



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA

ASSOCIATION DES JOURNALISTES AUTOMOBILE DU CANADA

## **AJAC's Canadian Car of the Year Awards Steer Consumers in the Right Direction!**

Fully 74% of the 2008 Buick Enclave buyers who were aware of the Automobile Journalists Association of Canada (AJAC) Awards program when they purchased their vehicles knew that the Enclave was voted Best New SUV Over \$60,000 – a record high-point for awareness. And of those buyers, 41% said the award had a positive influence on their buying decision.

That is a concrete measure of how influential the AJAC Canadian Car of the Year Awards have become.

Maritz Research, on behalf of AJAC and in association with General Motors of Canada Ltd., conducted a survey of 2008 Buick Enclave purchasers to test their recognition of AJAC, the AJAC awards and the Buick Enclave as the winner of the Best New SUV Over \$60,000.

Of the 619 customers that were contacted and asked if they were familiar with the AJAC Car of the Year Awards, 54% indicated that they were.

This most recent survey has shown that awareness of the AJAC awards has grown among buyers of the winning vehicles since the first survey was conducted in 1999 with Acura 3.2 TL buyers. In that year, 66% of those buyers were aware that their vehicles had won the Canadian Car of the Year Award.

In 2002, a survey of Nissan Altima buyers showed an awareness of 69.6%; while in 2005 Mazda3 buyers indicated an awareness of 54.8%. Finally, in 2008, that awareness amongst GM Buick Enclave buyers has reached an all-time high of 74%.

The 2009 Canadian Car of the Year awards category winners will be announced on Friday, October 24<sup>th</sup>, 2008 at 10:00 am, on-site at AJAC's annual media event known in the automotive industry as "TestFest".

The top automotive journalists from all across Canada are gathering for a five-day evaluation of over 160 new vehicle models from October 20 – 24, 2008.

The point of the journalists' evaluation is to select the best new vehicles in various categories as well as an overall Car of the Year and Utility Vehicle of the Year.

The rigorous testing program includes "real world" driving on public roads – exactly where consumers drive - so that the test data and vote results are relevant to potential car and truck buyers.

Every detail, from safety features to cargo capacity, is thoroughly scrutinized, discussed, and individually rated by secret ballot.

Those ballots are then tabulated by the international accounting firm KPMG. The results are kept confidential -- even from AJAC -- until the awards press conferences wherein the category and overall winners are announced.

The comparative vote results are then be posted to the AJAC web site for consumers' use as a resource buying guide when using the link: [www.ajac.ca](http://www.ajac.ca) > Vehicle Comparisons.

This year's comparisons include data on 168 new models representing the 56 entries in the 2009 Canadian Car of the Year awards.

And there's more... Still looking to buy a 2008 new car or perhaps a 2005 model? AJAC archives the comparative test data and vote results from previous years. See "Previous Winners" link and choose the relevant date.

For more information on the Canadian Car of the Year Awards, either visit our AJAC web site ([www.ajac.ca](http://www.ajac.ca)), call the AJAC office at 1-800-361-1516, or send us an email:[beth@ajac.ca](mailto:beth@ajac.ca)

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