

BOOKING: WED., OCT. 28

MATERIAL: FRI., OCT. 30

# New Vehicles 2010

Thursday, November 5<sup>th</sup>

As in the past, the New Vehicles 2010 special section will focus on the back-to-back testing of all vehicles entered to win the various AJAC Car of the Year awards. Stories are broken down by category of vehicle, and each vehicle gets a brief description and review. Not everything fits in the section, though, and there's often some copy that ends up in the regular Wheels section.

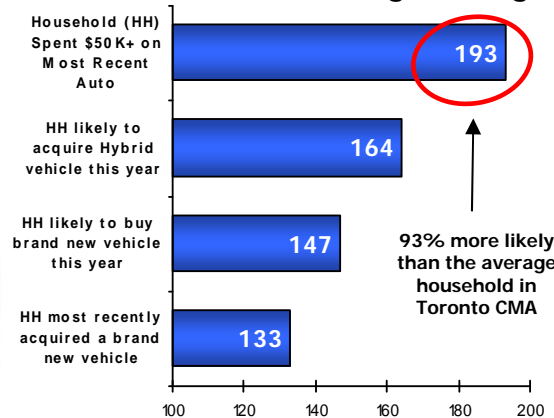


To book space in this Special Section or for more information, please contact your Star sales representative.

*An additional charge may be applied for late material or late revisions*



### Toronto Star households are good targets



### The Toronto Star reaches...

- 937,800 Adults 18+ in Toronto CMA
- 445,600 Adults 25-54
- 521,900 Adults with household incomes over \$75K
- 440,200 Households with automobiles in the home
- 271,500 Households that most recently acquired a brand new vehicle
- 107,500 Households likely to buy a vehicle this year
- 25% of Households spending \$50,000+ for their most recently acquired vehicle
- 21% of Households likely to buy a Hybrid this year
- 19% of Households likely to acquire a brand new car in the next year

Source: NADbank 2008 – Full Study, read Star yesterday  
Base: Toronto CMA, Households (Average=100)

Source: NADbank 2008 – Full Study, read Star yesterday  
Base: Toronto CMA, Adults 18+ & Households (where stated)

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## 2010 CANADIAN CAR OF THE YEAR AWARDS

OFFICIAL FINAL Friday, July 31, 2009

This year, the eligible vehicles are:

**SMALL CAR (under \$21k)** - Hyundai Elantra, Touring Kia, Forte Koup, Mazda3

**SMALL CAR (over \$21k)** Honda Insight, Kia Forte, Kia Soul, Mazda3 Sport Mitsubishi Lancer Sportback, Nissan Cube, Volkswagen Golf

**FAMILY CAR (under \$30k)** Ford Fusion, Subaru Legacy Sedan, Toyota Prius, Volkswagen Golf Wagon

**FAMILY CAR (over \$30k)** Buick Allure, Ford Fusion Hybrid, Ford Taurus

**LUXURY CAR (over \$50k)** BMW 335d Sedan, Cadillac CTS Sport Wagon, Mercedes-Benz E-Class Sedan, Lexus HS250h

**PRESTIGE (over \$75k)** Audi R8 (V10), BMW 7 Series Sedan, Mercedes-Benz S400 Hybrid, Porsche Panamera

**SPORTS / PERFORMANCE (under \$50k)** Ford Taurus SHO, Chevrolet Camaro, Hyundai Genesis Coupe, Mazdaspeed3, Mitsubishi Lancer Sportback Ralliart, Volkswagen Golf GTI

**SPORTS / PERFORMANCE (over \$50k)** Audi S4, Jaguar XFR, Mercedes-Benz E-Class Coupe

**CONVERTIBLES** Audi A5 Cabriolet, BMW Z4 Roadster, Nissan 370Z Roadster, Lexus IS Convertible

**SUV / CUV (under \$35k)** Chevrolet Equinox, Subaru Outback, Toyota Venza

**SUV / CUV (\$35k-\$60k)** Acura ZDX, Audi Q5, GMC Terrain, Mercedes-Benz GLK350 4MATIC, Lexus RX350, Volkswagen Touareg TDI Clean Diesel, Volvo XC60

**SUV / CUV (over \$60k)** Acura MDX, Audi Q7, Lincoln MKT, Cadillac SRX, Lexus RX450h

### BEST NEW TECHNOLOGY ( 6 )

1. Audi Canada Inc. Audi Drive Select
2. Ford Motor Company of Canada MyKey
3. Mercedes-Benz - Attention Assist
4. Toyota / Lexus Remote Touch
5. Toyota / Lexus Touch Tracer
6. Volvo City Safety

### BEST NEW GREEN TECHNOLOGY (5)

1. Ford Next generation Hybrid system and SmartGauge
2. Mercedes - S400 hybrid with lithium-ion batteries
3. Toyota / Lexus Beltless Atkinson-cycle engine with cooled-exhaust
4. Toyota / Lexus Plant-based Ecological Plastics
5. Toyota / Lexus Solar Panel Moonroof & Remote Air Conditioning