



Welcome to AUTOBEST Press Conference

FRANKFURT

September, 14th 2015

LEADER | TOGETHER | RELEVANT



"AUTOBEST is now embarked in the second phase of our history. The "Next Level Strategy" of `Best Buy Car of Europe` DNA, offer today the occasion to introduce the enlarged European AUTOBEST Independent Motoring Jury , with 26 countries. This is the largest footprint in Europe, addressing to more than 91% of Continent population." Dan Vardie, AUTOBEST Founder



- AUTOBEST is an organization & european auto jury which awards Best buy car of Europe every year, since 2001.
- Our mission is to deliver to the car customers of Europe a solid option not only in best buy car but also in other fields like, eco, infotainment on board, technical and safety.
- Goal: Rank the best suitable passenger cars according to average European Consumers needs;
- All of our awards are highly regarded as the most important European accolades coming from an the largest Independent motoring writers Jury.



Trustful: AUTOBEST is a reference frame for people looking to buy a modern, but affordable car.

Objective / Impartially: It is an Independent Motoring Media which gathering journalists from various media outlets but which not representing their publishers voice or their commercial interests.

Relevant: Transparent and precise voting system.

Expert: Each member of the Jury is an outstanding motoring journalist, a respected voice in his country, trendsetter able to completely assets future trends.

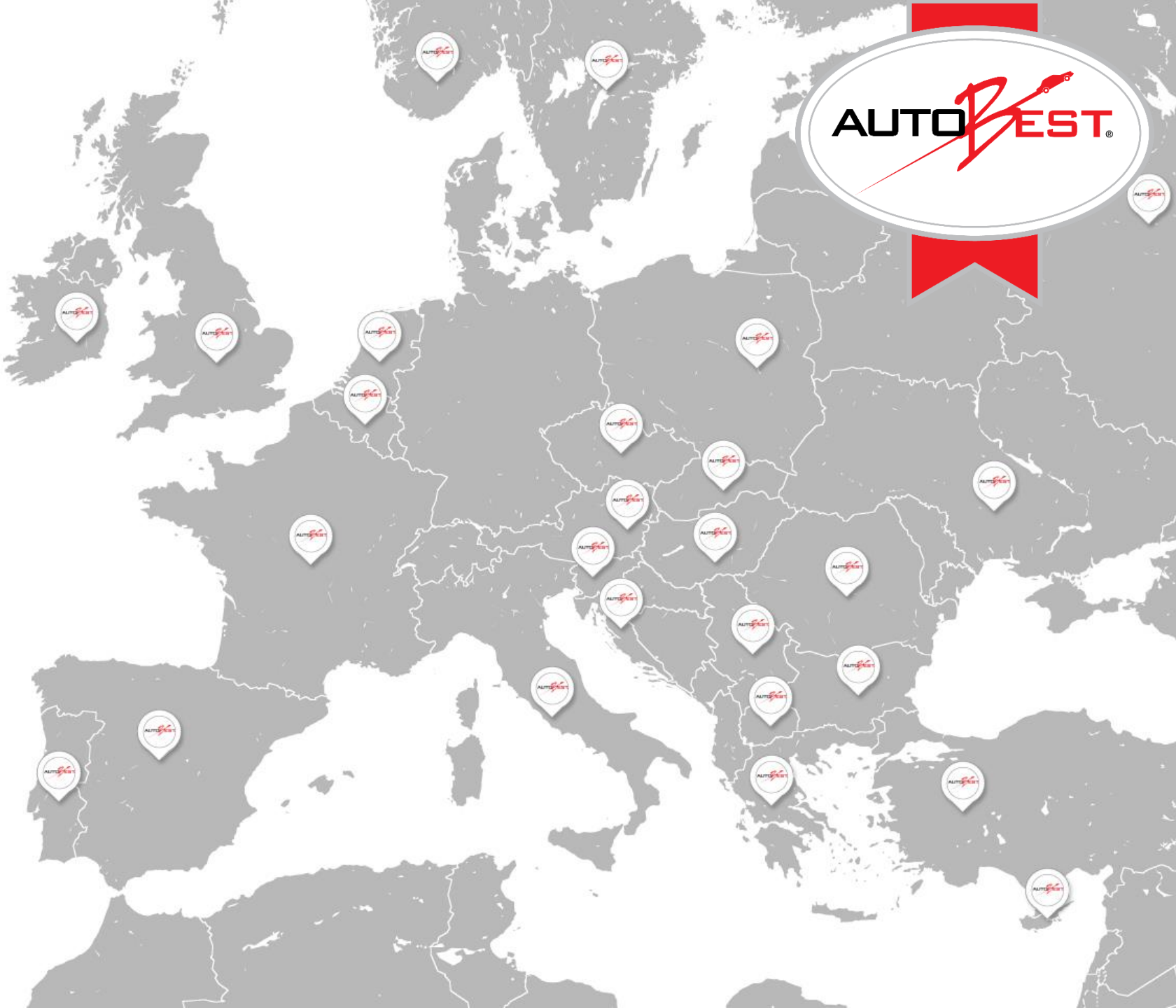
Large scaled: The Jury is addressing no less than 91% of the auto consumers of Europe.



The Jury today: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, France, Greece, Holland, Hungary, Ireland, Italy, Former Yugoslavian Republic of Macedonia, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey, United Kingdom.

So far, with 26 countries represented in the jury, AUTOBEST is addressing to total market of more than 680 million people. It is from now on Autobest Jury is becoming the independent Motoring Writers Jury with the largest representation in Europe.

Total Autobest	679,359,103
Total Europe	742,452,000
Autobest out of Europe	91.50%





METHOD Matrix of 13 criteria to decide the winner: design, handling, dynamics, tech, comfort, versatility, safety, consumption, environmental, price, distribution, spare parts.

Rules for Jury Member

Each car will cumulate a number of points coming from each member of the Jury. Each member of the Jury has an equal vote, with exactly the same number of points available. No points are allowed to be taken from one criteria and to add to another criteria
The AUTOBEST award is going to the car with max figure in the rankings;

AUTOBEST 2016															
Name of the Jury member:.....															
Points max		15	25	10	10	15	15	20	10	20	10	50	20	20	240
NR	Model	Design int	design2 ext	Handling	Dynamics	Tech	Comfort	Versatility	Safety	Consumtion	Environmental friendly	Price	Distribution network	Spare parts availability service	TOTAL
1															0
2															0
3															0
4															0
															0
															0
															0
TOTAL	criteria sum	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	points / criteria	15	25	10	10	15	15	20	10	20	10	50	20	20	240
Following the AUTOBEST jury regulations the points will go according to the following rules:															
1. Each member of the Jury has an equal vote, with exactly the same number of points available.															
2. The total amount of points for all cars is max defined for each criteria. The jury member will distribute that points among Final cars.															
3. No points are allowed to be taken from one criteria and to add to another criteria.															
4. Each car will cumulate a number of points coming from each member of the Jury. The AUTOBEST award is going to the car with max figure in the rankings.															
5. Between 1-st, 2-end and 3-rd place there can be maximum 25 points difference.															
6. No car could be granted with 0 points.															

NEW

From this year we increase the amount to 20.000 Euro
(excluding taxes)



Autobest Jury Awards

- COMPANY BEST AWARDS
- MAN BEST AWARDS
- ECO BEST AWARDS
- SPORT BEST AWARDS
- DESIGN BEST AWARDS
- SAFETY BEST AWARDS
- TECHNO BEST AWARDS
- SMART BEST AWARDS



National Drivers Academy

Extensive testing before
final voting

Unique evaluation
procedure

Pioneering conference
platform

European Jury with top
standards

High ranking quests from
automotive world

a unique proposition in the European Motoring Media



It is the most important Independent Auto Industry Gala in Europe.

Gathering, year after year, CEOs of various companies becoming the only European Annual Event where competitors sit at the same table with pleasure.

Awards Gala has evolved in 15 years from an distinguished dinner at a five-star European Gala with a high artistic content.

AUTOBEST Jury as it was yesterday

Dan Vardie, Romania - Chairman	Gábor Szécsényi, Hungary	Ioannis Stavropoulos, Greece	Krumislav Barzov, Former Yugoslavian Republic of Macedonia
Ilia Seliktar, Bulgaria - President	Maxim Kadakov, Russia	Mladen Alvirovic, Serbia	Okan Altan, Turkey
	Oleg Vasylevsky, Ukraine	Ozren Adamovic, Croatia	Petros Soutzis, Cyprus
	Piotr Frankowski, Poland	Rudolf Karpat, Slovakia	Vinko Kernc, Slovenia
			Vladimir Rybecky, Czech Republic





From today on not less than eleven country accede to the most
representative Independent European Motoring Jury...

Let`s Know Them!



Anders Helgesson, Sweden

anders.helgesson@otw.se

"I'm excited to be a part of such a competent jury. Together we can show European consumers the way to a wise and safe car choice."



Dave Humphreys, Ireland

www.completecarr.ie

"I am honoured to have been chosen to represent Ireland in the AUTOBEST Awards. I am very much looking forward to working with my fellow jury members especially as the group develops and expands."



Gerhard Kuntschik, Austria

www.salzburg.com

"Autobest is an expanding independent organization of opinion leaders in the automotive media who look beyond the scene. It is a pleasure to contribute to Autobest and represent Austria for the first time on the jury panel."



Gian Luca Pellegrini, Italy

www.quattroruote.it



"Autobest is a serious, meaningful automotive award and I strongly believe it has the potential to become one of the most prestigious prizes in the world."



Jean-Eric Raoul, France

www.mondadori.fr

"I'm really proud to become the first French representative for this new and upgraded Autobest jury. It is a real opportunity to build up a truly independent, influential and respected international car jury, that will help to give both customers and car makers a global, multicultural point of view on the new cars. And I'm confident that being a member of Autobest will give me a deeper and clearer understanding of the car industry, on a broader, more international perspective."



José Caetano, Portugal

www.abola.pt

"Cars are passion since childhood, maybe because it proves the geniality of men. Professionally, I wrote about it for the first time in 1997 when I had the chance to cover the Macao Gran Prix for the sports newspaper I was working for (A Bola) - I was writing mainly about football... A few weeks later I start working as a freelancer for a car monthly magazine (Auto), simultaneously with my permanent job at A Bola. In March, 2000, A Bola and Axel Springer launched Auto Foco. First it was a joint-venture. After, it evolved for a license. I'm the editor-in-chief (director) since march, 2011. We're living exciting times also at the auto industry, with so many challenges for the future – electric cars, autonomous driving, etc. Being a jury of Autobest will allow me to see the progress from the front row!"



Joan Dalmau, Spain



"I'm really pleased to be a member of such ambitious award (in terms of growing and reaching Western Europe) and very proud to be chosen as the only member of the Spanish jury."



Arnstein Landsem, Norway

www.broom.no



"I am excited and honoured to be chosen as Norway's representative for the Autobest Jury. Autobest is held in high esteem by the car community, and I will try my best to live up to the high standards set by the Autobest Jury. This represents a milestone in my automotive career, and I look forward to grow and develop together with Autobest in the years to come. "



Peter Nunn, United Kingdom

pnunn@gol.com



"With its clear focus and message, Autobest brings something new and appealing to the car awards table. Delighted to become a member of the jury at this key point in time as Autobest expands in influence across Europe."



Rob van Ginneken, Holland

www.automobiliteit.nl

"Looking at the automotive world from all angles – it might come as a surprise - I developed a taste for 'affordable' cars and - clever technology. After all they aim at normal car buyers. The way of thinking in AUTOBEST suits me perfectly. It is the same focus I try to communicate in AutoMobiliteit, the member magazine for the EAC (the Economical Automobile Club) in the Netherlands."



Xavier Daffe, Belgium

www.moniteurautomobile.be

"Being part of the AutoBest jury is a great opportunity to meet important journalists from other countries in Europe and to share opinions and experiences. It's also a good way to promote the automotive industry and make people understand the technological evolutions of the sector. Being part of the jury is also a great way to open his mind, when different opinions can be debated between people sharing the same interest."



NEW SITE

www.autobest.org



Thank you!

Offices address:

Privighetorilor Street, 82-84, Bl. B, 1st Ap.
District 1, 014031 Bucharest, ROMANIA

T: +40 217 802 800 | M: +40 728 228 119
pr@autobest.org | autobest.org