



Media Release

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Holden Commodore voted Australia's no.1 car in 2010

Beating overseas competition to claim the Carsguide People's Choice Award

More than 9,000 Carsguide readers have declared the Holden Commodore Australia's best car in 2010.

The Australian designed and manufactured vehicle remains a favourite for both male and female drivers, defeating overseas rivals to claim the 2010 Carsguide People's Choice Award.

After the poll closed on Wednesday this week, the Holden Commodore narrowly beat the Audi A8 by 194 votes, while the Volkswagen Polo came in the third.

The top 10 most popular cars in the 2010 People's Choice Award as voted by the public are:

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| 1. Holden Commodore | 6. Ford Falcon |
| 2. Audi A8 | 7. Holden HSV GTS |
| 3. Volkswagen Polo | 8. Ford FPV GT |
| 4. Mercedes-Benz E-Class | 9. Jaguar XJ |
| 5. BMW 5 Series | 10. Nissan GT-R |

"It's fantastic to see a home grown vehicle pick up the 2010 Carsguide People's Choice Award. Many Aussies have a soft-spot for Australia's own car and there's no disputing the value or versatility of the Commodore," said Carsguide managing editor, Ged Bulmer.

Reader comments about the Holden Commodore included:

"The Holden Commodore, made by Australians for Australians. It can't get better!"

"Nothing beats the original Australian Holden Commodore for value, reliability and style."

"Holden Commodore has been a consistent favourite with the motoring public and deserves a big win."

"It's an Australian classic. Looks fantastic and is an all round good performer."

While the Holden Commodore was the overall favourite for all poll participants, 21-31 year olds preferred the Nissan GT-R, 51-60 year olds preferred the Audi A8 and 60+ year olds preferred the Mercedes Benz E-Class.

The public also voted for their favourite car in six specific categories. The winners are:

Best Commercial Vehicle – Toyota HiLux

Best Family Car – Holden Commodore

Best First Car – Volkswagen Polo

Best Prestige Car – Audi A8

Best SUV – BMW X5

Best Sporty Car – Nissan GT-R

Previous winners of the overall Carsguide People's Choice Award were the Ford Falcon in 2009, the Ford Falcon G6E Turbo in 2008 and the Holden SV6 Ute in 2007.

The 2010 Carsguide People's Choice Award winner is announced as the automotive market is set to report a record year with vehicle sales outperforming other economic indicators, including retail spending and business investment.

Year-to-date, 948,987 vehicles have been sold in Australia, an 11.8% increase for the same period in 2009.*

"Australian new vehicle sales are on track to exceed one million units in 2010, a feat achieved only twice before. The boom can be attributed to the fact we have one of the world's most open and competitive new car markets, which ensures strong competition between makes. Car buyers are benefiting from the fact new cars have never been more affordable or better equipped than they are today," said Mr. Bulmer.

**Federal Chamber of Automotive Industries November car sales figures*

For further information or to arrange an interview with Carsguide managing editor, Ged Bulmer please contact:

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