



## Prius captures top prize in Japan

The Japan Car of the Year for 2009-2010 is the  
**Toyota Prius**

The Import Car of the Year (Japan) for 2009-2010 is the  
**Volkswagen Golf**

## Special Awards

Most Advanced Technology Award : Mitsubishi i-MiEV

Most Fun Award : Nissan Fairlady Z (370Z)

Best Value Award : Subaru Legacy

Japan COTY 30th Anniversary Special Award

“Best 3rd Decade Car” : Honda Fit (Jazz)

(Makuhari Messe, October 21, 2009) Celebrating its 30th year, the Japan Car of the Year awards held its final voting session for 2009-2010 on October 21 at the Makuhari Messe site in Chiba Prefecture. After all voted were counted and tallied, the winner of the Japan Car of the Year is the **Toyota Prius**. The Import Car of the Year award is the **Volkswagen Golf**.

In addition, the special award for ‘Most Advanced Technology’ was awarded to **Mitsubishi i-MiEV**, while the **Nissan Fairlady Z** won the prize for ‘Most Fun.’ The trophy for ‘Best Value’ was awarded to the **Subaru Legacy**. This year’s award coincides with the 30th year since the JCOTY organization was established, and in a special vote to select the most impressionable “Best 3rd Decade Car” from winners of the 20th to 29th JCOTY, the **Honda Fit** has been crowned victor.

### Japan Car of the Year Voting Results:

1st	Prius	(Toyota)	433 votes
2nd	Insight	(Honda)	391 votes
3rd	Golf	(Volkswagen)	186 votes
4th	i-MiEV	(Mitsubishi)	131 votes
5th	E-Class	(Mercedes Benz)	125 votes
6th	Axela (Mazda3)	(Mazda)	71 votes
7th	XC60	(Volvo)	52 votes
8th	Fairlady Z	(Nissan)	49 votes
8th	Mito	(Alfa Romeo)	49 votes
10th	Legacy	(Subaru)	38 votes

Total votes: 1525 votes / 61 Jurors

For further details (including the Best 3<sup>rd</sup> Decade Car) please refer to the Japan COTY homepage: [www.jcoty.org](http://www.jcoty.org) media only site: [www.jcoty.org/press/press.html](http://www.jcoty.org/press/press.html)  
Or contact the JCOTY executive manager at : [info@jcoty.org](mailto:info@jcoty.org)

## Main reasons given for award wins

### **Winner of Japan Car of the Year – TOYOTA PRIUS**

Toyota created the hybrid segment over 12 years ago, and continues to meet the needs of the eco-generation. The car's affordable pricing and no-compromise precision electronic control system were two aspects evaluated highly by jurors. The company continues to challenge the boundaries of hybrid motorization with a new era of environmentally-friendly technology.

### **Winner of Import Car of the Year – VOLKSWAGEN GOLF**

Jurors praised the Golf's special blend of sporty performance and excellent fuel efficiency achieved through the synergy effect from the superb DSG transmission and its small capacity engine empowered by a unique turbocharger and supercharger combination. This hardware makes the Golf a real driver's car.

### **Recipient of Most Advanced Technology award – Mitsubishi i-MiEV**

Employing high performance lithium-ion batteries, the i-MiEV is the world's first mass production EV car to offer usable everyday performance and practicality thanks to its advanced electronic system. It is a car that opens the door to an exciting electric future. Jurors en-masse voted for these significant developments.

### **Recipient of Most Fun award – Nissan Fairlady Z (370Z)**

The Z is the very embodiment of Nissan's sports car program. Fitted with a powerful V6 engine driving the rear wheels, this stylish coupe boasts 'Synchr-rev Control,' a new transmission feature that makes the 6-speed manual car a blast to drive.

### **Recipient of Best Value award – Subaru Legacy**

The jury panel gave high marks to the Legacy's combination of affordable price, superb AWD system and horizontally-opposed boxer engine, meticulously honed over the last 20 years. The car also features an all-new driving assist unit called SI radar cruise.

For further details, please refer to the Japan Car of the Year website.

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