



For Immediate Release:

## INTEGRATED AUTOMOTIVE EXPERIENCE ANNOUNCES WINNER OF 2018 VIDEO JOURNALISM AWARD

Ajax, ON – October 25, 2018: Integrated Automotive Experience proudly presented the award for Best Video Journalism (Broadcast & Internet) today at the 2018 AJAC Journalism Awards banquet. Sami Haj-Assaad of AutoGuide.com won the award based on his submission of BMW i8 Review.

“The AJAC Video Journalism Award represents the highest standard in Canadian automotive video journalism.” said Jason Guttman, CEO of Integrated Automotive Experience. “Canadian consumers benefit from having so many talented people that convey their passion, expertise and perspective through video content. Integrated Automotive is proud to be associated with AJAC in recognizing the increasing impact of video in our day to day lives.

The Integrated Automotive Best Video Journalism Award is given to the AJAC journalist on-air personalities who have demonstrated overall excellence in delivering the news on television and via Internet within the past 12 months. The winning video showcased in-depth research and original analysis; as well as the ability to question, and to present the automotive news in an exciting and engaging way.

The winning video was chosen by a panel of expert, bilingual judges in various positions that pertain to the automotive, web and television video industry. The judges made their decisions based on journalistic content, on-air presentation, grasp of subject matter, creativity, market significance and entertainment value.

Sami Haj-Assaad of AutoGuide.com impressed the judges with his insights on the BMW i8, proclaiming the vehicle a “spaceship hybrid.” Haj-Assaad reminds us that a hybrid electric vehicle can still have the power and thrill of it’s gas predecessors. Combined with rich videography and valuable journalism, Haj-Assaad locks in his win.

The runner up, Jesse Caron of CAA Quebec, explored the features of the Mitsubishi Outlander PHEV. Caron provides a thorough walk around of the vehicle, highlighting the reliability and functionality, and comparing it to similar models.

### **About Integrated Automotive Experience**

Integrated Automotive Experience is an automotive marketing company with over 20 years of experience. Specializing in auto show support, product launches, drive and event



experiences, fleet management and automotive training, IAE's focus is on helping clients create awareness for their products and increase customer purchase consideration.

Since its inception in 1997 Integrated Automotive Experience has successfully managed thousands of client programs, and proudly works with over 90% of the Canadian automotive manufacturers.

More information about Integrated Automotive Experience can be found online at [www.integratedauto.com](http://www.integratedauto.com).

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