

Hyundai Tucson, the WOW car of the year

 By [Ané Theron](#)

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It's no secret that when new cars are bought, women are in the driver's seat when it comes to the selection process. Contrary to popular belief, women tend to be a lot less emotional and more sensible about buying cars than men. Studies have shown that not only do women research more intensively online, but they also take more time to think things through before making their final choice. We also deem things such as value-for-money, efficiency, safety, reliability, and practicality a lot more important than the brand name, or how much of a status symbol the car in question is.



It was with these very specific things in mind that the panel of judges made their final decision. The ten judges comprised SA's top female motoring journalists, namely Melinda Ferguson (City Press, Kaya FM), Janine-Lee van der Post (Wheels24), Mabuyane Kekana (Metro FM, Success SA), Lindsay Vine-Smyth (Ignition), Carrie-Anne Jane (TopCar), Liana Reiners (Leisure Wheels), Vuyi Jabavu (Driving in Heels) and myself, Ané Theron from AutoTrader.

Votes were awarded to our favourites in every section, and from these finalists, an overall winner was voted for. Our winning car, the Hyundai Tucson, received the most votes from this list of winners in each category:

Budget buys: Kia Picanto

Hatchbacks: Audi A3

Family Sedans: Audi A4

Luxury Sedans: BMW 7 Series

MPVs: Kia Sedona

Green Cars: Volvo XC90 T8

Compact Crossover / SUV: Hyundai Tucson

Large Crossover / SUV: Volvo XC90

Convertibles: Mazda MX-5

Lifestyle Bakkies: Ford Ranger

Sports Cars: Ford Mustang

Personally, I was torn between the family-friendly Kia Sedona, the glamorous and green Volvo XC90 T8, and the efficient Audi A3. But in the end, the refined Tucson won me over with its punchy engine and overall refinement, as well as generous standard specification levels.

“Judges voted, based on things such as good value for money, practicality, comfort and performance,” says Juliet McGuire, WOW Editor and the driving force behind the awards. “The reason these awards are so important is because they’re the only awards that are catered to women and voted for by women. These judges are at the top of their game within the motoring journalism industry. It’s also interesting to see what the public would consider the best of the best.”

Reader’s Choice

She continues: “This was the first year whereby a point system was used in the voting process and I couldn’t be happier with the results. It is a true reflection of what the leading female motoring journalists in this country deem to be the best. The Reader’s Choice section of the awards is also a first for the WOW awards. Usually, we include it in the total votes, but I felt we should keep them separate as to see what exactly our readers are thinking when it comes to the best cars on the market.”

WOW readers were able to vote for their personal favourites via the Women on Wheels website. The overall Reader’s Choice Award went to the versatile and luxurious Range Rover Sport, which received the most votes from this list of category winners:



[Image Source: Women on Wheels](#)

Budget buys: Volkswagen Polo

Hatchbacks: Mercedes-Benz A-Class

Family Sedans: Audi A4

Luxury Sedans: Mercedes-Benz S-Class

MPV’s: Mercedes-Benz V-Class

Green Cars: BMW i8

Compact Crossover / SUV: Mercedes-Benz GLC

Large Crossover / SUV: Range Rover Sport

Convertibles: Ferrari 488 Spider

Lifestyle Bakkies: Toyota Hilux

Sports Cars: Ford Mustang

ABOUT ANÉ THERON

Ané Theron started her career in motoring journalism at Rapport, and moved over to City Press after a few years, before settling into a full time career at AutoTrader SA. She's at her happiest driving along twisty coastal roads, or crawling across rugged terrain in a beefy 4x4, or driving through the desolate Karoo. And taking photos along the way, of course.

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