

Judging underway for 2016 Canadian Green Car Award Winner to be announced April 15 at the Green Living Show, Toronto

Toronto, ON, February 29 – Judges have begun to evaluate 15 vehicles in Round Two of the competition to select the winner of the 2016 Canadian Green Car Award.

Over the next month, the judges, many of Canada's top automotive journalists, will drive and assess vehicles nominated in six Award categories.

This round will select the winning vehicle in each category. In the final round, the judges will pick the overall champion from among the category winners.

The category and overall Awards, intended to honour the vehicles with the greatest potential to benefit our environment, will be presented on Friday April 15, at the annual Green Living Show in the Metro Toronto Convention Centre.

The 15 judges, among the country's most respected automotive journalists, will assess not only the contestants' environmental attributes but also their overall consumer appeal, since vehicles will have a much greater "green" impact if they sell in large numbers.

The six categories* include: Zero Emission (battery-electric or fuel cell); Plug-in Hybrid; Conventional Hybrid; Efficient Gasoline or Diesel Internal Combustion; Efficient "Family Hauler," with at least three rows of seats; and Fun Car.

The category winners will be announced in early April, before the final round of judging to select the overall winner.

"As the Green Living Show reveals, the world of Green Cars is rapidly expanding and evolving, offering consumers more and more choice among vehicles that combine environmental benefits with improved performance," says Laurie Simmonds, CEO, Green Living Enterprises which operates the Show and will host the Award ceremony. People attending the Show will have the opportunity to view and test drive the most innovative technologies on the market.

"While the Canadian Green Car Award is an independent event, it fits with our focus on helping consumers find the most attractive and fuel-efficient solutions for their transportation needs from among an impressive array of green options. We hope the Award program will encourage them to do even more."

This is the fourth year for the Award. Previous overall winners include the Ford Fusion hybrid, Honda Accord hybrid and Kia Soul EV.

In Round One of the competition, the judges selected the top three finalists in each category. Except for the Zero Emission and Plug-in Hybrid categories, the main

criteria at this stage was the ability to meet the Award's increasingly stringent fuel consumption and emissions criteria. The criteria get tougher each year to ensure the Award recognizes companies that go above and beyond government-mandated improvements in fuel efficiency.

This process, in line with other global Green Car awards, is intended to ensure that every vehicle meeting the basic criteria is considered and, in turn, make the Award a fair and useful guide for car buyers.

The category and overall winners are selected through a combination of factual data and judges' assessments based on test drives, experience and manufacturers' information.

The environmental benefits considered include fuel efficiency, tailpipe emissions, the use of sustainable or recyclable materials and measures taken by manufacturers to green their operations. Elements that influence consumer appeal include range, price, safety aids, comfort and connectivity features, performance, and build quality.

Here are this year's category finalists:

Zero Emission

BMW i3
Nissan LEAF
Tesla Model S 70D

Plug-in Hybrid

Audi A3 e-tron
Chevrolet Volt
Volvo XC90 T8

Hybrid

Hyundai Sonata Hybrid**

Efficient Gasoline or Diesel Internal Combustion

Honda Civic 1.5T
Mazda3 GS
Ford Focus 1.0-litre

Efficient Three-Row Vehicle

Ford Explorer 2.3-litre EcoBoost
Honda Pilot
Volvo XC90 T6

Fun Car

Mazda MX-5
Tesla Model S P90D

For more details, visit the Award website at <http://canadiangreencaraward.ca> or contact Michael Bettencourt at xlerator5@gmail.com, Peter Gorrie at peter@petergorrie.ca, or Eric Novak at eric@modernmediaperspectives.com

Media enquiries contact:

Susan Elliott

Susan.elliott@elliott-com.com 905-833-0826

About the Green Living Show

The Green Living Show is Canada's largest consumer show dedicated to simple solutions for leading a healthy and sustainable lifestyle. This three-day event offers inspiration for all ages and features influential speakers; eco home, cottage and garden design; local and organic food and wine tastings; health, wellness and yoga pavilions; eco fashion and green beauty makeovers; electric and hybrid car test drives; nature exhibits and fun activities for the entire family.

<http://www.greenlivingshow.ca>

***Basic criteria for each category:**

- 1. Zero-emission:** Battery electric, fuel cell or other zero-emission technology
- 2. Plug-in hybrid.**
- 3. Conventional hybrid-electric:** Must have combined fuel economy of 6.2 litres per 100 kilometres or lower, according to the five-cycle Natural Resources Canada Fuel Consumption Rating or, if that is not yet available, the equivalent U.S. EPA rating.
- 4. Gasoline or diesel internal combustion:** Must have combined fuel economy of 7.2 litres per 100 kilometres or lower.
- 5. Efficient Three-Row:** A passenger vehicle of any propulsion technology with at least three forward-facing rows of seating, accommodating at least six occupants. If powered by gasoline or diesel internal combustion, or a conventional hybrid, it must have a combined fuel economy of 11 litres per 100 kilometres or lower.
- 6. Fun car:** Any passenger vehicle of any propulsion technology that accelerates from zero to 100 kilometres per hour in 7.5 seconds or faster. If powered by gasoline or diesel internal combustion, or a conventional hybrid, it must have a combined fuel economy of 8.5 litres per 100 kilometres or lower.

**Only one vehicle is nominated in the Hybrid category, reflecting in part the shift from Hybrids to Plug-in Hybrids in the Canadian marketplace, and the fact that some new vehicles are not available during the time allotted for test drives, which are an essential component of the Award process.