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### **Carmaker of the Year**

When deciding the finalists, the judges will focus on the product offering. Not only are the models on the forecourt right for the customers now in terms of practicality, cost, style and the environment, but is the manufacturer making a clear statement of intent on the development of new models and supporting technologies that is matched by a track record of delivering on promises.

Is the manufacturer sensitive to the voice of the consumer, the winds of change blowing through the legislative landscape and dealer feedback when it comes to product planning? These will be key considerations for the judges.