

## SA women choose their favourite cars

Women on Wheels (WOW) has announced the winners of the 2012 WOW Women's Car of the Year Awards, the only car awards in South Africa decided by women. Readers and the judging panel had 12 categories in which to vote and more than 79 000 votes were received via SMS and online voting from readers.



"We're excited to announce this year's Women's Car of the Year Awards," said Charleen Clarke, editor of WOW and convenor of the WOW Women's Car of the Year Awards judging panel. "The WOW awards have gone bigger and better this year and we would like to thank our readers for their involvement, which has made the results even more significant. The number of votes cast this year was an all-time record in the history of the competition. I believe that this is indicative of two things: the ongoing allure and following of the WOW brand and the fact that women are dictating which cars they buy."

This year's judging panel for the awards had Mail & Guardian motoring editor, Sukasha Singh, joining the panel for the first time. Charleen Clarke was also joined by Lindsay Vine from DStv's Ignition, motoring blogger Vuyi Jabavu, award-winning motoring journalist Peta Lee, MotorMania editor Mabuyane Kekana and City Press motoring editor Janine-Lee Gordon.

### Four new categories

This year, four additional categories were included in the awards, with the fast-growing Compact SUV sector having its own category. The Sensible Sedans, Hot Hatches as well as Wagons/Crossovers categories have also been included. "When we conceived this year's WOW, we wanted to offer the readers more - more cars, more choices, more usable information and a better all-round magazine. Feedback from readers has proved that we achieved our goals. We have catered for a wide variety of women, from those who are just staring out to those who need to load the kids, dogs and lots of luggage," said Clarke.

The winning cars in each category of this year's WOW Women's Car of the Year Awards are as follows:

- Budget Buy: Kia Picanto
- Sensible Sedans: Hyundai Elantra
- Hot Hatches: Citroën DS3
- Pocket Rockets: Volkswagen Golf GTI
- Executive Cars: BMW 5 Series
- Green Vehicles: Toyota Auris HSD
- Convertibles: Porsche 911 Carrera Cabriolet
- Dream Drives: Aston Martin V8 Vantage S
- MPVs: Mercedes-Benz B-Class
- Wagons and Crossovers: Volvo V60
- Compact SUVs: Range Rover Evoque
- Large SUVs: Land Rover Discovery

In the category Overall Women's Car of the Year for 2012, the winner is the Range Rover Evoque.

For more information on WOW, go to [www.womenonwheels.co.za](http://www.womenonwheels.co.za).

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