



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA  
ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

November 11, 2014  
FOR IMMEDIATE RELEASE – TORONTO, ON

**TOP THREE “BEST NEW” WINNERS ANNOUNCED FOR 2015  
AJAC’s 2015 Canadian Car of the Year Awards**

**Data Driven: Canadian expertise for Canadian consumers  
That’s What Makes A Winner**

KPMG has announced the top three finalists in 15 “Best New” categories that make up the 2015 edition of the Canadian Car of the Year Awards declared annually by the Automobile Journalists Association of Canada (AJAC). The list is copied below.

The 15 “Best New” category winners will be announced on Tuesday, Dec. 2<sup>nd</sup>, 2014 in Toronto, Ontario.

The top three finalists and category winners represent the vote results by the largest group of Canada’s best-known automotive journalists, who gathered this October in Niagara Falls, Ontario for a five-day test-drive evaluation of brand-new or significantly changed vehicle models. The event, known as “TestFest,” was hosted by the Niagara Parks Commission, and Shell Canada is the official fuel supplier.

“TestFest is the most intensive new vehicle evaluation process on the planet” said CCOTY Co-Chair, Gary Grant. “No other organization employs such stringent testing methods to determine their car of year award winners. Data driven with Canadian expertise for Canadian consumers: that’s what makes an AJAC winner”.

The rigorous testing program includes “real world” driving on public roads – exactly where consumers drive - so that the test data and vote results are directly relevant to potential car and truck buyers. The results are not based on the personal opinion of just one or two journalists. Instead, the group of 73 automotive journalists each drove a vehicle in 15 categories back-to-back on the same day, under the same conditions, to ensure fair and objective comparisons.

1,640 test drives occurred at TestFest generating approximately 106,405 data points. The 500 category ballots were then tabulated by the accounting firm KPMG.

“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. “Shell Canada is proud to be the official fuels sponsor of Testfest, because it is our mission to provide drivers with optimum performance through advanced technology in our fuels”.

**TOP THREE FINALISTS  
2015 CANADIAN CAR OF THE YEAR AWARDS**

**CITY CAR**

Kia Soul  
Smart ForTwo

**SMALL CAR (under \$21k)**

Honda Fit  
Nissan Micra

**SMALL CAR (over \$21k)**

MINI Cooper  
Kia Forte5  
Volkswagen Golf

**FAMILY CAR (under \$30k)**

Chrysler 200  
Subaru Legacy 2.5i  
Toyota Camry (XSE)

**FAMILY CAR (over \$30k)**

Hyundai Sonata  
Subaru WRX  
Toyota Camry (Hybrid)

**LUXURY CAR (under \$50k)**

Acura TLX  
Mercedes-Benz C-Class  
Volvo V60 (T5 Drive-E)

**LUXURY CAR (over \$50k)**

Acura RLX Sport Hybrid  
Cadillac ATS Coupe  
Hyundai Genesis

**SPORTS - PERFORMANCE (under \$50k)**

BMW M235i  
Subaru STI  
Volkswagen Golf GTI

**SPORTS - PERFORMANCE (over \$50k)**

Dodge Challenger  
Ford Mustang (GT)  
Volvo V60 Polestar

**PRESTIGE (over \$75k)**

Cadillac ELR  
Cadillac Escalade  
Mercedes-Benz S-Class

**PRESTIGE – PERFORMANCE (over \$75k)**

BMW M4 Coupe  
Chevrolet Corvette Stingray Convertible  
Porsche 911 Turbo S

**SUV - CUV (under \$35k)**

Honda CR-V  
Nissan Rogue  
Subaru Outback 2.5i

**SUV - CUV (\$35k-\$60k)**

Lincoln MKC  
Mercedes-Benz GLA 250  
Toyota Highlander

**SUV - CUV (over \$60k)**

GMC Yukon XL  
Mercedes-Benz GLA AMG  
Porsche Macan S

**PICKUP**

Chevrolet Colorado  
Ford F-150  
GMC Canyon

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**PRESS ROOM FOR MEDIA:** you didn't have to be at TestFest in order to produce media coverage of the event. AJAC has set-up a virtual press room on-line where you may peruse and download the following:

PHOTOS: the process of evaluating 150 vehicles back-to-back at TestFest is captured in photographs.

VIDEO: b-roll of the 5 day event as well as short 90-second videos: ideal for YouTube

AERIAL VIEW: drone footage of the event from the sky.

QUOTES & TESTIMONIALS: comments from our journalists on the cars, trucks, and SUVs they have driven this week.

FACT SHEET: including recent press releases.

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

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For further information about AJAC, its annual "TestFest, and the Canadian Car of the Year Awards, please contact Beth Rhind, AJAC Manager, 1.905.375.5145, e: [beth@ajac.ca](mailto:beth@ajac.ca)

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