



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA
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**AUDI DRIVE SELECT
Wins AJAC's 2010 Best New Technology Award**

TORONTO, (Ontario) February, 11, 2010 - The Audi Drive Select technology was declared the 2010 Best New Technology by the Automobile Journalists Association of Canada (AJAC). The award was announced today during a press conference that opened the Canadian International AutoShow media day in Toronto.

"The AJAC Best New Technology award, presented by Shell Canada, was established to allow a group of technical writers to identify new and innovative technologies of significant benefit to the consumer - so much so, that it is likely to be emulated by other manufacturers", explained Canadian Car of the Year and Technology Award chairman Richard Russell. "Past winners include everything from run-flat tires to various hybrid and suspension technologies. The significance of the Best New Technology award has been growing steadily over the past few years as has the degree of rigor to which entries are submitted."

The winner was chosen from a list of six entries, judged by a panel of AJAC members with specific technical qualifications who regularly report on industry engineering and technical trends.

"Vorsprung durch Technik" - Advancement through technology, design and teamwork. At Audi, we never stop thinking about technology. It is part of our DNA and incorporated into all parts of our business", said Martin Sander, President and CEO. "The Audi Drive Select system is just one of the latest examples of this. The ability to offer the driver at a touch of a button the option of making personal settings for throttle response, steering feel and suspension settings is pure Audi."

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 over 150 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 and in the last year celebrated another milestone in fuels leadership and technology with the launch of Shell Nitrogen Enriched gasolines across North America.

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 2009, 2008, or even a 2007 vehicle? AJAC archives the comparative test data from previous years on its web site.

Photos from today's award announcements, the October 30th category winners, and the TestFest evaluation event, are available for print and broadcast media under <Canadian Car of the Year< Photo Gallery< on the AJAC web site.

In addition, our AJAC journalists who evaluated the brand new models at TestFest are available across Canada for interviews to talk about the vote results and comparative data. Media are invited to visit the AJAC web site and log-in under "Ask An Expert", then choose the "Media" link to access interview information once validation has occurred.

For more information on the 2010 Canadian Car of the Year Awards, either visit our AJAC web site at www.ajac.ca, call the AJAC office at 1-800-361-1516, or send us an email: beth@ajac.ca.

This press release was distributed by the CNW Group: AJAC's official newswire service.
