

Voting opens for 2020 What Car? Reader Award

Submitted by: Performance Communications

Monday, 11 November 2019

The What Car? Reader Award is given to the most eagerly anticipated new car of the coming year. Shortlist of 12 new models revealed as public vote begins, with the winner to be announced at the What Car? Car of the Year Awards in January.

Vote for your Reader Award choice at: www.wcreaderaward.com

Voting has opened for the 2020 What Car? Reader Award, sponsored by ALA Gap Insurance. The award allows new car buyers to select the upcoming model they are most looking forward to arriving in UK showrooms, with the winner set to be announced at the 43rd What Car? Car of the Year Awards, which will be held in January.

Drawn up by the experts at What Car?, the shortlist includes models from a range of vehicle classes, including SUVs, hatchbacks and electric vehicles (EVs).

EVs have a strong track record, with the Jaguar I-Pace winning in 2018, and the Honda E in 2019.

EVs on the 2020 shortlist include the Volkswagen ID 3, which was unveiled at this year's Frankfurt motor show, and the upcoming Fiat 500e. Meanwhile, the shortlisted Audi A3 and Peugeot 2008 will also be available in electric form.

The Land Rover Defender, one of the most hotly anticipated new models to be revealed in 2019, is one of several SUVs to have made the shortlist, joining the 2008, Alfa Romeo Tonale and next-generation Nissan Qashqai and Vauxhall Mokka X.

People can vote on their favoured car by visiting www.wcreaderaward.com, with voting closing on Monday 2 December 2019 at 17:00 GMT.

The 12 nominees for the 2020 Reader Award as chosen by the experts at What Car? are:

- Alfa Romeo Tonale
- Audi A3
- BMW 4 Series
- Fiat 500e
- Jaguar XJ
- Land Rover Defender
- Mercedes-Benz C-Class
- Nissan Qashqai
- Peugeot 2008
- Toyota Yaris
- Vauxhall Mokka X
- Volkswagen ID 3

What Car? editor Steve Huntingford said: "The shortlist for the 2020 Reader Award proves what an

exciting 12 months we have to look forward to.

“Manufacturers take particular satisfaction from seeing one of their models selected as the What Car? reader’s choice, because it demonstrates popularity among the people that matter most: car buyers.”

The winning car will be announced at the What Car? Car of the Year Awards on Tuesday 14 January 2020, along with the winners of 24 other categories and the overall Car of the Year.

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About What Car?

What Car?, the UK’s leading and most trusted car buying brand, has the magazine, a market-leading website and several established brand extensions. It has helped Britain’s car buyers to make purchasing decisions for more than 40 years and its tests are widely regarded as the most trusted source of new car advice.

Whatcar.com is the UK’s leading car buying website, offering trusted reviews and data on every new car. A winner of numerous awards and accolades, whatcar.com is recognised as one of the UK’s leading consumer websites and attracts 1.7m unique users every month and over 13m monthly page impressions. The brand has seen major investment in its digital infrastructure as it develops a new ecommerce platform, allowing users to act on the trusted advice What Car? offers.

With a print circulation of 55,459, combined with its mobile and social reach, What Car? has more than 5.5 million monthly points of contact with its audience on the move, at work, at home and at the crucial point of sale. It is the top performing monthly on the UK newsstand in the motoring category

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