Canada's famous race track that will lend itself well to vehicle performance testing. We look forward to finding out which new vehicles stand out above all others."

“TestFest draws a passionate crowd of auto experts who are focused on providing consumers with information they need to help make decisions on one of their biggest investments – their vehicle, says Michael Howe, Shell Fuels Scientist. We work closely with the auto industry to develop fuels based on evolving engine technologies. Shell V-Power is proud to be the official fuel of Testfest; providing the best total engine protection you can get.”

Testing and voting data for the 2016 models tested will be available online soon at www.AJAC.ca. Consumers can use all of AJAC’s information at no charge.

PRESS ROOM FOR MEDIA: All media have access to AJAC’s virtual online press room where the following can be downloaded:

VIDEO: B-roll of the four-day event, as well as 90-second videos ideal for YouTube

AERIAL VIEW: Drone footage of the event will be posted by Friday.

FACT SHEET: Including recent press releases

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

For further information about the AJAC CCOTY Awards, please visit the AJAC web site: ajac.ca

Or contact :

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