



CNBC & Autocar come together with Amaron and Goodyear to announce the launch of Auto Awards

- CNBC Autocar Auto Awards India 2002 instituted in partnership with Amaron and Goodyear*
- Auto Awards to reward excellence in car manufacturing in India and provide vital car buying information to the Indian consumer*
- The inaugural year to focus on passenger cars; scope to be widened by and by*
- Award categories to include prestigious Car Of The Year Award*

([PRWEB](#)) January 7, 2002 -- URGENT PRESS RELEASE

CNBC & Autocar come together with Amaron and Goodyear to announce the launch of Auto Awards

- CNBC Autocar Auto Awards India 2002 instituted in partnership with Amaron and Goodyear
- Auto Awards to reward excellence in car manufacturing in India and provide vital car buying information to the Indian consumer
- The inaugural year to focus on passenger cars; scope to be widened by and by
- Award categories to include prestigious Car Of The Year Award

Pune, January 2002: CNBC India - the premier corporate & business channel and Autocar - the magazine for the auto industry, announce the CNBC Autocar Auto Awards, presented by Amaron Hi-Life Batteries in association with Goodyear - the largest tyre manufacturer in the world. These annual awards will be akin to the Oscars of the Indian Automotive Industry, rewarding excellence and innovation in this sector relevant to the Indian markets, thus arming the Indian car buyer to make the right choice. The grand awards ceremony is scheduled to be held in Delhi on 14th January, 2002.

The cars will be appraised by a jury consisting of 5 experts with vast experience in the field of evaluating cars. The jury's analysis would be enhanced by Autocar's large database on car performances that have been aggregated from car tests through the year. They would then assess the vehicles and rank them in relation to their rivals. Among the different categories for which the auto awards would be presented, the award that would evoke the most excitement would be the Car of the Year Award.

The eligible cars for the 2002 Car of the Year Award are:

- Mercedes Benz C-Class
- Opel Corsa Swing
- Hyundai Sonata
- Honda Accord
- Fiat Palio
- Maruti Versa
- Skoda Octavia
- Ford Mondeo



The following criteria would be used for selection of the Car of the Year:

- a. Fitness for the Purpose
- b. Relevance to the Indian Market
- c. Value for Money
- d. Design & Styling
- e. Space, Comfort, Practicality
- f. Engine & Performance
- g. Gearbox
- h. Ride, handling & brakes
- i. Driving Pleasure
- j. Economy (Value for Money)
- k. Overall Safety
- l. Long term ownership considerations

These cars which would be judged for the Car of the Year 2002 awards have been driven over thousands of kilometers to evaluate the above parameters. All specific details would be taken into account while evaluating the award.

Averred Mr Haresh Chawla, CEO - CNBC India, "For CNBC, the launch of the auto awards has special significance. Historically, the fortunes of world economies have been closely inter-twined with those of the automotive industry. This industry has served as the quintessential barometer of industrial production and consumption - two drivers of economic growth. These awards underline CNBC's commitment to providing essential business insights and supporting the establishment of standards in leading industrial sectors."

Commented Mr. Hormazd Sorabjee, editor Autocar India : Since we launched Autocar India in September 1999, testing and evaluating cars has been our core competence. In the past year, our test team has logged a cumulative test distance of 100,000 km and our road tests have become a vital reference for any car buyer. With the Car of the Year award we aim to inform our readers about the best cars your money can buy today."

"We believe that demanding the highest standards of professional competence is absolutely essential for continuous improvement. By recognizing and rewarding achievements in the Indian automotive industry, what are today's standards of excellence will become tomorrow's norms thus raising the bar for the entire industry. We are proud to present the CNBC Autocar Awards which will encourage a culture of meritocracy in the auto industry and give customers valuable information," states Mr. Jayadev Galla, Executive Director, Amara Raja Batteries Limited

Mr. Luis Ceneviz, Chairman & Managing Director, Goodyear India Ltd. comments, "Goodyear has been a pioneer in tyre industry with many firsts to its credit. We believe that the AutoCar Awards, on the eve of Auto Expo 2002 offer us an opportunity to further extend Goodyear's name through one of the most respected business platform The association further endorses Goodyear's commitment to India. "

About CNBC India

CNBC India is a tribute to India's growing importance on the international business radar. A service of Dow Jones and NBC brought to India by the joint venture between Television Eighteen and CNBC Asia, the channel



is the new Indian face of the worldwide leader in business news. CNBC India has carved out a strong niche that is growing everyday, fuelled by a growing corporate and business culture and the burgeoning community of active investors. The channel has inherent content development capabilities and a number of firsts that are yet to be emulated -- coverage of stock markets from the opening trade to the closing quote, the live 24-hour stock market ticker, corporate result exclusives, Hindi business news bulletins.

About Autocar

Autocar India, now over two years old, has set the pace for automotive journalism in India. Autocar UK, is a 105 year old magazine, which is as old as the car itself! Autocar UK belongs to the Haymarket Group UK, publisher of over 100 titles worldwide including the world's first car magazine. Autocar India has consistently been the first publication to break stories and has become a "must-read" publication by giving the reader information they simply cannot find elsewhere, every month. Autocar India has come to be recognised as an authority on road testing. Our verdicts are the benchmark by which cars are judged. Our testing standards conform to those of Autocar (UK) which incidentally invented the road test concept 75 years ago. Autocar India is also privileged to be the only publication in India to be given exclusive first rights to analyse and publish all the JD Power Reports on Customer Satisfaction, Sales Satisfaction, Initial Quality and consumer finance.

About Goodyear India Ltd.

Goodyear is the largest tyre manufacturer in the world. Today, Goodyear develops, manufactures tyres as well as engineered rubber products and chemicals in more than 90 facilities in 30 countries. Goodyear has marketing operations covering almost every country around the world.

Goodyear in India today manufactures and markets radial and bias tyres for most applications. With plants at Aurangabad (Goodyear South Asia Tyres Pvt. Limited) and Ballabgarh (Haryana), Goodyear is a leading player in passenger segment both in OE and replacement segments. Goodyear India's range of products produced in both plants is marketed through a chain of exclusive Goodyear Tyre Centres and loyal multi-brand dealers.. And currently Goodyear is the first and only tyre company to manufacture, sell tubeless radial tyres for the small, mid-size and luxury cars produced in India. In the passenger radial segment Goodyear currently enjoys an estimated share of over 16 %.

About Amara Raja Batteries:

Amara Raja Batteries Limited (ARBL), an Amara Raja-Johnson Controls Company with 26% equity from Johnson Controls is the technology leader in the Indian storage battery industry and the leading player in standby VRLA batteries. In India ARBL is the preferred supplier to major telecom MNCs, like Siemens, Lucent, Alcatel, VSNL, and Indian Railways, besides a host of companies in segments like power, oil & gas and UPS systems. In the automotive segment ARBL supplies batteries exclusively to Ford, General Motors, DaimlerChrysler; and preferentially to Hindustan Motors, Telco, Mahindra & Mahindra, Ashok Leyland, Telco and Swaraj Mazda. The ARBL scrip is actively traded on BSE, NSE and HSE.

For CNBC

Jayant Ranade /Sameer Ranade
98220 77627 98230 66106



Contact Information

Sameer Ranade

Saprom

<http://business.vsnl.com/saprom>

91-20-4214542

Online Web 2.0 Version

You can read the online version of this press release [here](#).