



NEWS

IMMEDIATE RELEASE

JAGUAR LAND ROVER CANADA AWARDS 2016 JOURNALIST OF THE YEAR

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(AJAX, ON) – OCTOBER 27, 2016 – Jaguar Land Rover Canada presented Jill McIntosh of the National Post with the Automotive Journalist Association of Canada (AJAC) Automotive Journalist of the Year award.

The award, inaugurated in 1984, aims to “reward excellence in automotive journalism” and has been sponsored by Jaguar Land Rover Canada since its inception. A variety of submissions are considered for this award including feature story, car review, general editorial opinion, personal style, and mastery of the subject for all applications of media – print, television, radio and internet.

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Judges take into consideration the ‘body of work’ of the journalist, as individual entries for each journalist are grouped together for evaluation of his or her subject matter.

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The judges described McIntosh’s submission as work that demonstrates a love of drivers, automobiles and the truly unusual stories that they often create together. The submission included an account of Andrew Comrie-Picard’s epic journey north to Alaska and the story of Bertha Benz’s contributions to her husband’s innovations, revealing her impact on automotive history.

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The first runner-up was awarded to Kelly Taylor of the Winnipeg Free Press who also won the overall award in 2015. Taylor’s work was described by the judges as striking a nice balance between facts, colour, emotion and judgement with a loose relaxed writing style.

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Marc Bouchard who writes for a variety of outlets was named the second runner-up. The jury said of Bouchard’s work that there was a quality and richness of the French language in each of the articles submitted. A test drive was written in a highly personalized style and included many touching and interesting details. In another article, he used a caustic sense of humour discussing the necessary cohabitation of cyclists and motorists.

All finalists received a plaque while McIntosh also received a crystal trophy and a cheque for \$1,000.

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About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.

The company employs almost 38,000 people globally, with more than 40 in Canada and supports around 275,000 more through our dealerships, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China, Brazil and India.

At Jaguar Land Rover we are driven by a desire to create class-leading products that deliver great customer experiences. The largest investor in R&D in the UK manufacturing sector, we have invested £12 billion (CAD\$20.8 billion) in the last five years and in the current year alone will spend over £3 billion (CAD\$5.2 billion) on new product creation and capital expenditure. Last year Jaguar Land Rover sold 487,065 vehicles in 160 countries, with more than 80% of our vehicles produced in the UK being sold abroad.