

**Irvine, Calif. (October 22, 2013)** – Notable automotive industry research companies **IntelliChoice** and **AutoPacific** today announced the winners of the 2013 Motorist Choice Awards. Now in its eighth year, this respected award is given to the vehicles that deliver the highly sought after combination of high consumer satisfaction and lower-than-expected ownership costs over time.

This year, IntelliChoice and AutoPacific categorized the winners into a slightly different set of 13 segments, narrowing them down to those that best represented the most relevant lifestyle categories that shoppers more readily identify with; the categories included Active Lifestyle, Performance, Eco Friendly, High Image and People Mover. The category winners covered two market segments, Popular and Premium, to highlight models that fit into the two distinct price points. Both reflect the purpose and perception of the consumer and illustrate the results of practical analysis, such as total cost of ownership, fuel economy and resale value.

Toyota Corporation led the list, and took home five awards for their vehicles, including the Toyota Avalon Hybrid, FJ Cruiser, Lexus ES, and RX. Repeat winners included the Hyundai Equus for Popular Luxury Lifestyle, and the triple category winning Ford Flex, which received the awards for Popular People Mover, Cargo Hauler and Road Trip vehicle. Infiniti's new larger crosser, the JX, also saw a double win in both Premium Kid Friendly as well as People Mover.

**The 2013 Motorist Choice Award Winners:**

<b>Category</b>	<b>Popular Winner</b>	<b>Premium Winner</b>
Active Lifestyle	Toyota FJ Cruiser	Porsche Cayenne
Cargo Hauler	Ford Flex	Volvo XC90
Cosmopolitan	Nissan cube	Acura ILX
Eco Friendly	Chevrolet Volt	Lexus CT 200h
Fun to Drive	Volkswagen GTI	Porsche Boxster
High Image	Toyota Avalon Hybrid	Lexus ES
Kid Friendly	Nissan Quest	Infiniti JX
Luxury Lifestyle	Hyundai Equus	BMW 5-Series
People Mover	Ford Flex	Infiniti JX
Performance	Chevrolet Corvette	Porsche Boxster
Road Trip	Ford Flex	Lexus RX
Value	Nissan Sentra	Lincoln MKZ Hybrid
Youthful	MINI Countryman	Acura ILX

Each year, AutoPacific performs the broadest and most widely followed owner satisfaction survey in the U.S. This survey solicits consumer feedback from more than 50,000 new vehicle buyers on a recently purchased 2013 vehicle using 48 key attributes covering the entire ownership experience. From these data, AutoPacific compares overall buyer satisfaction between individual models and vehicle classes and announces its annual Vehicle Satisfaction Awards (VSAs) based on the findings.

Concurrently, IntelliChoice constantly monitors and updates the cost of ownership metrics for more than 2,000 model trim lines to give valuable insight into the financial impact of ownership over a five year period. This analysis is the foundation of the IntelliChoice Best Overall Value of the Year (BOVY) awards, announced each January, and its interim Best Deals Awards, which show case top values on a monthly basis, considering changing economic factors such as fuel costs, price changes and rebates.

The Motorist Choice Awards combine complementary analyses from both firms into one set of accolades representing vehicles that earn high marks on both sets of criteria. Thirteen unique vehicle categories were defined by the needs and usage type sought out by new-vehicle buyers and named appropriately based on recommendations from a panel of consumers. The firms then use this consumer data to determine winners in the Popular and Premium brand groupings. This methodology provides a superior means of evaluating “Best in Class” vehicles that align consumer shopping patterns with probability for both satisfaction and value.

“Combining the AutoPacific consumer survey data with the IntelliChoice cost of ownership data is a great benefit to consumers,” said Eric Anderson, Ownership Cost Database Supervisor for IntelliChoice.

“Whether you are looking for an eco-friendly vehicle, performance car, or people mover, the Motorist Choice Awards help shoppers choose a vehicle that fits their lifestyle and financial bottom line. Based on our research, we’re proud to recommend these vehicles to consumers.”

“Rather than shopping models within a specific vehicle segment, buyers look for a vehicle based on their needs and desires,” said Daniel Hall, Vice-President of AutoPacific. “By paying attention to these buying patterns, and incorporating our satisfaction data and IntelliChoice’s cost of ownership insights, we can offer sound advice whether buyers are seeking a high-image, kid-friendly, or performance vehicle.”

For more details on these categories and the winning vehicles, please visit [www.IntelliChoice.com](http://www.IntelliChoice.com) and [www.AutoPacific.com](http://www.AutoPacific.com).

#### **About AutoPacific:**

AutoPacific is a future-oriented automotive marketing and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Since 1986, AutoPacific has provided innovative, methodologically sound, strongly implemented research in addition to expert automotive analysis. AutoPacific is nationally known for its annual Vehicle Satisfaction Awards and Ideal Vehicle Awards. Additional information can be found on AutoPacific’s websites: <http://www.autopacific.com> and <http://www.vehiclevoice.com>.

#### **About IntelliChoice:**

**IntelliChoice**, part of the Motor Trend Automotive Group, is the market leader in automotive ownership cost and car values analysis. Founded in 1986, IntelliChoice is committed to empowering consumers to make better purchase decisions by providing independent and essential automotive information and tools. Through the **IntelliChoice.com** website, consumers can research, compare and *price new cars and the cost of ownership*. Motor Trend Automotive Group is an operating division of **Source Interlink Media**, a recognized provider of targeted media and marketing services and one of the largest publishers of magazines and digital content for enthusiast audiences.

#### **About Source Interlink Media:**

**Source Interlink Media**, LLC is the premier source of special interest media in the United States. With more than 75 **publications**, 100 **Web sites**, 800 branded products, 50+ events, and TV and **radio** programs, SIM is the largest provider of content to enthusiast communities interested in automotive, action sports, home theater and other niche activities. The division’s strategy is to wholly focus on targeted audiences by leveraging and expanding upon its core market-leading brands through a multiplatform media approach.

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