



**PORSCHE 911 CARRERA S WINS
AJAC'S BEST NEW DESIGN AWARD FOR 2013**

TORONTO (Ontario) Thursday, February 14, 2013 – In an early morning press conference at the opening of the Canadian International Auto Show in Toronto, the Porsche 911 Carrera S was declared the 2013 Best New Design by the Automobile Journalists Association of Canada (AJAC).

"We are delighted that the 911 was recognized for its design," said Joe Lawrence, President & CEO of Porsche Cars Canada, Ltd. "Although all-new, this latest generation of the iconic sports car is still very much recognizable by its unmistakable silhouette, one of its many defining traits since its introduction 50 years ago."

The top three finalists for the 2013 Best New Design award were the Cadillac ATS, Porsche 911 Carrera S and the Porsche Boxster.

The Porsche 911 Carrera S was also the winner of AJAC's "Best New Prestige and Performance Car (over \$75,000)" class when the Canadian Car of the Year category winners were announced in October 2012.

The intent of the AJAC Best New Design award is to identify and reward the vehicle that exhibits the best balance of form and function. Accordingly, the AJAC journalists selected the winner based on a combination of aesthetics, function, and brand essence. The aesthetics component reflects the sheer beauty of the design. The function component assesses the manner and degree to which it accommodates the practical requirements of the vehicle type. And brand essence considers its success in conveying the image, heritage, and values of the specific brand.

AJAC's annual Canadian Car of the Year awards program was created in 1985 with the purpose of providing consumers with sound, comparative information on vehicles that are new to the market.

For that reason, the vote results that determined today's winners are available to consumers as a resource buying guide on the AJAC web site. Also available are the comparative test data derived from the journalists' extensive four day evaluation of 180 new vehicles in Niagara-on-the-Lake, Ontario in October. This annual event is known in the industry as "TestFest". Shell Canada is the official fuel supplier of the event.

The rigorous TestFest evaluation program includes real world driving on public roads – exactly where consumers drive - so that the test and vote results posted to the AJAC web site are directly relevant to potential car and truck buyers.

Still looking to buy a 2012, 2011, 2010, or even an older vehicle? AJAC archives the comparative test data and vote results from previous years on its website. Check it out: www.ajac.ca > Vehicle Comparisons

For more information on the 2013 Canadian Car of the Year Awards you can either visit our AJAC website, call the AJAC office at 1.705.924.3444, or send an email to: beth@ajac.ca.

This news release is brought to you by CNW Group: AJAC's official news wire service.
