

headline
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AWARDS2011

THE WINNERS

Journalist stars of 2011





A celebration of motoring journalism and photography

The *headlineauto* awards are now into their third year and proving more popular than ever with nominations up by more than 20 per cent over 2010. As a result, the quality of the finalists whose submissions went to our judging panels is higher than ever.

The awards have been designed to celebrate and recognise the very best in motoring journalism, writing and photography. They are the first awards to be open to all journalists, regardless of their membership in any organisation.

Once again a big thank you to everyone who took part; very well done to all those who made it on the shortlists and congratulations to all our winners and runners-up! Here, we present all the winners and those shortlisted in each of the 15 categories with one exception: our Journalist of the Year. As in previous years, he or she will be announced later.

As chairman of the judges, I was delighted with the response to this year's awards which have been conceived to recognise the entire motoring journalism community. The awards once again confirm the exceptional talent we have in the UK.

I would like to thank the judges who put so much time and thought into these awards, particularly knowing how busy they all are. Some of our judges have been with us since 2009; others joined this year.

Raising money for charity



For every nomination received, *headlineauto* pledged to donate £1 to the major industry charities, BEN, the Motor and Allied Trades Benevolent Fund, and WOMAC, Women on the Move Against Cancer. Thanks to your nominations, we have raised a total of over £1300.

How the awards work

The model for the *headlineauto* awards was pioneered and fine tuned over many years by sister website *headlinemoney*. This is how they work:

Over a period of some eight weeks earlier this year, the entire *headlineauto* community was invited to nominate their favourite journalists in any of the 15 different categories. In order that there could be no unfair loading of votes for a particular journalist from a large number of colleagues from the same publishing house or publication, we have a carefully weighted scoring system that gives more points for a vote from a PR and even more points for a vote from a competitive publication, or one outside the particular publishing house that the journalist works for. The five people with the most points in each category go forward to the shortlist stage and are invited to submit entries for judging.

The submissions are reviewed by independent panels of judges invited from the automotive press and industry. No one was allowed to judge a category that they themselves were eligible to enter. Each of the four members of the judging panel for each category chose a top three from their category (no judge sits on more than two panels). The winners were decided by totting up the points from the nominations. When the verdicts are in either a consensus winner and two runners-up emerge or further discussion between the judges is arranged.

We believe that the nomination and judging process means that all those listed in this book of winners should feel justifiably proud of their achievements. We also gave the industry and press an opportunity to put forward their favourite PR performers; you'll find the shortlists and winners on *headlineauto*.



Tony Lewis

Chairman of the judging panel
headlineauto



A **big thank you** to all of the judges for their time and effort:

From the industry

Andrew Andersz	Head of PR, JJ Marketing
Andrea Baker	Manager, Corporate Communications, Porsche Cars GB Ltd
Tom Barnard	Communications Director, Nissan GB Ltd
Wayne Bruce	Communications Director, Infiniti Europe
Denis Chick	Director of Communications, GM UK
Andrew Didlick	Director, Public Relations, Peugeot Motor Company plc
Angus Fitton	PR Manager, Jaguar UK
Georgia Fox	Director, SIMS Images
Peter Frater	Chairman, PFPR
Richard Gotch	Managing Director, Market Engineering
Rob Halloway	PR Manager, Mercedes-Benz Cars
Stephen Kitson	Communications Director, Kia Motors UK
Vanessa Nalder	PR Manager, Mitsubishi Motors UK
Peter Newton	Public Relations Director, Fiat Automobiles UK Ltd
Mike Orford	Head of Press & PR, SEAT UK
Alun Parry	Head of Press & PR, Suzuki GB
Catherine Sleigh	Head of Press & PR, Skoda UK
Jeremy Townsend	Communications Director, Renault UK Ltd
Natasha Waddington	Head of PR, Hyundai Motor UK Ltd

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From the media

Sue Baker	Freelance
Charlotte Blight	Chairman, Guild of Motoring Writers
Matthew Carter	Freelance
Steve Cropley	Editor in Chief, Haymarket Motoring
Anthony French-Constant	Freelance
Chas Hallett	Editor in Chief, What Car?
Jim Holder	Editor, Autocar
John Kendall	Freelance
Brian Laban	Freelance
David Leggett	Editor, Just-Auto.com
Fred Manby	Motoring Correspondent, Yorkshire Post
Ralph Morton	Editor, Business Car Manager
John Simister	Independent on Sunday
Dan Strong	Digital Editor, Auto Express
Tony Willard	Associate Editor, Dealer Update





BEST AUTOMOTIVE WEBSITE OF THE YEAR

The big picture

The internet's relentless growth as a news, information and entertainment source has forced traditional media to up their online game and that's just what some of our 2011 finalists have done. But the clear winner this year is Pistonheads.co.uk which doesn't have a traditional magazine or newspaper behind it, unlike last year's winner Autocar.co.uk. This was a hotly-contested category, as in the last two years, but the battle was for second and third place with Pistonheads well ahead – two judges placed it first and two placed it second. In second place is Autocar.co.uk, placed first by one judge while Autotrader.co.uk is third with one judge placing it first.

Winner

PistonHeads.co.uk. The judges liked its "strong mix of historical, sporting, international coverage" with one adding that it was "irreverent yet relevant" noting that the press officer "who underestimates its influence is missing a trick. And if you haven't lost a few hours of your life wandering through its Classifieds section, then you're obviously not into cars." But perhaps most telling was the fact that Pistonheads asked its readers why it should win this award with one judge using these reader quotes: "It certainly shouldn't be for spelling, punctuation or grammar. I think PH is probably the largest gathering of grumpy old car enthusiasts though... "I think it should win because of how it can feel like being down the pub, without the hangover in the morning." Another noted that "A website can be an information resource, a communications channel or sometimes both, and in the automotive world no website combines the two better than Pistonheads. Its forum is a good place to ask about practically anything automotive, its news and features are useful and entertaining, and its classified ads are the best in the business."



Second



Autocar.co.uk. Last year's winner claims second but as one judge put it "This is the best news and reviews site for the car-loving 'consumer', with all the

right ingredients, expert reporting and opinion, and easy navigation. It stands viably alone from its parent magazine, which it complements but doesn't undermine. Its forum can't match that of Pistonheads, but that's not the point of the site. Rather the point is that Autocar.co.uk is the obvious place to go to find out the latest on the world of cars. You'll come away enthused." Another noted that Autocar.co.uk is "not just first in the UK with the news, it's often first in the world" and has "some of the most erudite blogging by its editorial team you'll find anywhere."

Third



Autotrader.co.uk. Only one judge placed this first but none had it in last place. As one judge commented the Autotrader site is "A

great resource for ads, both private and trade, which is of course the point. But if you love cars, the Autotrader site can be a deadening experience with formulaic ads and a lot of boxes to fill in before you can search. This is not a site for a gentle browse because there's too much clutter. It tries to be all things to all people, but you can't deny there are an awful lot of cars for sale on there" which, as another judge noted, is its point: "The biggest, and straight to the point. Ideal for all car buyers whether they're enthusiasts or not."

SHORTLIST

Autocar.co.uk

"Not just first in the UK with the news, it's often first in the world. And some of the most erudite blogging by its editorial team you'll find anywhere."

Autotrader.co.uk

"The biggest, and straight to the point. Ideal for all car buyers whether they're enthusiasts or not."

Carenthusiast.com

"Well argued yet entertaining road tests and some of the best original photography available online. Nice people to do business with, too."

Pistonheads.co.uk

"There's a welcome undercurrent of subversion against the car-hating classes and the nanny state. The readers/users feel a part of the site, with minimal apparent barriers between users and the editorial team."

Whatcar.com

"This is the car-buyer's bible, with pretty much all you need to know about a potential new-car purchase in here somewhere."



The big picture

The UK motoring press has a hard-won reputation worldwide for being influential and highly professional and those characteristics come together in this significant category. Once again though it was the Haymarket publications fighting for the top prizes with Autocar making it a hat-trick of wins, coming first for the third successive year What Car? moves up a place to second – and only a point behind its stablemate - while iCAR took many by surprise, catapulting into third ahead of more established rivals. All the publications were praised by the judges for their breadth of coverage, quality of writing and photography plus attention to detail.



Winner

Autocar. Would a change at the helm and the departure of its longest-serving editor have any effect? Not according to our judges who noted that Autocar “has retained its balance perfectly under Jim Holder's stewardship . . . maintaining its position as the standard-setter for car mags, whether weekly or monthly.” In his submission, Holder told us: “There are a few, simple reasons why we are regularly feted (and occasionally favoured); Autocar continues to have more influence than any other car magazine (not just in the UK), setting the agenda for the industry, car enthusiasts and car buyers with its news, reviews, opinion and features.” The judges agreed, praising it for “interesting news, credible first drives and tests and generally engaging content all wrapped in a quality layout and design.” And while Autocar might be the oldest magazine title, it “remains fresh and lithe, incisive and lively. A good value weekly read.” Another judge described it as “simply being the best all-rounder with a well-designed, highly readable mix of stories.”

SHORTLIST

Autocar

“It's simply the best all-rounder with a well-designed, highly readable mix of stories from new car launches to motor sport, to industry news and historical material with a list of good writers who know their stuff.”

Diesel Car

“Specialist-interest magazines, by their very nature, fish in a very small pond and can get repetitive as a result. Diesel Car avoids this pitfall and is a great read every month.”

iCAR

“iCAR proves that being a responsible driver doesn't mean having to sacrifice enjoyment or motoring pleasure.”

What Car?

“Factual, competent, to the point. Great all-round appeal.”

Second



What Car?. What drew our judges to favour Haymarket's heavyweight monthly was that it has great all-round appeal while being “factual,

competent and to the point.” Editor in chief Chas Hallett describes What Car?'s strength in his submission as “no nonsense car buying advice delivered in a language that normal car buyers understand. Not patronising them mind you, or pulling punches. Just delivering the type of stories and angles that every other car magazine can't or won't deliver.” Changes so far have been subtle and he promises more and our judges noted that the alterations “have polished an already excellent product, freshening its look, feel and tone.”

Third



iCAR. The new kid on the block describes itself as “the voice of a new generation of efficient, responsible and technologically advanced cars” and it

was only two issues old when submissions had to be made but the judges liked its “fresh angle on contemporary motoring . . . its crisp, modern design, its focus on tech and eco models” noting that “It looks like a gadget mag for motorists. iCAR proves that being a responsible driver doesn't mean having to sacrifice enjoyment or motoring pleasure” as one judge put it while another noted that while it was “hard to judge a newcomer against a clutch of established rivals, there is some good feature material here.”



BEST MOTORING SECTION OF THE YEAR

The big picture

It's hardly a surprise that The Sun wins yet again but others should take heart because there is an all-new entrant, The Scotsman and its revitalised Motors section which was launched a year ago. It came third overall with the Telegraph Motoring section jumping from third last year to second this year. But it was a clean sweep for The Sun with each judge placing it top of their list. Sun Motors editor Ken Gibson notes that their submissions were "a small peek into hopefully how different Motors is every week with something to interest the wide audience that makes up the Sun's readership."

Winner

The Sun. Any specialist section within a national newspaper has to appeal to as wide a section of its audience as possible, as one of our judges noted. "Nowhere is this more evident than in The Sun. There's a beautiful balance of entertainment, industry insight and buying advice. And its testament to the fine judgement of this section's editors that what is written is hugely popular with the man in the street. What's more, from personal experience, I know the content is as popular with factory floor workers as it is the executives that actually run the companies. That's no mean achievement." Getting that balance right week in and week out is a tough challenge, but as one judge wrote The Sun "just delivers the right stories for its readership time and time again. Well edited, varied and punchy. Puts every other tabloid motoring section to shame as it expertly combines UK interest stories with new metal and consumer advice."



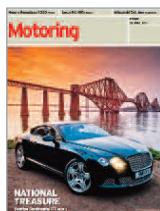
Second



Telegraph Motoring. In his submission, the Telegraph's Paul Hudson told us that "Amid a background of declining national media advertising revenue and

ever decreasing pagination, the Daily Telegraph's Motoring supplement has grown in standing among the readers from being a 'special interest' section, to a 'core' section of the Saturday package, according to the latest market research. The pint-sized Motoring section is now a huge success story with readers and advertisers, with a significant increase in female readership. We put this down to our unique mix of first drives, consumer stories, safety features, car advice, bike tests and breaking news." The judges agreed with one noting that "You have got to admire the personality and character of the Telegraph's motoring section. Witty, easy to read and always entertaining."

Third



The Scotsman Motors. It's a two-man band with Stuart Farquhar and Tom Hunter giving the section "some much-needed love and attention, despite it

only being a part of their job," as their submission reveals. They have had to call upon "ingenuity, imagination and enthusiasm to procure photographers and pictures while generating lively, engaging copy." "Their dedication has struck a chord with the judges with comments such as "I can't think of a section that's come further in the last 12 months ... hats off to the hard work of Stuart and Tom" being typical. Another thought The Scotsman only missed out on first "because of the excellence of the first two" while another noted that it is "lovingly produced, and to a standard far beyond the resources and time available."

SHORTLIST

The Independent

"It may only be a page, but what a page! On the money reviews and expert opinion, all delivered in a hugely readable manner."

The Scotsman

"Lovingly produced, and to a standard far beyond the resources and time available."

The Sun

"Always a terrific amount of new car news for buyers with every size budget delivered in Ken Gibson's very own style."

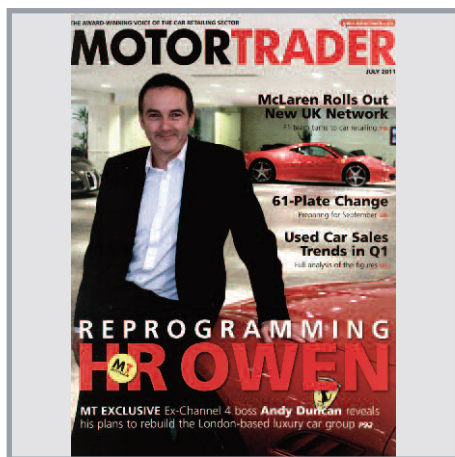
Daily Telegraph

"Punches above its weight, providing informative but entertaining takes on the cars and industry."



The big picture

A change of title from Trade to Business this year – but no change in the closeness of the competition. Not for these the pictures of supercars on the cover and tales of derring-do on the test track. Business magazines have to deliver the news, good and bad, to the industry as well as serving up how-to features in terms of making business run better. The top titles were difficult to separate, with just a point separating our top three, with 2009 winner Motor Trader taking the honours on countback from last year's top dog BusinessCar with Automotive Engineer in third place.



Winner

Motor Trader. Editor Curtis Hutchinson told us that the secret to the success of MT – which switched from a weekly tabloid to a monthly A4 magazine in 2009 - has been “regular re-invention aimed at keeping it ahead in a crowded sector. This year has been no exception.” He added that “As the long established eyes and ears of the UK motor trade, Motor Trader presents its readers with an unrivalled source of news, views and analysis.” Our judges – who gave a first, two seconds and a third place to the title - agreed. “Motor Trader continues to impress as a credible and relevant business publication for the car retailing sector. In-depth interviews, market analysis and special features by experienced and knowledgeable journalists all contribute to a good, worthwhile read. Motor Trader maintains high standards each and every month,” wrote one while others noted that MT is “highly respected for its news content and contacts within the industry - the magazine looks better than ever. Motor Trader has a subtle but effective layout and an authoritative voice.”

SHORTLIST

Automotive Engineer

“A demanding readership means ruthless attention to detail - a great magazine has been produced as a result.”

BusinessCar

“Never shy of telling it as it is, BusinessCar has a knack of highlighting the key points of any issue in an easily understood style.”

Car Dealer

“Vibrant, inventive and full of character - good balance between business and feature led content - a welcome injection of energy into the market.”

Motor Trader

“Motor Trader continues to impress as a credible and relevant business publication for the car retailing sector.”

Second



BusinessCar. A first, second and two third places from our panel of judges meant the fortnightly BusinessCar couldn't quite hang on to its first place in the

2010 awards. Editor Paul Barker told us that his small team (himself and news and features editor Rachel Burgess) “along with the best team of well-respected freelance contributors in the business arena, work tirelessly to try and create a publication that does more than simply report on issues from behind our desks, we're out into the market as often as deadlines will allow.” It's an approach that struck a chord with our judges with one writing: “With modest resources Paul has created a magazine that is passionate about its subject. Not afraid of controversy and scrupulously honest, the magazine is a tremendous resource for the fleet market.”

Third



Automotive Engineer.

The specialist title was only a point behind the other two reflecting the importance of technology today. As editor Simon

Bickerstaffe told us: “Vehicles and the technologies in them are developing at a rate never seen before, and one which can only keep accelerating. Even for experts, it can be hard to keep up with everything. Our in-depth research and attendance at launches and conferences around Europe enable Automotive Engineer to deliver the facts and insights on the latest developments and future trends.” The judges were impressed by “A small but highly knowledgeable, dedicated team making the very most of every opportunity” adding that it “deals well with subjects difficult to explain and illustrate” and is “good at picking relevant issues.”



BROADCAST JOURNALIST OF THE YEAR

The big picture

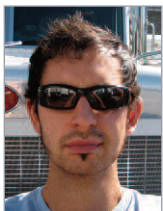
Once again the Top Gear Three are not in the picture and, along with another BBC personality, did not submit an entry despite nominations. Perhaps next year ... The good news is that it still left a quality-packed trio for the judges to choose between. This year only one point separates our winner Mike Brewer from Jonny Smith, second again this year, with last year's winner, Vicki Butler-Henderson not far off the pace in third. In judging this award our panel was looking for the ability to inform while entertain and be creative.

Winner

Mike Brewer. The ever-affable and modest Brewer said in his submission "as most of you know I'm always busy making shows or writing reviews and to be thought of as an award winner makes all the hard work worthwhile." Well, he's done it. Our judges all liked his enthusiasm. "Mike is endlessly enthusiastic on camera, which is perfect for his subject matter. And it's clear that he loves doing what he does, which comes across on camera," was typical of the comments. Another judge noted "Mike consistently amuses me. His knowledge of the subject is immense - he is after all the oldest of the three contenders." Well, there's nothing like experience is there? In one of his submissions, Brewer is shot at leading one judge to comment: "Hard working, enthusiastic... and shot at. Still as hard working and enthusiastic afterwards. Surely dedication beyond the cause." A former car trader, Brewer is perhaps best known as the star of Channel 4's second-hand car show Deals On Wheels as well as Driven and the Discovery Channel global hit, Wheeler Dealers.



Second



Jonny Smith. "Cars are my business and my hobby," Fifth Gear's Smith told us in his submission. 'What I earn I spend on the ruddy things. This last

12 months has been an exceptional rollercoaster ride for work, and choosing three clips to reflect this was nigh on impossible." One of our judges commented that his "curious (in a good way!) presenting style is compelling to watch. It is clear that he loves cars, but doesn't in any way come across to the viewer as smug or arrogant - he seems to be taking the position of being 'one of you' who's somehow become lucky enough to be driving fast cars on telly. And his sense of humour and comic timing are top-notch."

Third



Vicki Butler-Henderson. Last year's winner still has her fans, otherwise she wouldn't have made it to the shortlist. It's her driving skills that stand

out as one judge noted: "Vicki is first and foremost a brilliant driver, a skill which is never overlooked by her production team - they take every opportunity to show her ragging cars around a track! But her other skill is managing to get across her excitement, enthusiasm and knowledge to the viewer even as she opposite-locks around another tight right-hander." Another added that "Vicki has a wonderfully engaging personality and a real passion for her topic that brings these features to life. Really knows her stuff and, unusually among presenters, is a true expert on track."

SHORTLIST

Mike Brewer

"Mike is endlessly enthusiastic on camera, which is perfect for his subject matter. And it's clear that he loves doing what he does."

Vicki Butler-Henderson

"Vicki has a wonderfully engaging personality and a real passion for her topic."

Jonny Smith

"An excellent blend of facts and entertainment with well-chosen and intriguing subjects delivered with good pace."



The big picture

This category was more competitive than ever this year and once the entries had been whittled down to a five-strong shortlist the judges had a tough job deciding the winner, reflected in the fact that just one point separates our winner Richard Bremner – who also won last year - from runner-up Top Gear magazine's Sam Philip. In third place is Tim Bowdler, editor at Parkers.co.uk. This award covers a wide range for those working on the consumer titles, be it writing news, championing consumer concerns, delving into current affairs or the loving construction of a weekly column.



Winner

Richard Bremner. Needs little introduction, his name has appeared in many publications over the years. He says that he enjoys writing news and features as much as reviewing cars, be they new or old "and am fortunate to have been able to pursue this obsession-fuelled interest for over 25 years." He has been freelance for five of these, supplying Autocar, What Car?, Classic and Sportscar, Autoblog UK, the Daily Express, and the Daily Telegraph among others, as well as some overseas titles. He also pursues an interest in things green through Clean Green Cars, which he edits. His entries included driving a MINI Countryman through Chile's Atacama Desert; the Autocar column on cars that saved or shamed their makers and a feature from Classic and Sportscar looking into the growing trend to preserve cars rather than restore them. The judges described him as "a gold-standard writer, consistently interesting, witty, erudite and relevant with his work. A joy to read."

SHORTLIST

Tim Bowdler

"Tim impresses with his consumer-champion hat and punchy, no-nonsense style of writing."

Richard Bremner

"Always spot on - he has a wonderfully natural flow to his writing which is both engaging and informative."

Peter Lorimer (Honest John)

"He is the voice of the consumer. He has built up a brand that speaks for the buying public."

Sam Philip

"Sam draws the reader in with great ideas, punchy intros and a lively pace, all backed up by strong knowledge and enthusiasm for cars and driving."

Matt Prior

"Matt is a true car nut. His copy is always hugely informative and often straight-talking - providing a real insight into the products."

Second



Sam Philip. Joined Top Gear magazine five years ago as "a lowly Caffeinated Beverage Operative" and now writes "features, reviews,

news and other daft bits 'n' pieces;" he also established and edited a new section in the magazine: Planet Top Gear which he describes as "vaguely spanning car culture and comment." It has proved to be one of the most popular sections of the magazine and has developed a true identity of its own. His entries included Around The World In A Range Rover Evoque and The Inbetweeners: Infiniti M37S vs Saab 9-5. The judges thought his writing "engaging, witty, informative and fair" adding that "his copy transcends pure automotive journalism, opening up our industry to a broader audience."

Third



Tim Bowdler. Describes himself as "an old-school journalist, starting at the Watford Observer and then moving on to a news agency, writing for

national tabloid newspapers." Work experience on Haymarket's F1 Racing magazine ended with a job offer on Motorsport News before a stint as features editor on What Car? Today Bowdler is responsible for all the editorial content on Parkers.co.uk working with a five-strong team of journalists. He describes his work as "carrying out proper investigations into things that I think are genuinely intriguing." His entries included an investigation into insurance premiums and why Range Rover Evoque buyers will have to wait a year for delivery. The judges thought his work reflected "great examples of a journalist who wants to get to the bottom of issues that affect his readers."



The big picture

There are new names and familiar ones in this year's entries with one of them – Diesel Car's Ian Robertson, shortlisted in 2009 – making it all the way to a podium finish in third place. Second for the second year running is Car Dealer's James Baggott while returning to the winner's rostrum is Autocar's editor, now What Car? Editor in Chief Chas Hallett who was our inaugural winner back in 2009 and finished third place last year. Juggling the budgetary demands of publishers while engaging with readers and keeping staff motivated to produce top class copy for every issue is no mean feat.

Winner

Chas Hallett. Described by one judge as "a business man, news hound and gentleman in one surprisingly youthful looking package." Hallett was praised for bringing "excitement and dynamic reportage" to Autocar and knowing exactly how to be bang on target to its readers." But not every judge agreed, with one confessing that Autocar was "a confusing title" not knowing whether it was aimed at the industry, teenage dreamers or family car buyers. But all agreed that they can't wait to see where Hallett takes What Car? with expectations high that it could "take on a very different and remarkable direction."



Second



James Baggott. He almost pipped Hallett to the top spot with two judges placing him top of their list, but it wasn't enough. The judges praised

Baggott's "impressive work" noting that "Car Dealer is a remarkable success story and shows what enthusiasm, passion and sheer hardwork can achieve. The fact that Baggott clearly put the most effort into his supporting statement is equally revealing." Another praised Baggott for "building Car Dealer into a product that doesn't just talk trade but provides an entertaining and informative regular read for anyone connected with the business. He has an eye for an opportunity and refuses to get bogged down in a trade-rut."

Third



Ian Robertson. Making a niche magazine appeal to a wider audience has been Robertson's challenge and, as one judge put it, that hasn't been

"the easiest of jobs, making a title historically aimed at the facially hirsute interesting and even fun. But Ian has done it. Diesel Car has become a friendly magazine. And he is sensibly now covering other Eco powertrains that aren't even diesel fuelled." Another judge thought that, like Baggott, "Robertson is clearly a driven man. His considerable efforts have turned round a lacklustre title into a magazine with a strong following. If he could do something about the old fashioned design he might be next year's winner." Now there's a challenge.

SHORTLIST

James Baggott

"Car Dealer is a remarkable success story and shows what enthusiasm, passion and sheer hard work can achieve."

Chas Hallett

"If Chas delivers for What Car? the kind of excitement and dynamic reportage he has filled Autocar with over recent years then that magazine is going to take on a very different and remarkable direction."

Jim Holder

"Jim is inheriting the most hotly-discussed editor's chair in the business and the weight of history and anticipation is on his shoulders."

Phil Lanning

"Always focused on a Scottish audience but with a clearly global feel - that takes some doing, especially as Phil ensures the Scottish Sun section is neither condescending nor over-arching."

Ian Robertson

"Ian continues to make Diesel Car the must-read for oil-burner fans and ensures the mix of information in the magazine is both entertaining and informative."



The big picture

News comes and news goes but features have to be conceived and crafted. Telling the story behind the story is an art in itself, putting the reader in the driving seat of the latest model or taking them behind the scenes to look at industry issues or an adventure to a far-flung corner of the globe. This year, one contender stood head and shoulders above the others, CAR's contributing editor Ben Oliver knocking last year's winner, Autocar's Steve Cropley, into second place with Alisdair Suttie third.



Winner

Ben Oliver. Our winner told us that "It's a good time to be writing about the car; it's going through seismic technological, economic and environmental changes, and it impacts on almost every aspect of our society. So although I specialise in long-form, widescreen adventure travel stories, making road trips everywhere from the Arctic to Patagonia, I also get to write about business, technology, the environment and politics. I meet everyone from dotcom billionaires and the head of the CIA to out-of-work autoworkers. I get to tell readers what it's like to drive a Bugatti beyond 200mph, or watch world leaders fail to agree anything at a UN climate change summit. I love this job – who wouldn't?" Each judge had him at the top of their list, a rare accolade in itself, with one noting that "his carefully-crafted words suit the pages of CAR perfectly - these are the sort of features the magazine is loved for, and Ben is as much a master of them as some of the most illustrious heroes from its past such as Llewellyn and Bulgin." Praise indeed.

SHORTLIST

Steve Cropley

"Always very readable, his copy is informed by vast experience and ability to zero in on what's important."

Anthony ffrench-Constant

"Anthony has a wonderful way with words - in fact, it is probable that he loves the English language more than he loves cars."

Ben Oliver

"Terrific piece on Detroit - looking behind the car glitz to the dreadful human cost of the carmakers' mismanagement. For this piece alone, Ben deserves the award."

Sam Philip

"Sam is a brilliant writer - he is able to grab the attention of his readers with look-at-me intros and continues to sustain this level of attention throughout."

Alisdair Suttie

"The beauty of Alisdair's style is its simple clarity. Very easy to read and easy to understand."

Second



Steve Cropley. He's won this category for the last two years and only took the runner-up slot by the narrowest of margins. Cropley

joined Wheels magazine in Sydney in 1973 before moving to London and CAR magazine in 1978. He has been with Haymarket, where he is editor in chief of the motoring group since 1991. He also helped instigate the postgraduate auto journalism MA course at Coventry University. Our judges noted that "Steve's reputation as an enthusiastic and highly-respected member of the motoring journalism world is beyond dispute, but the fact that he is one of the best feature writers in the business is perhaps less well-known. His passion for everything to do with cars comes across in all his copy."

Third



Alisdair Suttie. Freelancer Suttie submitted three articles which he said "showed the diversity of his work and also the changing nature of

the automotive world as we move towards greater use of alternative fuels. These features also show my breadth of automotive interest, covering motorcycling, driving techniques and the just plum opulent." He said that he enjoys the challenge of writing for a number of different outlets, from websites to magazines and newspapers, something which led the judges to comment: "Al used to champion the consumer in his role at What Car?, and he continues this skill admirably in his freelance work. But now he has married this skill to that of engaging feature writing, including pieces on new technology and greener motoring."



The big picture

The man from *The Sun* wins for a third successive year but Ken Gibson is not having it all his own way with John Simister (third in the 2009 awards) making a welcome return to the podium in second place, joined by a name new to the *headlineauto* shortlist, Andrew Frankel, nominated for his writing for *The Sunday Times*. As ever, the judges were impressed by Gibson's hard work and ability to track down a story, while Simister's articles for the *Independent on Sunday* are "written with superb authority" and Frankel is praised for his ability "to put *Sunday Times* readers behind the wheel."

Winner

Ken Gibson. One judge praised Gibson for his efforts "to popularise the motor industry and its products" noting that *The Sun*'s man "remains the great industry enthusiast" with another adding that Gibson is "never afraid to fly the flag." Typical of the comments were that Gibson is "a tireless worker, and ruthless when on the trail of a story, he knows how to get things into the paper, and that's good for all of us - not least *Sun* readers." Another described him as "still one of the best and hardest working hacks in the business," adding that he "knows a story and hunts it down in a way that's perfectly judged for his readership" but cautioned that there is a "chink in his armour" since "he rarely criticises weaknesses in cars." For one of our judges, Gibson "remains the tabloids' supreme motoring writer champion, managing to engage directly with readers in informative pieces that must consistently brighten their day" while Gibson was also praised for ability to write "people stories."



Second



John Simister. The judges liked Simister's light touch and depth of knowledge, "Despite, or perhaps because of his expert knowledge of cars and how they

work, John continues to make the subject interesting for lay folk," was a typical comment. "There is a refreshing absence of jargon and prejudice. In its place is amusing and insightful comment aimed at enticing rather than intimidating the reader. Unlike many of his colleagues, John writes well and possesses a pleasantly light touch without in any way being superficial." Another noted that he "writes with superb authority, knowledge and passion and does it across many subjects. And he is a great champion of ordinary cars." Simister was also praised for "making a good fist of trying to explain technology in a straightforward way."

Third



Andrew Frankel. Praised for being "one of the best road testers in the business and one of the classiest writers too" who is "always a pleasure to read" Frankel is also lauded for "having the grounding to write either a full road test for a specialist magazine, or a feature on an industry executive." Although one judge noted that at times he was "not particularly inspiring," another praised him for being "a knowledgeable craftsman, at his best with the Alfa Romeo 159 piece, putting advances in technology into a historical context. And, vitally, putting *Sunday Times* readers behind the wheel."

SHORTLIST

Andrew Frankel
"One of the best road testers in the business and one of the classiest writers too. Always a pleasure to read."

George Fowler
"George Fowler's breathless, slam-bang tabloid copy for the *Daily Star* has lots of references to mates, giving his readers a laugh and a chance to envy his job."

Ken Gibson
"Few journalists have done more to popularise the motor industry and its products than Ken Gibson, who remains the great industry enthusiast."

Phil Lanning
"Phil is a good and interesting tabloid writer - almost Scotland's Ken Gibson writing doppelganger."

John Simister
"He says that his *Independent on Sunday* copy is for an intelligent readership that's not necessarily car-literate. His consistently literate pieces show that he is a master of his art."



The big picture

News, whether it's the exclusive splash achieved through working your priceless contacts or the deep digging investigation uncovering facts others rather wished you hadn't, is the lifeblood of our business which is why this is one of our most sought-after accolades. For the second successive year, Autocar's Hilton Holloway is the judges' choice as top newshound. Holloway's entries included an exclusive on how BMW's Megacity concept would shape the company's future. But it was very close, with Holloway just a single point ahead of Car Dealer's James Baggott and Auto Express's Sam Hardy.



Winner

Hilton Holloway. A motoring journalist for 17 years, Holloway started at Carweek, moving to CAR and then Autocar. He has also worked for Evo, Auto Express and The Times and was the UK motoring editor for the Sydney Morning Herald for seven years. Holloway's submissions, all from Autocar, included how the next generation of MINIs will expand the line-up and how Jaguar's new sports car will take on the Porsche Boxster. Our judges were impressed by Holloway's "depth and credibility." They noted how "Each piece is clearly both well-informed and informative, but most of all it always feels to have gone the extra mile – building many additional layers on the core story." As one judge put it "he is great with the crystal ball, great at building context, and never feels less than authoritative."

SHORTLIST

James Baggott

"Very competent and clearly picking up some great stories from new product launches."

Tim Bowdler

"Good writing style and clear delivery of news facts; refreshing to see the very good investigative reporting style."

Sam Hardy

"Clear writing style and very good use of contacts to deliver genuine new product exclusives."

Hilton Holloway

"Very good on new products and putting the news in context. Packs in a lot of detail."

Phil Lanning

"Phil's great skill is in recognising, or creating, news hooks from what are sometimes very basic stories. And the copy is perfect for purpose."

Second



James Baggott. A

consumer reporter on Auto Express until 2004 when he went freelance continuing to write for Auto Express, AutoTrader, MSN Cars,

Autoblog, 4x4 Magazine, V-Zine and The SundayTimes. Then in February 2008 Baggott set up Car Dealer with a personal loan and continues to edit the title. One of his entries was an exclusive on Tesco entering the used car market. The story came "from an excellent contact who called me but wasn't keen to let us print the story as he was concerned the leak would be traced to him." When the story was eventually published, it gained national newspaper coverage and weeks later Tesco launched its used car site. "The Tesco story does a great job in exploring deeper implications to the wider marketplace," was how one of our judges saw it.

Third



Sam Hardy. A former automotive design engineer, Hardy has been at Auto Express for six years and is currently motoring editor. He says that

"It's his job to drive all the cars that matter and report on the news before anyone else does." Two of his entries were exclusives – Ford's plans for a Focus Coupe and its decision to build right-hand drive Mustangs. "They make use of the industry contacts I have developed over the years, allowing me to break stories before anyone else," Hardy wrote in his submission. The third Reborn Quattro is Lord of the 'Ring' was what he described as a detailed news story "using interviews with lead interior and exterior designers to give the reader extra information. And that's what it's all about."



PHOTOGRAPHER OF THE YEAR

The big picture

Every picture tells a story and the big story this year is that we have a clear winner rather than three tied with the same number of votes as in 2010. Charlie Magee takes the top spot on the snappers' podium ahead of James Lipman and Alisdair Cusick – but only two points separated second, third and fourth places. Once again, our judging panel was impressed by the sheer breadth of talent and technical ability displayed by our finalists. Photographers are so often the unsung heroes of the publishing world but the work here shows the passion and attention to detail of true craftsmen.

Winner



Charlie Magee. Was born and raised in East London where he still lives with his wife and three year old daughter. He studied photography at college "to avoid getting a proper job" and has worked in car photography for the past 15 years. His outlets include Autocar, AutoBild and Top Gear magazines and he is noted for being "particularly adept in action photography, using lots of car-mounted cameras – and hanging out of windows –with

his trusty 'stunt' camera and safety harness." Our judges praised his ability to "spontaneously bring together disparate ingredients to create a memorable shot - the tree and the Audi competing for attention, the McLaren's doors waving symmetrically behind Ron's ears. And the James Bond Aston pic is just lovely - real car-chase motion as Bond chases down his villain in some seedy industrial estate, but the DB5's nose is pin sharp."

Second



James Lipman. He started taking pictures for car magazines in 2005, two years after starting as a freelancer for a London newspaper and says of his job: "I

now get to photograph interesting cars in interesting places for magazines and manufacturers every day. It is brilliant." And when he's not doing that, Lipman tells us that he likes to go flying, "or drop tiny spanners into hard-to-reach places in my Renault 8S." The judges described his work as "polished, attention-grabbing and thought through brilliantly" and liked the way he "makes the most of difficult situations and shows an opportunistic streak." One judge praised his "brilliant ability to extract sharpness, subtlety and pure art out of the most unpromising material and conditions."

Third



Alisdair Cusick. Runner-up last year and still a podium finish this year is no mean feat for Cusick who has been a car photographer since

1999, and has since worked for books, magazines, manufacturers and agencies. He says that he has "shot everything from the Queen Mum's Land Rover, to Supercars - and everything in between" and he is known for his "can do" attitude, and love of lighting; be it a perfect sunrise, or dramatic artificial effects which our judges obviously liked, noting that the shot of the 911 "looks as though mercury has been poured on it thanks to lighting which allows the Porsche's curves and the metallic paint's shade variations to show perfectly."

SHORTLIST

Alisdair Cusick

"Land Rover action and Porsche 964 static are stunning images. The Land Rover's . . . sense of motion is dramatic and intensely atmospheric."

James Lipman

"Polished, attention-grabbing and thought through brilliantly. Also makes the most of difficult situations and shows an opportunistic streak."

Charlie Magee

"Stands out for the variety of styles submitted - great action and portraits, great at spontaneously bringing together disparate ingredients to create a memorable shot."

David Shepherd

"Dazzling shots, capturing the spirit of the subjects. Great variety of work, too."

Dean Smith

"Interesting styles, and not afraid to let scenery be part of the story . . . full marks for technical expertise."



The big picture

Each year it gets harder in the regions for individuals to blossom with the tendency to use toned down agency copy that lacks any local knowledge or local understanding. But talent does shine through and this year's winner, the Rotherham Advertiser's Tom Sharpe certainly has talent. Last year he was third with one judging noting that he was "one to watch." The judges were looking for not just writing ability but also product knowledge and the skill to share that knowledge with readers while entertaining them. Fun and originality is what singled out our winner from the rest.



Winner

Tom Sharpe. The judges liked Sharpe's "fresh, readable style noting that" unlike many regional newspaper motoring columns, his has a real spark. He spots the opportunities to turn what might normally be a factual, routine report into something that grabs the attention and holds the reader's interest throughout. His feature on being a wedding chauffeur showed his ability to entertain while his report from a trip to Seoul showed he can report industry activity in a way that will interest Kia buyers in Rotherham. His versatility and clear passion for his job shine though to make him number one. "That wedding feature also caught the eye of another judge who commented: "Tom Sharpe has an eye for a story and makes the most of the space he gets. The wedding story was inspired: most would have simply done a 'cor, isn't it fast' story." The judges liked his "wonderful blend of personal enthusiasm, knowledge and comment" delivered "in a lively way that should make his motoring sections appeal to any reader - car-nut or not."

SHORTLIST

Jon Doran

"Jon is a strong candidate who writes to a style that perfectly suits his readership. He is perhaps a victim of his employer's requirements because the required content does not allow us to know the real Jon."

David Morgan

"David makes Motors North a one-stop shop for authoritative, enjoyable and appropriate information for his readership."

Tom Sharpe

"Tom delivers a wonderful blend of personal enthusiasm, knowledge and comment in a lively way that should make his motoring sections appeal to any reader - car-nut or not."

Alisdair Suttie

"Within the confines of rather cramped section Alisdair gets right to the heart of the matter and comments with authority and pragmatism."

Second



David Morgan. He might be an old hand but, as one judge put it, Morgan "has a knack of ensuring he attracts his readers' attention by

highlighting local landmarks, locations and information within his writing - demonstrating that he clearly knows his readership, plus the importance of grabbing their interest. His writing demonstrates that he is knowledgeable and has a fascination for his subject." Another judge was impressed by how Motors North is "a one-stop shop for authoritative, enjoyable and appropriate information for his readership. He examines all his subjects in great detail and his perspective is totally proper for his publication, and his region - just what a Regional Writer of the Year should be doing."

Third



Alisdair Suttie.

One judge noted that Suttie "achieves that difficult balance that's needed when you have to deliver facts and figures

while ensuring that a report has interest and appeal. He must also surely retain readers week to week through his own credibility - which he achieves by honest reporting - not pandering to his industry contacts. His report of the Audi RS3 is the perfect example, with Alisdair not scared to criticise the driving position, dashboard, suspension - but still delivering a balanced and fair report." One criticism was that he was very product-focused "lacking the fun and interest that place him behind Tom Sharpe."



BUSINESS WRITER OF THE YEAR

The big picture

The name of the category might have changed from Trade to Business but this is one area of our business where the competition is tough and so is the judging. So close was it that even our fabled countback system can't separate the winners. So rather than going for a penalty shoot out or 19th hole play-off or even a bowl out we have our first tie with last year's runner-up, BusinessCar's editor Paul Barker, sharing the top step on the rostrum with Fleet News deputy editor Simon Harris. And only one point behind them is Automotive Engineer's Simon Bickerstaffe. It doesn't get any closer than this.

Joint Winners



Paul Barker. He has edited BusinessCar since early 2010 and became group editor, automotive when What Van? also came under his editorship. Barker joined Motor Trader as a reporter in 2000 before moving onto Autocar in late 2002 as deputy news editor where he stayed for nearly three years before heading across to the fleet industry.

He said in his submission that he is "proud to represent the fast-paced, vibrant and innovative business car industry that is so influential, and sometimes underestimated, in the UK motoring market, and the pieces I have selected hopefully reflect the diversity of both my knowledge, experience and writing quality, and the diversity of subject material that BusinessCar readers need to be kept aware of." The judges liked his "excellent submission of good newsy front page topics, skilfully written and absolutely pertinent to the readership."



Simon Harris. He has been in automotive journalism for 11 years, joining Fleet News as a reporter in August 2000 after starting in local newspapers. In 2005, Harris became consumer editor at Parker's, with sole responsibility for its used vehicle pricing while providing news stories and vehicle reviews. He oversaw the expansion of its

editorial content to include LCVs, and provided the content behind its website's Company Car Driver section, launched in 2009. But as he noted, his "knowledge of the fleet industry persuaded Fleet News to lure me back as deputy editor in February 2010." And it's on that work that he has been judged with our panel commenting that Harris "has an ability to write interesting stories in a disparate fleet market that's undergoing enormous changes in product, technology and legislation. There doesn't seem to be any part of the fleet market his gaze - and expertise - doesn't cover."

Third



Simon Bickerstaffe. Automotive Engineer's editor has a degree in automotive engineering design from Coventry University and worked at Linde Material Handling designing forklift trucks. After eight years he left "to travel around Australia in trains, boats, pick-ups and planes." On his return, rather than taking a job at JCB, he took one as assistant editor at Automotive Engineer in 2006, becoming its editor in September 2010. "Every single day

of the last five years has been one step further up a very steep learning curve," said Bickerstaffe. A learning curve appreciated by our judges who described his work as "three thoroughly good reads, topical and well written with clear evidence of scrupulous research, presenting meaty technical information in a flowing style that sucks the reader along."

SHORTLIST

Paul Barker

"Excellent submission of good newsy front page topics skilfully written and absolutely pertinent to the readership."

Simon Bickerstaffe

"It's a credit to his ability as a journalist that he covers engineering with such authority and insight. He's got a tough brief but does an excellent job."

Simon Harris

"Crisp and to the point, written in a newsy style and right on the money for a fleet audience."

Hugh Hunston

"Always first on the phone looking for a story within a story to satisfy his readers' interests."

Tristan Young

"He has dug just that little bit deeper than the rest for his stories."



The big picture

Who are the youngsters who are going to be chasing our jobs in the future? There is no shortage of talent coming through judging by the number of nominations we have in this category and some strong entries from those shortlisted. The Scotsman's Tom Hunter won, just ahead of Lewis Kingston (Parkers) and Stephen Dobie (Evo) who were tied with Confused.com's Lois Avery. Our count-back rather ungentlemanly placed her behind Kingston and Dobie – but it was so, so close. Still, there's always next year for some of these youngsters to try again.



Winner

Tom Hunter. At 40 years old, Hunter might be considered a bit long in the tooth to be branded a rising star but, having taken The Scotsman's motoring supplement under his wing just 12 months ago, he considers himself still wet enough behind the ears to make the grade. Edinburgh-born Tom began his journalistic career with The Falkirk Herald in 1992 and has worked as a sub-editor with The Daily Record, Sunday Mail, Scottish Daily Mail, Mail on Sunday, Edinburgh Evening News, The Scotsman and Scotland on Sunday. His motoring reviews mark a return to writing after a long spell as a production jockey. The judges liked "his intention to provide a Scottish flavour in his road tests" and thought his pieces "amusing and good enough reads to appeal to non-drivers" although one of our panel cautioned that "he tries just a bit too hard to be funny, and doesn't know when it's best to back off - but I'm sure he'll strike a balance in time."

SHORTLIST

Lois Avery

"An impressive submission showing real promise for the future ... She knows how to seize attention and sustain it with information delivered in crisp sentences."

Stephen Dobie

"Stephen clearly knows his readership and delivers what they expect. With some more experience under his belt he'll become an established name in the business."

Tom Hunter

"Friendly, relaxed and yet very professional - Tom is an excellent writer with a real feel for his audience."

Lewis Kingston

"He's burst on to the scene and made an impressive mark with some interesting writing."

John Slavin

"A gifted investigative journalist, John is an excellent news writer with good intuition. His modest approach makes him instantly likeable to the reader."

Second



Lewis Kingston. Is another to come from an engineering background, this time motorsport, and says he got his job through Twitter. "I've always

been passionate about cars, both old and new, and studied at Coventry University with the aim to work as an engineer. I graduated as the economy went sideways, leading to many industry-related cuts and redundancies." So he spent "more than a year buying, restoring, driving and selling classic and performance cars to tide me over." He then tweeted that he needed a job and the rest, as they say, is history. He now works at Parkers writing news, features and reviews, as well as maintaining and adjusting the used car valuations database. Our judges thought "Lewis is a real one to watch and will, no doubt, continue to thrive in the future."

Third



Stephen Dobie. Is a staff writer at Evo magazine. He graduated with a journalism degree at Sunderland University in 2008, and after work

experience at several of the UK's big car magazines landed what he describes as "a dream role at Evo" almost three years ago. He says that "the heat of deadline week and getting the magazine out the door after some trying nights in the office always proves at least as satisfying as powering through Eau Rouge or driving a convertible supercar on the Stelvio Pass." Our judges described him as "enthusiastic, bright and with a good eye for a story - Stephen looks to be following in the footsteps of Jethro Bovingdon and Henry Catchpole. A good writer with an obvious passion for his subject, Stephen deserves to do well."



RISING STAR (BUSINESS) OF THE YEAR

The big picture

If you worry about where the next generation of business writers is coming from then this category goes some way to easing that anxiety. Working in the business section is nowhere near as sexy as working on the consumer titles but it's where it counts to build up really good contacts that lead to the genuine exclusive – or the ability to write with enthusiasm about car valeting, workplace parking, the crash repair business and tax dodgers. Our winner, James Batchelor, really is a rising star, having been in the business for less than a year.

Winner

James Batchelor. He has been on Car Dealer magazine since November last year after graduating in English Literature from the University of Winchester and tells us that he was “determined to get into the motor industry.” He is now responsible for writing and uploading content to the magazine’s website on a daily basis, writing news stories and cover features, and road testing cars and describes the business side of motoring journalism as “a fascinating and a privileged place to be in.” Our judges described his work as “engaging, informative, nicely structured” and “ticking all the boxes.” One noted that he needs to be more objective – something that will come with experience – while another praised his “innovative angles.” The stories Batchelor submitted covered a feature celebrating 25 years of SEAT which involved visiting the oldest and the newest SEAT dealers in the country, an interview with Peter Vardy junior and a feature describing the role car valeting has in the motor retailing industry.



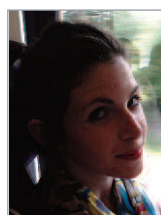
Second



Neil Kennett. A rising star insofar as Kennett is a relatively new name in motor industry journalism after joining the Retail Motor Industry Federation

press office in 2003; previous experience included a stint as assistant press officer at the National Crime Squad; while at the RMI, Kennett attended evening classes at The Journalism Centre to get his National College for the Training of Journalists (NCTJ) certificates before deciding in 2007 to launch FEATUREBANK. The company has gone from strength to strength ever since. The judges were impressed by the diversity of the publications he writes for and the subject matter noting that such ability and flexibility will offer more options in the future.

Third



Rachel Burgess. This, as one of our judges commented, will be the last year for Ms Burgess in this category since she started her motoring

journalism career at dealer title AM in 2007, before moving to fleet publication BusinessCar at the beginning of 2010. She tells us that she enjoys fast cars, fast talking and fast eating but does not have a chocolate addiction. She submitted three very different features from BusinessCar which she said demonstrated how the title aims “to supply our readers with all the essential information to better understand fleet management and all things car-related” and how “by forging excellent working relationships with people throughout the industry, it is possible to get a variety of views to achieve a well-rounded piece.”

SHORTLIST

James Batchelor

“Engaging, informative, nicely structured: James’ work ticks all the boxes.”

Rachel Burgess

“Well thought-out structure builds the readers’ understanding of the topic.”

Alex Goy

“An effervescent style that grabs the reader and pounds him with opinion. Perfect for blogs.”

Neil Kennett

“Well-made points show a good understanding of the industry. Nice use of quotes and photocaptions to illustrate trends.”

Debbie Wood

“Spot on with the choice of information for the readership and nicely structured.”

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