

Mercedes-Benz A-Class wins AutoTrader South African Car of the Year

The Mercedes-Benz A-Class is the 2019 AutoTrader South African Car of the Year and won by a healthy margin.



L to R George Mienie, AutoTrader CEO and Mayur Bhana of Mercedes-Benz

George Mienie, AutoTrader CEO, believes that the Mercedes-Benz A-Class is a truly deserving winner. “The AutoTrader South African Car of the Year has to represent innovation and ingenuity, while setting new benchmarks in its market segment. There is absolutely no doubt that the A-Class does this,” he notes.

The win was an extremely momentous occasion for Mercedes-Benz, which last won the South African Car of the Year in 1987 with the Mercedes-Benz 260E. Porsche last won in 2018 winner was with the Panamera, while Volvo’s XC90 wore the crown in 2016.

It certainly wasn’t unexpected though; the jury members were full of praise for the A-Class during the test days. “The judges were particularly impressed with its interior comfort, stunning design, innovative technology, terrific road manners and exemplary safety features. Furthermore, the advanced engine offers the optimal blend of efficiency, performance and driving fun,” confirms Rubin van Niekerk, chairman of the South African Guild of Motoring Journalists (SAGMJ).

Incredibly, members of the public reached the same conclusion as the highly qualified jury members, who collectively have 584 years of experience in the motor industry. For the first time in the competition's 34-year-long history, members of the public could cast a vote via the AutoTrader website – and pick a car that they believed most deserving of the AutoTrader South African Car of the Year title. "After 55 000 consumer votes, I am delighted to reveal that the public vote yielded exactly the same result: they also chose the Mercedes-Benz A-Class," Mienie reveals.

The Porsche Cayenne which placed second, also scored highly during the evaluation days. "The jury were particularly intrigued by the fact that this is a sports utility vehicle (SUV) which is as impressive to drive as most sports cars. Furthermore, they commented on the fact that the vehicle is well engineered while the driveline is simply faultless," Van Niekerk explains.

The vehicle that came third – the Volvo XC40 – also attracted widespread praise from the judges. This vehicle has notched up award after award – most notably Women's World Car of the Year and European Car of the Year. The jury members were unanimous in their praise for Volvo's smallest SUV. Judges particularly liked its minimalistic dashboard design and they commented favourably on the build quality, which is the best in the business. "Naturally, being a Volvo, the safety features are exemplary too," Mienie points out.



Top 12 AutoTrader SA Car of the Year 2019 revealed

21 Nov 2018



In a historic first for the AutoTrader South African Car of the Year, categories were introduced. These were the category winners:

- **Urban Compact:** Suzuki Swift
- **Family Sedan/Hatch:** Mercedes-Benz A-Class
- **Premium Sedan:** Lexus ES
- **Lifestyle Utility:** Suzuki Jimny
- **Leisure/Crossover:** Porsche Cayenne

Mienie says that he is delighted with AutoTrader's inaugural year as title sponsor.

"The AutoTrader South African Car of the Year has scaled to new heights and we're very proud to be part of this change. The motor industry has become more sophisticated and evolved than ever before. This competition combines the immense experience of the jury, with the demands of the modern consumer, to produce a competition that is on par with the crème de la crème of Car of the Year contests around the globe. We are proud and privileged to be associated with this incredible programme," he comments.

For more, visit: <https://www.bizcommunity.com>