



FOR IMMEDIATE RELEASE
February 10, 2010

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MotorWeek Announces 2010 Drivers' Choice Award Winners

OWINGS MILLS, MD - *MotorWeek*, television's longest running automotive series, announced the winners today of its 2010 Drivers' Choice Awards which recognize best in class vehicles in a variety of lifestyle categories. "Emerging from what was a difficult year, this year's winners represent new benchmarks being set by the auto industry for engineering, design and fuel efficiency," said *MotorWeek* host and executive producer John Davis.

The Toyota Prius took top honors as *Best of the Year* for making improvements on virtually every front including, fuel efficiency, power and versatility. It was also named *Best Eco-Friendly*.

"The Prius winning the prestigious *MotorWeek* Drivers' Choice *Best of the Year* and *Best Eco-Friendly* awards is truly an honor that reflects how far hybrid technology in the U.S. has come in one short decade," said Bob Carter, Toyota Division group vice president and general manager. "Since it was introduced in 2000, the Prius has been an icon for positive change. Now, with over 800,000 currently on American roads, Prius has helped change the way people think about transportation, the roles cars play in the environment, and what people could expect from their cars in the future."

"If you can only buy one car for your family, the 2010 Prius is the one," said Davis. "The Prius is a no-compromise vehicle that offers impressive efficiency, cutting edge technology, smart packaging and truly iconic styling." ([Statement from MotorWeek regarding regenerative brakes](#))

The entire list of winners will be featured on *MotorWeek* beginning February 13th on PBS ([check local listings](#)). *MotorWeek's* Drivers' Choice Awards have been presented annually since 1983, and are among the auto industry's most prestigious honors.

Despite a tough year for domestic automakers, Detroit produced some standouts with ambitious remakes of existing models. Calling it a "stellar effort that speaks volumes about where Ford is headed," the Taurus got the nod as *MotorWeek's Best Family Sedan*.

General Motors was recognized by *MotorWeek* for a trio of outstanding vehicles. With best in class fuel economy, including hybrids, the Chevrolet Equinox captured the title as *Best Small Utility*, while the Buick LaCrosse took *Best Luxury Sedan* for delivering stunning good looks and quality inside and out. "These two vehicles have moved the benchmark for affordable vehicles in their class quite a few notches higher," said Davis. The iconic Chevrolet Camaro took home *MotorWeek's Best Sport Coupe* award. *Best Small Car* went to the Mazda3 for having the "soul of a sports car," while the new Nissan 370Z Roadster took the title as *MotorWeek's Best Convertible*.

German automakers dominated the high performance segments. Audi received two nods from *MotorWeek*; the S4 was named *Best Performance Car*, and the R8 5.2 FSI *Best Dream Machine*. The Mercedes-Benz SLS AMG shared *Best Dream Machine* honors, while the BMW 3-Series won *Best Sport Sedan*.

Two 2009 winners held on to their titles. For the second year in a row, the Ram 1500/2500/3500 drove away with *Best Pickup* and the Honda Pilot won for *Best Large Utility*.

The editorial staff of *MotorWeek* test drives more than 150 cars, trucks and utilities each year. Drivers' Choice Award winners are chosen following a comprehensive evaluation of factors that matter most to consumers - performance, technology, practicality and value.

The winners are: Best Small Car: **Mazda3**; Best Family Sedan: **Ford Taurus**; Best Luxury Sedan: **Buick LaCrosse**; Best Small Utility: **Chevrolet Equinox**; Best Large Utility: **Honda Pilot**; Best Pickup Truck: **Ram 1500/2500/3500**; Best Eco-Friendly: **Toyota Prius**; Best Sport Sedan: **BMW 3-Series**; Best Sport Coupe: **Chevrolet Camaro**; Best Performance Car: **Audi S4**; Best Convertible: **Nissan 370Z Roadster**; Best Dream Machine: **Audi R8 5.2 FSI/Mercedes-Benz SLS AMG**.

MotorWeek is one of the nation's leading sources for automotive industry news, new car information and driving entertainment. The award-winning series, seen nationwide on PBS, SPEED and V-me, is produced by Maryland Public Television. For more information on *MotorWeek* and the Drivers' Choice Awards, visit motorweek.org