



FOR IMMEDIATE RELEASE

Media Contacts:

Sanaz Marbley/Alexis Linn

JMPR Public Relations

(818) 992-4353

smarbley@jmpublicrelations.com

alinn@jmpublicrelations.com

MOTOR PRESS GUILD NAMES MAZDA MAZDA3 AND CHEVROLET CORVETTE STINGRAY WINNERS OF ITS 2013 INNOVATION VEHICLE OF THE YEAR AWARD

Winners Announced at the LA Auto Show's MPG Motoring Invitational Presented by Forza Motorsport 5 and Xbox One

LOS ANGELES (November 20, 2013) – The [Motor Press Guild](#) (MPG), the largest automotive media association in North America, announced two winners of its 2013 Innovation Vehicle of the Year (IVY) Award today, with the 2013 Mazda Mazda3 winning the under \$29,000 class and 2014 Chevrolet Corvette Stingray taking the accolade for the \$29,000 and over category. The announcement was made Wednesday during the LA Auto Show's MPG Motoring Invitational Presented by Forza Motorsport 5 and Xbox One.

An expert panel of judges, led by committee chairman John Dinkel, evaluated all nominated vehicles and created a group of 12 finalists. Those vehicles were then voted on by MPG's journalist and analyst membership, who determined the winners by evaluating each car on innovation, technology, engineering, safety, environmental impact, price, affordability and value. To aid voters in their final decisions, MPG partnered with [AutoHarvest](#) to supply third-party information about any of the advanced technologies incorporated into the finalist vehicles.

Under \$29,000 Winner - 2014 Mazda Mazda3

As the winner in the under \$29,000 category, the Mazda3 was recognized for affordable safety innovations, a refined, compact design, sporty vehicle dynamics and innovative high-compression, high-efficiency 4-cylinder gasoline and turbo diesel engines that are a result of the company's SKYACTIV TECHNOLOGY. These combined elements made the Mazda3 a stand-out competitor in a highly-competitive sector.

"The 2014 Mazda3 is the compact car with a difference, and that difference is SKYACTIV TECHNOLOGY," said John Dinkel, IVY Committee Chairman. "This umbrella of advanced technologies focuses on increasing overall vehicle efficiency, through lightweight materials and improved design, while increasing responsiveness. SKYACTIV takes us down a path of a future of highly efficient yet fun-to-drive affordable cars, making the Mazda3 a worthy recipient of the IVY award."

Over \$29,000 Winner - 2014 Chevrolet Corvette Stingray

The Chevrolet Corvette Stingray's use of lightweight, high-tech materials, its remarkable fuel economy for a small-block V8 engine and invigorating design set it apart from other impressive vehicles in the \$29,000 and over class.

"The 2014 Chevrolet Corvette is an innovation and technology tour de force, resulting in a world class sports car with an unmatched combination of performance and value," said Dinkel. "The car is race track

developed, tuned and tested, yet it is as comfortable, refined and mild-mannered on the street as a Chevy Impala . . . until you mash down on the loud pedal. Finding this much technology and refinement in a sports car costing just over \$50,000 is mind boggling.”

“On behalf of all MPG members, I’d like to congratulate Mazda and Chevrolet on their IVY awards,” said MPG President, Aaron Gold. “We had an incredible group of contenders, but both MPG’s IVY panel of experts, which included John Dinkel, BJ Killeen, Rex Parker, Mark Rehtin, Greg Whale, Patrick Hong, and Nate Schroeder and our journalist and analyst members, agreed that these vehicles represent the year’s best in innovation.”

The MPG Motoring Invitational Presented by Forza Motorsport 5 and Xbox One was an exclusive morning event that featured more than 60 unique, historic and significant vehicles and celebrated all aspects of Southern California’s car culture, bringing together some of the most interesting automobiles from influential icons, tastemakers, luminaries, collectors and celebrities for Press Day attendees to enjoy.

About Motor Press Guild (MPG)

The Los Angeles-based Motor Press Guild (MPG) is the largest automotive media association in North America, with more than 800 members. This non-profit trade guild is dedicated to promoting professionalism in automotive journalism through education and information exchange. Members include journalists and analysts from print, broadcast and online outlets as well as public relations representatives, consumer groups and governmental bodies tied to the automotive industry. The organization hosts regular meetings featuring key figureheads in the auto industry and is widely recognized for its annual Dean Batchelor Award program and annual industry MPG Track Day. For more information about MPG, please visit www.MotorPressGuild.org, or follow us on the [MPG Facebook](#) or [Twitter](#) pages. For media inquiries please contact MPG publicity chair, Brendan Flynn, at 310-444-1850 or bflynn@laautoshow.com.

About Innovation Vehicle of the Year (IVY) Award

Now known as Innovation Vehicle of the Year, or IVY takes the place of MPG's previous Vehicle of the Year (VOTY) award. MPG's new award recognizes vehicles that represent segment-leading technology, engineering, and other significant factors that move the industry in a notable direction. The award is split into two categories: One for vehicles priced below \$29,000 and one for vehicles priced at \$29,000 and higher.

Vehicles included in the 2013 awards were required to be on sale in the U.S. before January 1, 2014. Vehicles were evaluated and judged based on the following criteria: Overall innovation, technology and engineering, safety, environmental impact, price, affordability and value. Nominations were open to all MPG members—up to three for each price class. Manufacturers also nominated their own vehicles. A jury of expert MPG journalist members chose twelve finalists and final voting was open to MPG journalist and analyst members.

About AutoHarvest

AutoHarvest Foundation, a 501(C)3 nonprofit, created and operates a unique innovation ecosystem led by some of the most highly respected figures in the automotive and manufacturing industries. In 2012, AutoHarvest.org was launched as the world’s only truly neutral and global on-line meeting place for innovators of all types with an interest in advanced manufacturing. This system allows users of all types to showcase capabilities, technologies and needs system-wide and then privately connect with fellow inventors and commercializers to explore technology and business development opportunities of mutual interest. The AutoHarvest interest group consists of over 200 prominent R&D and manufacturing organizations from industry, government and academia. Recently awarded a multi-year grant by the New Economy Initiative Foundation of Southeast Michigan, AutoHarvest is part of the Detroit Regional Innovation Network. For more information visit: www.autoharvest.org

#