

2016/17 Cars.co.za Consumer Awards & Winners

The 2016/17 Cars.co.za Consumer Awards took place at the Vodadome on Thursday, 19 January. Each year these awards are presented to the best cars in the South African market in a number of categories. The ultimate goal of the awards is to identify the best buys within a number of categories in the automotive industry to assist consumers in making more informed choices.

Judges adopt a multi-faceted approach, thoroughly testing each contender and considering a variety of factors. This year Hannes Oosthuizen, David Taylor, Ciro di Siena, Francisco Nwamba, Mike Fourie, Gero Lilleike, and Ashley Oldfield represented Cars.co.za on the panel of testers who research and debate each of the cars on sale in South Africa, determining their eligibility. The external panel was made up of Wendy Knowler, Eddie Kalili, Khutso Theledi, Kojo Baffoe, Nafisa Akabor and Juliet McGuire. External judges are selected from outside the automotive industry to ensure opinions come from a variety of viewpoints and not just from car specialists.

Completely independently vehicle owners play a significant part in the results through the Cars.co.za Ownership Satisfaction Survey with owner experience making up 50% of the evaluation.

An ongoing online survey, developed in conjunction with Lightstone Consumer, provides Cars.co.za an accurate view of the car ownership experience in South Africa.

“Since inception well over 10 000 vehicle owners have completed a detailed online survey managed and analysed by Lightstone Consumer. This year 5 307 respondents provided accurate information on sales experience, service experience, running costs, comfort and safety, reliability and quality, driving satisfaction and overall experience on almost every make and model of car on South Africa’s roads,” explains De Vantier.

“In addition to real owners input the resale value of a vehicle make and model is a direct measure of what consumers believe a car is worth; in a healthy and unbiased economy ‘value’ can be defined as ‘what the asset is worth to me’ and this is typically represented by what a person is willing to pay,” he says. “The retail value models we used employs a statistically robust and accurate depreciation model, assessing the depreciation observed on an asset as it ages. It’s based on in excess of 300 000 bank-financed transactions per month. A variety of other market sales submissions and rigorous data cleaning methods are applied to ensure the residual value models represent only market-related transactions on actual prices. No advertised pricing is used.”

The judges’ evaluations were combined with the consumer input and Lightstone Consumer analysis by independent auditors KPMG to arrive at the winners.

The 2016/17 Cars.co.za Consumer Award winners are:

Budget Car	Suzuki Celerio 1.0 GL
Compact Hatchback	Opel Corsa 1.0T Enjoy
Premium Hatchback	Volkswagen Golf GTI DSG
Business Class	Audi A4 2.0T FSI Sport S tronic
First Class	BMW 750Li Design Pure Excellence
Executive Sedan	Jaguar XF 25t Portfolio
Compact Family Car	Suzuki Vitara 1.6 GL+
Leisure Double Cab	Ford Ranger 3.2 Wildtrak 4x4 Auto
Family Car	Volkswagen Tiguan 1.4 TSI Comfortline DSG
Lifestyle SUV	Land Rover Discovery Sport TD4 S
Premium SUV	Volvo XC90 T8 Twin Engine Inscription
Fun Car	Volkswagen Golf GTI Clubsport DSG
Performance Car	BMW M2 M-DCT



The Cars.co.za Consumer Awards are advertised on www.cars.co.za each year, where consumers are invited to participate in the judging process. Any and all vehicle owners are welcome to participate.