

# Overall Car of the Year Award

Final Ballot [ID: 2013-00307]

Merit  
50%

Value  
25%

Significance  
15%

Emotional Appeal  
10%

## CITY CAR

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## SMALL CAR (under \$21k)

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## SMALL CAR (over \$21k)

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## FAMILY CAR (under \$30k)

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## FAMILY CAR (over \$30k)

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## LUXURY CAR

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

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

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## PRESTIGE - PERFORMANCE

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>>> SAVE MY BALLOT <<<

MERIT: (50%)

Your vote reflects your judgment of the vehicle's intrinsic goodness; its functionality, its comfort, its driving dynamics; in short, its overall suitability for its intended market and purpose. '

VALUE: (25%)

Considering the vehicle's classification - a compact car, a luxury car, an SUV - is it at the low or high end of the price scale? In relation to its current competitors, where does it stand? What features does it have that make it worth the price, or special? Is it fully 'loaded' or equipped and yet affordable within its category? Does this vehicle push the price envelope, offering a higher level of power, design, refinement, equipment, safety, and standard features than may be expected?

SIGNIFICANCE: (15%)

What is the potential impact of the vehicle on the market? Is the vehicle already well-established on the market? Will its improvement enhance existing owner loyalty, or gain new customers? Is it a trendsetter, or does it possess features that are likely to be adopted by other manufacturers? Is there a factor or an aspect that would be significant to establish a niche or gain potential sales? Last year the Mustang had an emotional value and reintroduced the Muscle Car trend. It addressed both baby boomers and young adults. Similarly, does this year's entry resonate with current and emerging tastes and trends?

EMOTIONAL APPEAL: (10%)

When judging this area you should consider the interior, as well as the exterior design and styling, and the fun to drive factor. Consider the image the vehicle projects and 'pride' in ownership it would confer. Other points to judge include the 'cool' standard equipment as well as any unique options available. Overall, does the vehicle excite the senses?