

Toyota and Lexus dominate the 2016 Motorist Choice Awards

LOS ANGELES—September 27, 2016 – Notable automotive industry research companies **IntelliChoice** and **AutoPacific** today announced the winners of the 2016 Motorist Choice Awards. Now in its eleventh year, this esteemed award recognizes vehicles that deliver the compelling and sought after combination of high consumer satisfaction and lower-than-expected ownership costs over time – meeting the needs and expectations of both the heart and the mind.

The Motorist Choice Awards (MCA), which take AutoPacific’s owner satisfaction data from new car and light truck owners and combine those data with IntelliChoice’s cost of ownership rating methodology, provide a reliable guide for new car shoppers. “Automakers know that car buyers are looking for a vehicle that satisfies both their needs and emotional desires, and they want it at a great value,” said Eric Anderson, Director of Data Products for IntelliChoice. “Every Motorist Choice winner does just that by providing a strong long term value and great ownership satisfaction.”

Toyota Leads with 9 Winning Vehicles

Toyota, who had 6 winning vehicles last year, has the most wins again with 9 vehicles between the Toyota and Lexus brands. All 6 of Toyota’s winning vehicles from last year get repeat wins this year, while the Toyota Prius v HEV, Tacoma and Lexus GX 460 are new additions. “Toyota is really continuing to dominate and doing so across a broad spectrum of vehicle segments,” says Dan Hall, vice president of AutoPacific. Toyota has 3 winning vehicles in the car segments and 6 winning vehicles in the truck segments, expanding their MCA success from SUVs into trucks and minivans.

Winning vehicles came from 10 different brands and 8 different manufacturers. Trailing Toyota, but continuing to dominate in the full-size truck and large SUV segments, General Motors has 4 winning vehicles, 3 of which were winners last year; Honda has 3 wins, including the all-new Honda Civic; BMW and Subaru each have 2 wins; and Volvo, FCA and Mazda have 1 winning vehicle each.

Consistent Performances from 16 Vehicles

Of the 23 winning vehicles this year, 16 are repeats from 2015, spread across 9 brands. “With many vehicle awards we find that the list of winners changes year over year as newly designed vehicles enter the marketplace,” says Hall. “Continuing to perform strong in owner satisfaction and cost of ownership while in the middle or end of the lifecycle speaks volumes about the importance of designing a vehicle with long-term owner satisfaction in mind.” Of those 16 repeat winners, 3 were all-new in 2015, 1 is all new for 2016, and the remaining repeat winners have lifecycles that extend as far back as 2007 (GMC Acadia).

The 2016 Motorist Choice Award Winners:

PASSENGER CARS:

Category	Winner
Luxury Car	BMW 5-Series
Aspirational Luxury Car	Volvo XC70
Large Car	Toyota Avalon HEV
Luxury Mid-Size Car	Lexus ES 350
Mid-Size Car	Subaru Legacy
Premium Compact Car	Lexus CT 200h
Compact Car	Honda Civic
Economy Car	Honda Fit
Sports Car	Mazda MX-5
Spotty Car	Dodge Challenger

LIGHT DUTY TRUCKS:

Category	Winner
Premium Luxury Crossover SUV	BMW X5
Luxury Crossover SUV	Lexus RX
Large Crossover SUV	GMC Acadia
Premium Mid-Size Crossover SUV	Toyota Highlander
Mid-Size Crossover SUV	Honda CR-V
Compact Crossover SUV	Subaru Crosstrek
Luxury SUV	Lexus GX 460
Large SUV	Chevrolet Tahoe
Mid-Size SUV	Toyota 4Runner
Heavy-duty Pickup	GMC Sierra HD
Light-duty Pickup	GMC Sierra 1500
Compact Pickup	Toyota Tacoma
Minivan	Toyota Prius v HEV

Each year, AutoPacific performs the broadest and most widely followed vehicle satisfaction survey in the U.S. This results in consumer feedback from more than 66,000 new vehicle buyers on a recently purchased model year 2016 vehicle. Using 50 key attributes covering the entire ownership experience, AutoPacific calculates overall vehicle satisfaction for individual models and vehicle segments and announces its annual Vehicle Satisfaction Awards (VSA) 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.

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. This methodology provides a superior means of evaluating "Best in Class" vehicles that align consumer shopping patterns with probability for both satisfaction and value.

For more details on these categories and the winning vehicles, please visit <http://www.IntelliChoice.com> and <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 [motortrend.com](http://www.motortrend.com) website, consumers can research, compare and price new cars and the cost of ownership. Motor Trend Automotive Group is an operating division of **TEN: The Enthusiast Network**, the world's premier transmedia network of enthusiast brands.

About TEN: The Enthusiast Network:

TEN: [The Enthusiast Network](http://www.theadusiastnetwork.com) is the world's premier transmedia network of enthusiast brands, such as MOTOR TREND, AUTOMOBILE, HOT ROD, SURFER, TRANSWORLD SKATEBOARDING, and GRINDTV. With more than 60 websites, 50 publications, 50 annual events, the [Motor Trend OnDemand](http://www.motortrend.com) subscription video-on-demand service, as well as the world's largest automotive and action/adventure sports media platforms, TEN inspires enthusiasts to pursue their passions. For more information, visit theadusiastnetwork.com.