

# Voting open for 2013 Standard Bank People's Wheels Awards

Voting is now open for the 2013 Standard Bank People's Wheels Awards, an event that gives a direct voice to South African motorists and the public in choosing their car of the year, by emphasising criteria that they believe are most important in their daily driving experience, rather than a panel of judges.



Keith Watson, head of sales for vehicle and asset finance at Standard Bank, say, "As a bank that has been involved in the motoring industry for many years, it is proud to be associated with this project. We look forward to hearing the views of thousands of South African motorists and discovering the identity of the vehicle that will win the award."

## Categories

There are a number of categories that make up the awards, allowing a broad spectrum of motoring enthusiasts to participate in the two surveys.

The first, the People's Choice Vote Survey, allows voters to go online and nominate their favourite cars, while the Vehicle Ownership Survey gives motorists the opportunity to answer pertinent questions regarding the vehicles they actually own or drive.

Richard Lendrum, CEO of the Future Group, the Johannesburg-based publishing company which devised the People's Wheels concept, says information obtained from the surveys is independently administered by research house TNS South Africa.

"The object is to find South Africa's favourite cars - and the most popular overall - in the fairest possible way," he says.

"A total of 32 categories of vehicles, including passenger and commercial vehicles, are included in the People's Vote. The categories cover over 460 models, making the awards one of the most comprehensive in the country."

In the Ownership Survey, respondents are asked to rate aspects such as the driving experience, after sales service and ownership costs of the vehicles they drive. In addition, they are asked to comment on their favourite fuel and tyre brands as

well as on other facets of vehicle ownership.

"South African motorists have strong opinions about cars they drive and what they feel are the best vehicles in particular market segments," says Watson.

## **Competition, prizes**

In addition to the two surveys, a competition called The People's Wheels Challenge has been introduced for the first time.

This allows competitors to participate in 'building' a photo of a Kia Picanto, the car that was the overall winner of the first People's Wheels Awards in 2012. The person who takes the shortest time to correctly assemble the picture of the car will walk away with a cash prize of R10 000.

Winners in the awards categories will be announced at a presentation ceremony in Johannesburg on 5 December 2012. The event will also mark the unveiling of the Standard Bank Auto Annual 2013, in which the full results of both surveys will be published.

The 400-page book - a hard-cover review of South Africa's motor industry - includes a Vehicle Buyers' Guide that provides objective assessment of all models on sale in the country. The book will be on sale at newsagents from January next year.

To vote, go to [www.autoannual.co.za](http://www.autoannual.co.za).

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