

Ford scoops four awards in Car's Top 12 Best Buys

Car's annual Top 12 Best Buys, in association with Tracker, has recognised its new winners at an award event and with a new radio spot creating a Hollywood moment.



Ford scooped the big award of the night, Motor Company of the Year, as well as the Best Engine (Ford 1.0 Ecoboost), Best Double Cab (Ford Ranger) and Best Compact SUV/Crossover (Ford Kuga) categories.

Winners

- Budget Car: Chevrolet Spark Campus
- Light Hatchback: Peugeot 208
- Light Sedan: Kia Rio
- Compact Hatchback: Audi A3/A3 Sportback
- Compact Sedan: Toyota Corolla
- Compact Executive Sedan: BMW 3 Series
- Luxury Sedan: Mercedes-Benz S-Class
- Performance Car: Ferrari 458 Spider
- Light SUV/Crossover: Nissan Juke
- Compact SUV/Crossover: Ford Kuga
- Large SUV/Crossover: Range Rover Sport
- Double Cab: Ford Ranger

Additional categories

- Company of the Year: Ford
- Design of the Year (Production Car): Mercedes-Benz A-Class
- Design of the Year (Concept Car): Volvo Coupe Concept
- Redesign of the Year: Mercedes-Benz E-Class
- Green Award: BMW i-range
- Engine of the Year: Ford 1.0 Ecoboost
- Safety Award: Volvo's Cyclist Detection
- Most underrated product: Opel Astra
- Motorsport Award: Kelvin van der Linde
- Car Challenge Award: Graeme Nathan

The magazine's latest radio spot imitates the style of a movie trailer script and features the voice of celebrity voiceover artist Don LaFontaine, beginning with his trademark opening phrase, "In a world..." to highlight the cover story of the March issue, the brand's recommended best buys in 12 categories.

Devised by ad agency Bester Burke, the spot is airing on 5FM for national reach and the best audience fit.