

# Ford Ranger takes top honours at People's Wheels Awards

The Ford Ranger double-cab has been named the overall winner at the fourth annual Standard Bank People's Wheels Awards at a ceremony held at the Montecasino Ballroom in Fourways, Johannesburg.



The awards was hosted by The Future Group, in association with Standard Bank Vehicle and Asset Finance, research house TNS Global and media partner Sunday Times.

The resounding voice of more than 60,000 votes determined which vehicles in 22 categories were considered to be the best by South Africa's motoring public. Also revealed was the country's preferred fuel and replacement tyre brands.

Additionally, a nationwide survey of vehicle owners - which drew its biggest ever response - determined which automotive brands were deemed to deliver the highest levels of satisfaction.

## Most votes

The People's Choice - the vehicle which obtained the most votes of all in the People's Wheels poll - was Ford's Ranger double-cab. The leisure-styled bakkie - no stranger to accolades at the awards having taken victory last year in its category - made history this time around by becoming the first light commercial vehicle to win overall honours.

In terms of the greatest volume of wins, German manufacturer Mercedes-Benz dominated the top step of the podium by winning eight categories - one more than last year. Volkswagen twice topped the category rankings, while BMW and Porsche scored one win each, bringing Germany's tally of gold medals to 12. Land Rover, Toyota and Ford took two wins apiece, followed by Lamborghini, Aston Martin, Jaguar and Kia with one each.

Germany scored another category victory when tyre-maker Continental again topped the motoring public's list of preferred tyre replacement brands while, in the preferred fuel brand category, reigning champion Engen took first prize.

## Ownership survey

Another winner was motorist David Millard of Cape Town, who was delighted to receive a cheque for R25,000 following a lucky draw involving all those who took part in the People's Wheels vote or in the ownership survey.

As far as the latter project was concerned, a record number of responses saw Korean brand Kia - which last year finished third in the rankings - emerge victorious, supplanting Mercedes-Benz at the top of the honours list with Audi filling the final step on the podium.

The results of the survey present crucial insight for marketers and offer relevant and useful information to consumers regarding ownership perceptions of vehicle brands, as well as reliability, durability and loyalty factors.

Full details of the People's Wheels Awards are contained in the 2015 edition of the Auto Annual, which was launched at the event.

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