



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA
ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

FINALISTS IN TIGHT RACE FOR TOP *GREEN* HONOURS

AJAC's 2017 Canadian Car of the Year Awards

What is a Green Vehicle?

It is a vehicle which, for its size and purpose, provides the Canadian consumer with environmentally-friendly returns that compare favourably with other vehicles in its class.

2017 Canadian Green Car of the Year and 2017 Canadian Green Utility Vehicle of the Year

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The Automobile Journalists Association of Canada (AJAC) announced today the top three finalists in two overall award categories that comprise part of the association's Canadian Car of the Year awards program, which is now in its 32nd year.

The top 3 finalists vying for the 2017 **Canadian Green Car of the Year (CGCOTY)** title, to be declared on Tuesday, March 28, 2017, are (in alphabetical order):
Chevrolet Malibu Hybrid, Kia Optima HEV, Toyota Prius (Technology Package)

The 2017 **Canadian Green Utility Vehicle of the Year (CGUVOTY)** will also be declared on March 28, 2017. The top three finalists in this category are:
Mazda CX-9, Subaru Forester, Toyota Rav4 Hybrid (Technology Package)

Entries to the **CGCOTY** and **CGUVOTY** must meet the standard requirements for initial entry into the Canadian Car of the Year (CCOTY) awards program, and additional criteria for fuel efficiency based on the entry's size, powertrain and purpose. This references the ideology that today's market sees **Green** cars come in many shapes, sizes, price-points and vehicle categories.

All entries are tested during a week-long event each fall, with back-to-back testing by Canada's top auto journalists. The **CGCOTY** and **CGUVOTY** entries are first scored under AJAC's standard Canadian Car of the Year program protocol, which considers subjective and objective data for scoring. They are then further evaluated based on a specific set of "green" criteria in addition to their other scores.

"Our panel of 60-plus voting journalists sequentially drives every vehicle in a testing category, and their scoring is combined with objective data like cargo space, braking test figures and emissions. Scores are weighted for relevance to the vehicle category in question," says CCOTY Co-Chair Justin Pritchard. "Our **Canadian Green Car of the Year** and **Canadian Green Utility Vehicle of the Year** entries are selected from amongst standard entries that meet specific fuel efficiency criteria. Our voting panel casts a separate ballot for these models, focusing on **Green** characteristics including range, recharge/refuel time and price. That's combined with the overall CCOTY score—that is—how the vehicle stacks up to its competition. Today, **Green** cars come in many shapes and sizes, and this testing process ensures we take that into consideration".

For more information regarding the Canadian Green Car of the Year Awards program, please contact Justin Pritchard (pritch@justinpritchard.ca) or Charles Jolicoeur (editor@ecoloauto.com).
