

## 2016 WESBANK / SAGMJ CAR OF THE YEAR RULES AND REGULATIONS

### Definition

The WesBank / SAGMJ Car of the Year Competition is about **automotive excellence**.

The winning car:

- Must score highly in its class across a variety of categories including:
  - Exterior Aesthetics
  - Interior Design & Practicality
  - Safety & Technology
  - Handling & Dynamics
  - Performance
  - Efficiency
  - Value for Money
  - Overall Excellence
- Should demonstrate that it strives towards representing innovation and ingenuity in marketing and engineering in its class;
- Should represent a brave step forward in motoring, setting new benchmarks in its market segment; and
- Must evoke automotive passion and excitement to make it a truly outstanding car both in its class, and in the whole market so that it is truly worthy of the ultimate accolade and the singular title of: the “WesBank / SAGMJ Car of the Year”

### Rules

1. The award will be made to the model range chosen to most closely match this definition by a panel of Jury members of the SA Guild of Motoring Journalists after a disciplined evaluation process.
  - 1.1 There will be only one winner.
  - 1.2 The winning range will be known as the **WesBank / SAGMJ Car of the Year** for the year in which the result is announced and the winning manufacturer / distributor will be entitled to promote that specific range until the announcement of the following year’s winner.
  - 1.3 Any promotion or advertising of the winning range, or a model nominated as a finalist, will include the Full Name of the competition and/or the official and complete COTY logo as prescribed by the CI guidelines as published by WesBank and/or the SAGMJ.
  - 1.4 An independent firm of accountants will audit the process of scoring the event and selecting the winner.

2. The event begins with the dispatch of voting material to the SAGMJ's full members and ends with the formal announcement of the winner.
3. The competition will be open to all vehicles that are primarily used for the transportation of passengers and that are available in South Africa, including Multi-Purpose Vehicles, Double Cab Bakkies, Sport Utility Vehicles, Crossover vehicles and two-wheel and four-wheel drive leisure vehicles regardless of whether they have a transfer gearbox or low range.
  - 3.1 The SAGMJ reserves the right to decide from year to year what vehicles will be eligible, guided by changing buying trends in the South African market.
4. Jury selection process and criteria:
  - 4.1 The Jury will consist of a minimum of twenty-five (25) and a maximum of thirty (30) Full Members and a maximum of eight (8) trainee jurors. Trainee jurors may also be selected from the pool of Probationary members, or from other relevant experts at the SAGMJ Committee's discretion.
  - 4.2 The Jury will be selected by a voting process that must take place prior to the Full Member voting process for a shortlist of vehicle ranges to be considered as finalists.
  - 4.3 The Jury voting procedures will be as follows:
    - 4.3.1. Each Full Member will be given the opportunity to vote for twenty-five (25) other Full Members and/or Fellow Members to be considered for Jury duty;
    - 4.3.2. From this poll, the top forty (40) individuals voted for would be considered for jury duty by the COTY sub-committee. The criteria for eligibility includes:
      - 4.3.2.1. All candidates must be members in good standing with the SAGMJ;
      - 4.3.2.2. A Full Member must have completed a minimum of two (2) years of Jury training. Full members who do not comply with this requirement will be considered for the jury training programme;
      - 4.3.2.3. A Jury member must be active in the motoring industry for a minimum of five (5) years;
      - 4.3.2.4. A Jury member must be an industry-recognised journalist who has participated in the industry by attending manufacturer launch events, and/or by driving test vehicles during the eligibility period;
      - 4.3.2.5. Not more than two individual Full Members from the same publication may serve on the Jury. Should more than two Full Members from the same publication be selected for the Jury, the editor of that publication will be required to decide on which individual will attend.
  - 4.4 A Jury moderation system will be introduced to evaluate individual Juror scoring patterns. The moderation will include a statistical audit of each individual Juror's scoring pattern for the current year's competition.
    - 4.4.1. The statistical audit will be performed by an independent expert(s);

- 4.4.2. Should such a statistical audit reveal grossly negligent or deliberately biased scoring, the SAGMJ may under severe circumstances:
- Disregard a Juror's entire scoring contribution for that year's competition; or
  - Suspend the individual from the COTY Jury; or
  - Institute disciplinary procedures according to the SAGMJ's Constitution.

5. The criteria for vehicle eligibility includes:

5.1 That the vehicle range has been named and launched publicly prior to the cut-off date (midnight on 31 August 2015). In addition, it must have been exposed (which includes a reasonable driving opportunity) to at least 75% of the SAGMJ's Jury Members by 31 January 2016.

5.1.1. The SAGMJ defines a model range to include vehicles (or vehicle if a single model is launched) that:

5.1.1.1. Is based on an identical mechanical platform;

5.1.1.2. Has identical physical proportions;

5.1.1.3. Has a unique and easily defined body style;

5.1.1.4. Is marketed under a single and easily defined automotive brand name;

5.1.1.5. Is marketed under a single range name – with due consideration given to minor variations for model identification;

5.1.1.6. Is marketed within a clearly defined market segment;

5.1.1.7. Is mechanically significantly different from any model launched during another eligibility period. The SAGMJ defines a significant mechanical difference as:

5.1.1.7.1. Where at least two of the engine, and/or drivetrain, and/or chassis of a vehicle are of a different architecture, design or blueprint than before.

5.2 That at least one model from a vehicle range must meet the eligibility criteria, and must be available to the public via the manufacturer's / importer's dealer body.

5.3 That vehicle range must have sold or be likely to sell in sufficient numbers to merit its inclusion.

5.3.1. The Guild defines "sufficient numbers" as a model or models in a specific range that has sold or is likely to sell at least 50% of volume of at least one of its recognised market competitors.

5.4 That the vehicle range must be relevant in terms of its international debut. The SAGMJ defines relevance in this respect as:

5.4.1. That the vehicle range was introduced for the first time in right-hand drive format in a feeder market no more than 12 months prior to the start of the eligibility period, with due consideration given to the availability of suitable engines, and/or drivetrain, and/or chassis in a unique combination that is relevant to the South African market.

- 5.4.2. Should a vehicle fall outside of this requirement, the case will be referred to the Validation Committee for clarification, and the manufacturer will be granted the opportunity to motivate for its inclusion.
  - 5.5 That the manufacturer / importer / distributor of the model must on request provide the SAGMJ with suitably verified information of the number of units sold or planned to be sold. This information will be made available to the SAGMJ Validation Committee. All sales data will be treated as confidential.
  - 5.6 The Jury will consider the back-up infrastructure provided by the manufacturer / importer / distributor on a national basis. The vehicle supplier must, on request, give this information on servicing and back-up provided in terms of dealer network or servicing agents. It will be in the Jury's discretion to decide whether there is sufficient back up for that car to be nominated.
6. The following will be the process in order to provide the necessary information for the Jury to take its final vote, prior to the finalist announcement.
    - 6.1 All manufacturers who have launched a new vehicle range into the South African market during the eligibility period as defined in these rules, will be requested to provide to the SAGMJ a complete list of all vehicle models launched, indicating clearly:
      - Manufacturer's name;
      - Brand name;
      - Range name;
      - Individual derivative names or codes;
      - Preferred range representative model (this model must be supplied for testing during the evaluation days);
      - Competitor information;
      - Pricing and sales data;
      - Any other data as requested.
    - 6.2 The manufacturers / distributors / importers may inform the SAGMJ in writing of any particular model range(s) they do not wish to have considered in the competition. Such notice must be fully motivated, and this information will be taken forward to the Validation Committee.
    - 6.3 The SAGMJ Validation Committee will convene to analyse all model and range data as supplied by all manufacturers, and will test the eligibility of each range by applying eligibility criteria as stipulated in these rules.
    - 6.4 The full voting membership of the SAGMJ will be supplied with a list of eligible ranges (in market segments), as provided by the Validation Committee, and will be invited to vote for individuals ranges which they believe should be considered by the SAGMJ's COTY Jury for nomination. Each full member will be given ten votes with which they will indicate which ranges they believe should go forward for consideration for nomination by the Jury.
    - 6.5 The ranges with the twenty highest scores will be announced to the membership and to the public as the semi-finalist ranges, whereafter the semi-finalist list will be further refined by the COTY Jury.

7. At a duly convened Jury meeting, the Jury will discuss the semi-finalists at length before casting ten votes each to determine the finalists. The vehicles with the highest number of votes become the finalists.
  - 7.1 A minimum of eight (8) and maximum of ten (10) vehicle ranges may be selected as finalists. An elimination process will be applied, should the second round of voting by the COTY Jury fail to yield a clear natural break within this margin.
    - 7.1.1. Should a natural break occur below the minimum threshold, the tied range/ranges with the highest number of first round votes will be added as Finalists until the minimum threshold is reached.
    - 7.1.2. Should a natural break occur above the maximum threshold, the tied range/ranges with the lowest number of first round votes will be eliminated until the maximum threshold is reached.
  - 7.2 The announcement of the finalists will take place at a special function. Prior to this, each manufacturer / distributor / importer will be required to provide one example of each of the short listed models.
8. Vehicle ranges nominated as finalists for the competition must comply with the following requirements:
  - 8.1 An entry fee of R5,950 (excluding VAT) is payable within 30 days after this date and should accompany a fully completed entry form (required within 90 days). The submission and signing of the entry form confirms that the entrant accepts in their entry, the Rules and Regulations and the Supplementary Regulations of this competition. Should the submission not be effected by the due date the defaulter's position may be allocated to one of the remaining nominees.
  - 8.2 Details of the Evaluation Days will be announced in the Supplementary Regulations. Entrants will be required to deliver to the starting point, **three** examples of the representative model previously indicated for evaluation. Details of the time and place will be given in the Supplementary Regulations. Each vehicle must contain an owner's handbook and any other literature normally provided with the car to a customer.
  - 8.3 **NO** optional equipment that **enhances** the vehicle's **standard specification** levels is allowed. Should items of this nature be included on the vehicle for whatever reason, it **must** be disclosed with pricing. These items will be listed on the supplied specification sheets, including pricing. The cost of these items will be added to the "Price as Standard" to determine a total "Price as Tested", and the Jury will evaluate the vehicle at the "Price as Tested".
  - 8.4 **NO** optional equipment that **enhances** the vehicle's **ride, handling, performance or overall dynamics** is allowed. Should items of this nature be included on the vehicle for whatever reason, it **must** be disclosed with pricing. The cost of these items will be added to the "Price as Standard" to determine a "Price as Tested", and the Jury will evaluate the vehicle at the "Price as Tested".
  - 8.5 In order to maintain an equal playing field, an equalisation calculation will be applied to all vehicles equipped with optional cosmetic, performance, or dynamic enhancements. The equalisation calculation will be formulated as the difference between the "Price as

Tested” versus the “Price as Standard” and expressed as a percentage. The percentage difference will be subtracted from the total number of points scored by each respective finalist and rounded up, to produce a final score. The equalisation percentage will be calculated and applied by the independent auditors assigned to audit the Car of the Year competition.

- 8.6 The three vehicles submitted for evaluation must be as closely matched in specification as possible and reasonable. Manufacturers are to supply the SAGMJ with a “Price as Standard” on the specification sheet (which should match the price on the entry form), followed by the list of optional equipment. One specification sheet per vehicle.
  - 8.7 The nominated vehicles must be delivered with a full tank of fuel and be suitably prepared and cleaned for the evaluation processes. The cars will be returned with reasonably full tanks at the end of the evaluation period.
  - 8.8 Vehicle preparation will include the affixing of numbers and decal material in specified areas, which will be done at the delivery point by contracted specialists. The organisers will provide decals and the only decal material permitted will be that provided by the organisers.
  - 8.9 Ignition keys must have a manufacturer’s key ring attached as well as the vehicle’s registration number. A second set must be in the possession of the nominated senior service person.
  - 8.10 It will be in the participants’ interest to maintain the cars in a presentable condition throughout the evaluation process. In this regard, the organisers will contract cleaning specialists on behalf of the participants. The organisers will attempt to find full or part sponsorship to cover this cost, with the remainder (if any) to be divided equally among the participants.
  - 8.11 Participants should provide technical back up during the event. Breakdowns are unlikely but should more than one of the three examples of a particular model cease to run during the event and three examples are unavailable for ongoing evaluation, the organisers will have to exclude the model from the final scoring.
  - 8.12 The organisers reserve the right to impound any of the entered models for scrutiny at any stage to ensure that they comply with all the relevant requirements of these Rules and Regulations and the Supplementary Regulations. This may involve the stripping of mechanical components in which case the entrant must supply personnel for this purpose.
9. During the Evaluation Days, the Jury will carry out a series of dynamic and static assessments of each of the nominated representative models.
    - 9.1 Static and dynamic evaluation will take place over the test period. The evaluation will take place within a controlled test environment and will be geared towards testing all facets of the driving experience relevant to the particular vehicle and the competition in order to determine a winner.
    - 9.2 To assist in the evaluation processes, Jurors will be provided with comparative information charts drawn from the entry forms, information supplied by the participants and by the Guild. A basket of parts comparative price lists, will also be made available.

10. The Car of the Year will be selected by the collective assessment of the Jury as reflected in the combined number of points scored by each Juror during the evaluation process.

10.1 Each Jury member shall score each Finalist vehicle against eight key categories namely:

- Exterior Aesthetics
- Interior Design & Practicality
- Safety & Technology
- Handling & Dynamics
- Performance
- Efficiency
- Value for Money
- Overall Excellence

10.2 Each Jury member must score each Finalist against each category on a scale of one (1) to ten (10), and will be required to submit this list electronically at the close of the final evaluation day.

10.2.1. A Juror is allocated a maximum number of high scores and may not allocate:

- A 10 point score to more than 8 categories
- A 9 point score to more than 10 categories
- An 8 point score to more than 12 categories

10.2.2. A Juror is allocated a maximum number of low scores and may not allocate:

- A 1 point score to more than 8 categories
- A 2 point score to more than 10 categories
- A 3 point score to more than 12 categories

10.2.3. No more than 50% of available maximum scores (10 points) or minimum scores (1 point) may be allocated to any single Finalist range

10.3 A statistical weighting will apply per category. The weighting mechanism to be applied will be:

10.3.1. At the specially convened Jury meeting, all Jurors in attendance will rank the eight evaluation categories in order of importance in a secret ballot;

10.3.2. Based on this combined ranking (from most important to least important), weighting will be calculated as follows:

- Position 1 – 5% weighting added
- Position 2 – 3% weighting added
- Position 3 – 2.5% weighting added
- Position 4 – 2% weighting benefit added
- Position 5 – 1.5% weighting benefit added
- Position 6 – 1% weighting benefit added
- Position 7 – 0.5% weighting benefit added
- Position 8 – 0% weighting benefit added

10.3.3. Statistical weighting will be calculated and applied by the independent firm of auditors, before any penalty applications are applied.

- 10.4 The vehicle with the maximum number of points at the end of the Evaluation Days – after the statistical weighting per category, and after any equalisation penalty has been applied – will be deemed the winner.
- 10.5 In the event of a tie in the winning scores:
- the winner will be determined by a “sudden death count-out” on the number of 10s, 9s, 8s, down to 1s achieved by each.
  - if this process fails to yield a winner, the range with the highest number of finalist votes will prevail.
  - if this still does not yield a winner, the range with the highest number of first round votes will be declared the winner.
- 10.6 The outcome, so achieved, will be final.
11. The name of the overall winning range, as represented by a particular model, will be the **WesBank / SAGMJ Car of the Year** for that year, and will be announced at a suitable function hosted by WesBank, details of which will be provided in the Supplementary Regulations.
12. The Guild is continually seeking opportunities to increase the public awareness of the competition and will utilise promotional opportunities. When these opportunities occur, entrants are to make examples of the finalists available for displays, parade events, and the like.
- 12.1 It is suggested that the “dressed” vehicles used at the finalists’ announcement function and the units utilised on the Evaluation Days be retained with decals attached for this purpose. Fair notice of such promotions will be given.
- 12.2 Entrants are encouraged to use the fact that a model range has been selected as a COTY finalist in their promotional material until the announcement of the winner, after which only the winning model may be publicised as the WesBank / SAGMJ Car of the Year.
- 12.2.1. Should entrants choose to market the fact that the model range has been selected as a COTY finalist, the manufacturer must ensure that the full name of the competition and/or the complete, official COTY logo is used in all advertising and marketing material, as per the official guide;
- 12.2.2. In addition to the use of the full name and/or the complete, official COTY logo in all advertising and marketing material, manufacturers must utilise static photographic images of the Finalist vehicles, as supplied by the SAGMJ for this purpose;
- 12.2.3. An official guide to the use of the logo and competition name, as well as vehicle branding, and images is distributed to all finalist manufacturers.
- 12.3 The winning manufacturer must be willing to supply an example of the winning car for use in SAGMJ’s public participation competition. The winner of this competition will enjoy a sponsored prize that is to be announced.