



headline **auto**
AWARDS 2014

WINNERS BOOK



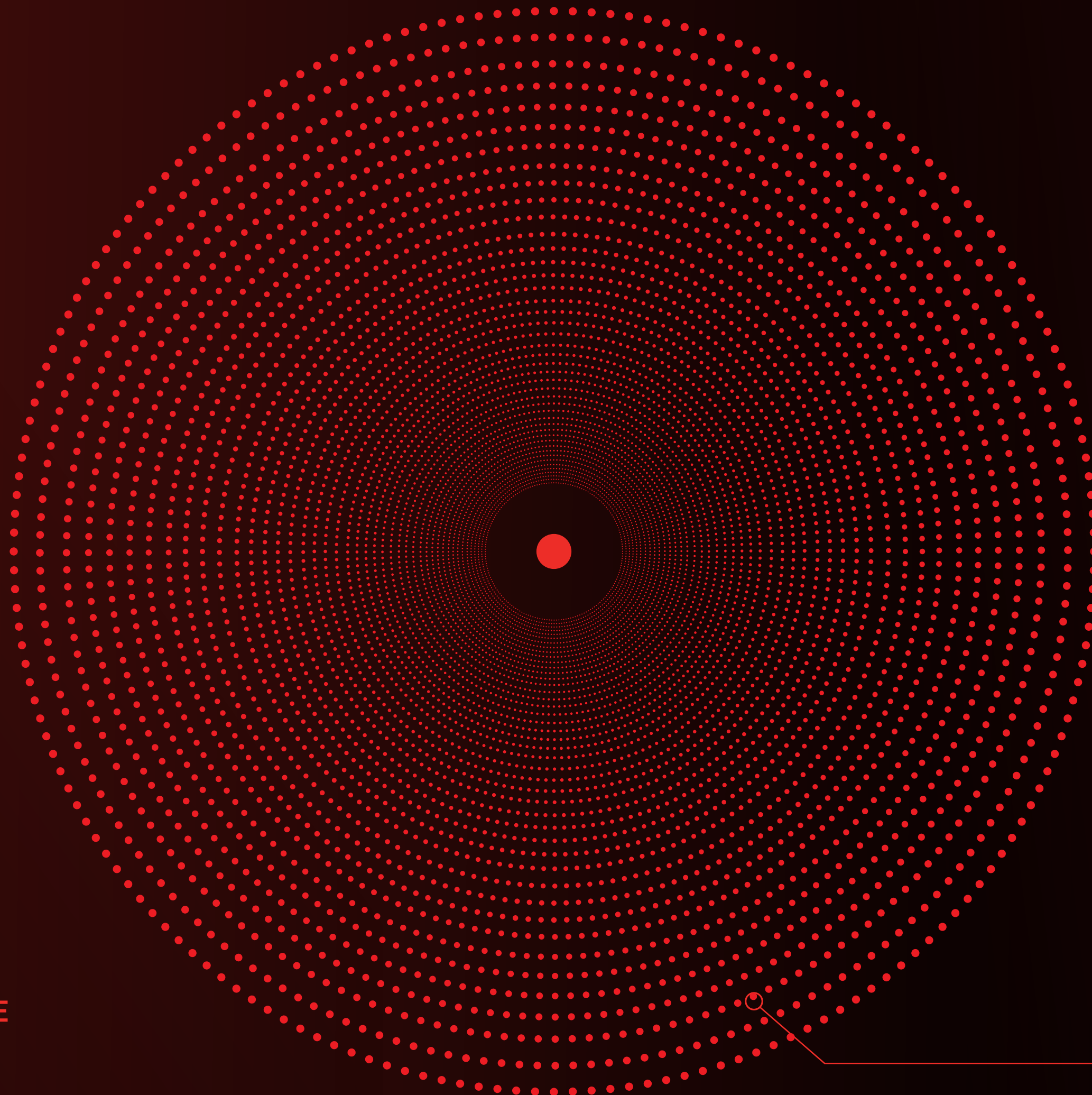


Since launching in 2007, headlineauto has been the UK's fastest-growing and most innovative automotive media communications agency.

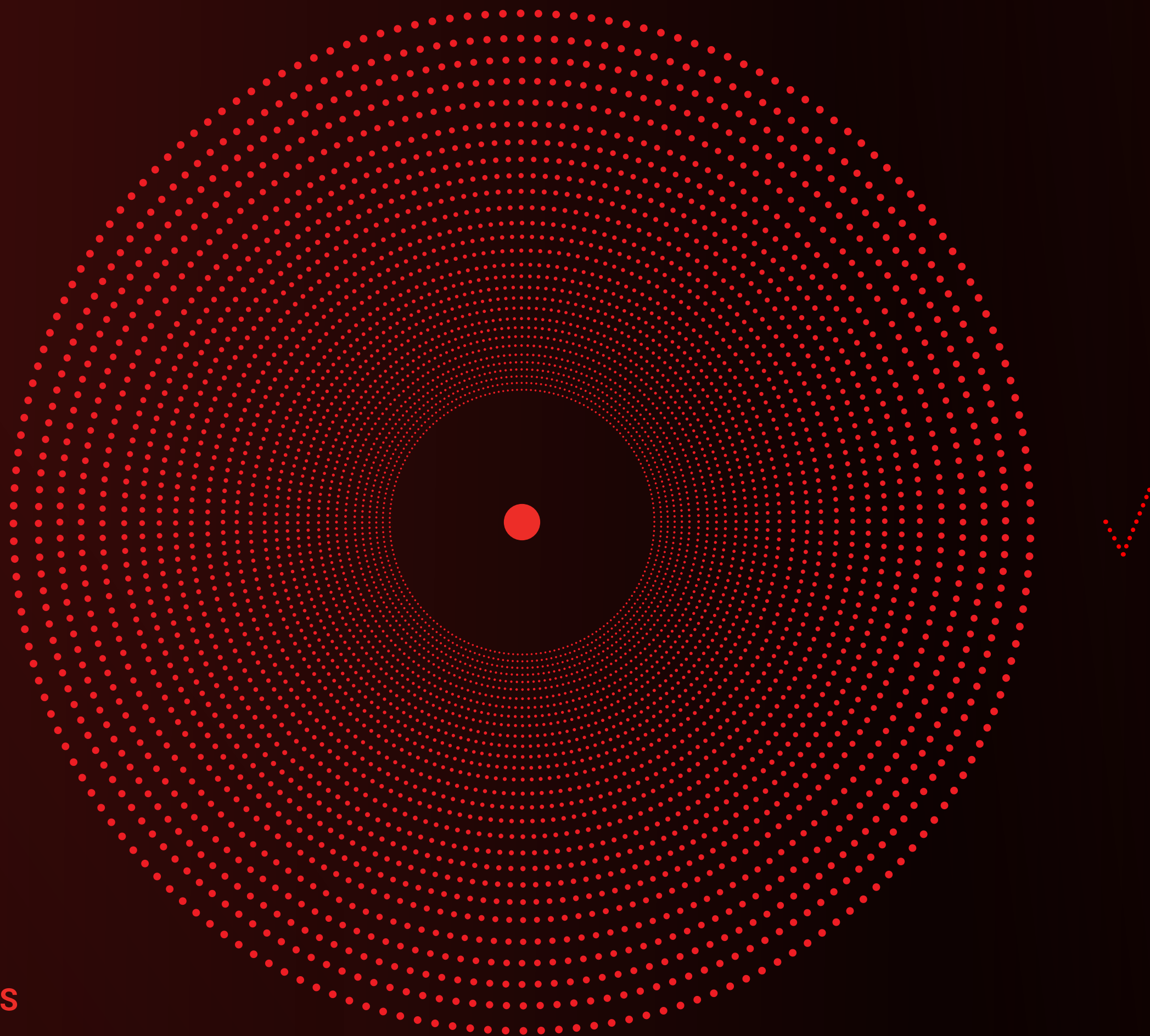
With precision, speed and accuracy we deliver breaking global industry news, data and trends to automotive journalists, bloggers and commentators all over the world.

TODAY WE HAVE...

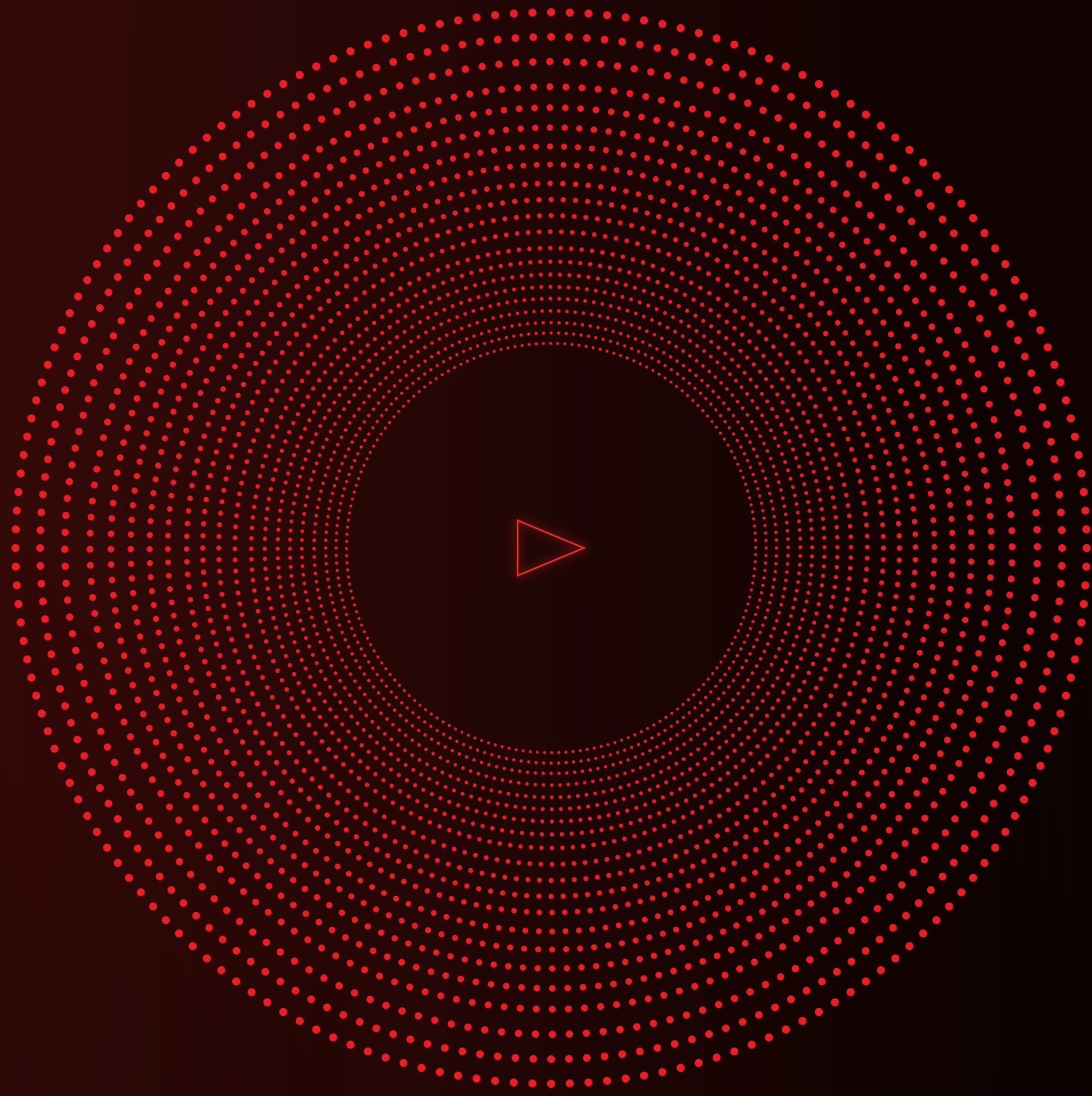
8,080 PEOPLE
TOTAL COMMUNITY



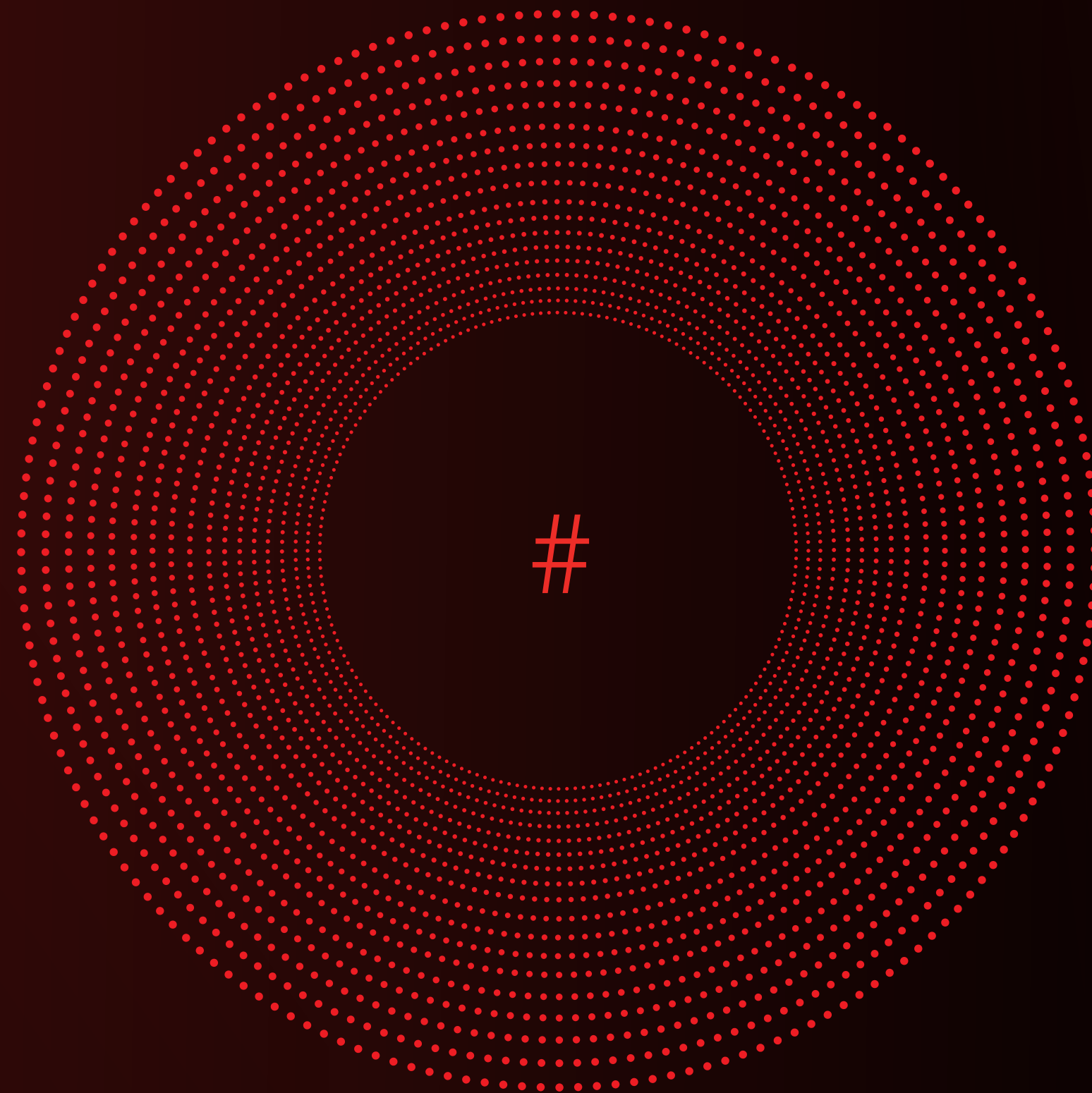
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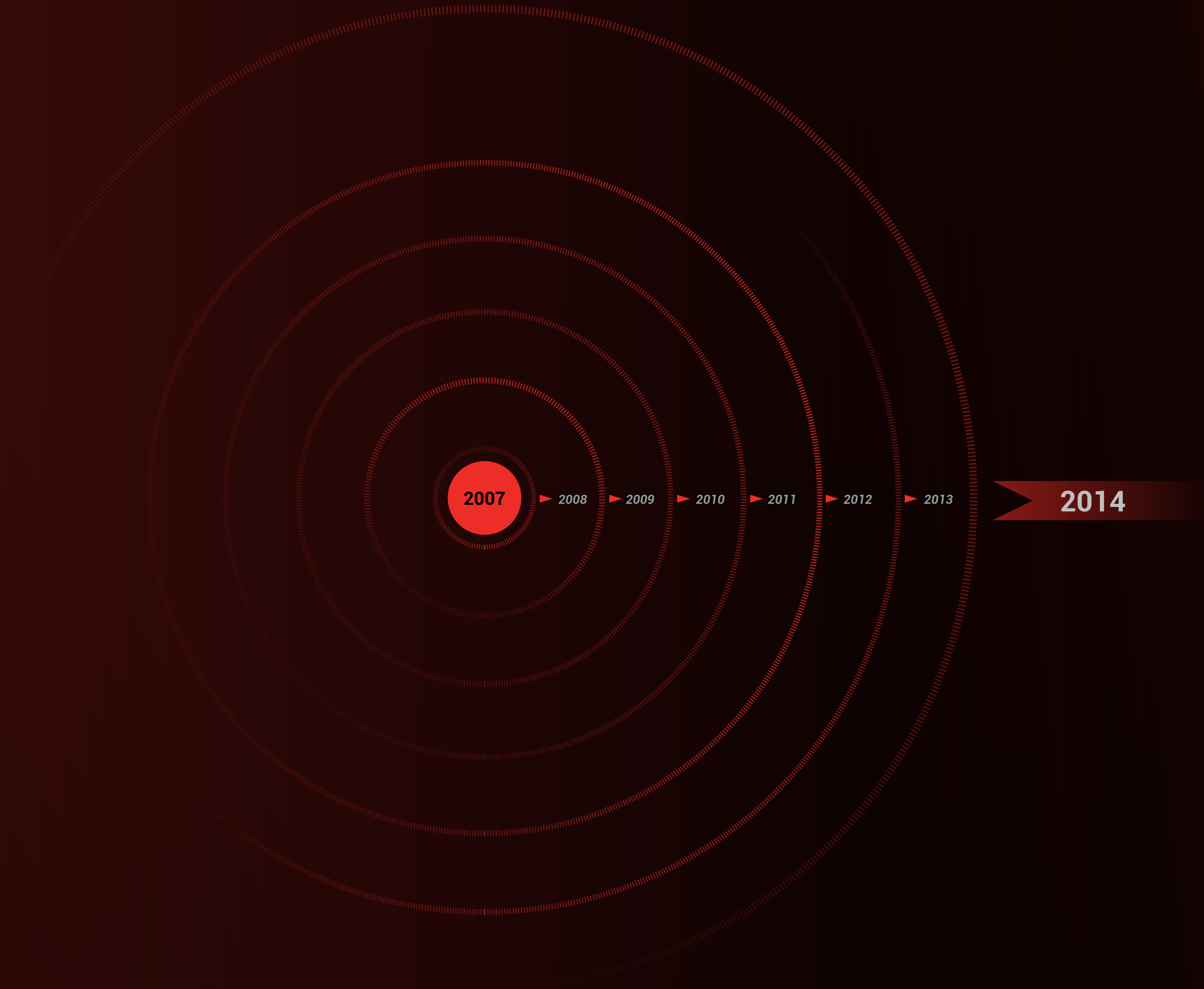
7,418 JOURNALISTS
REGISTERED



5,518 VIEWS
ON YOUTUBE

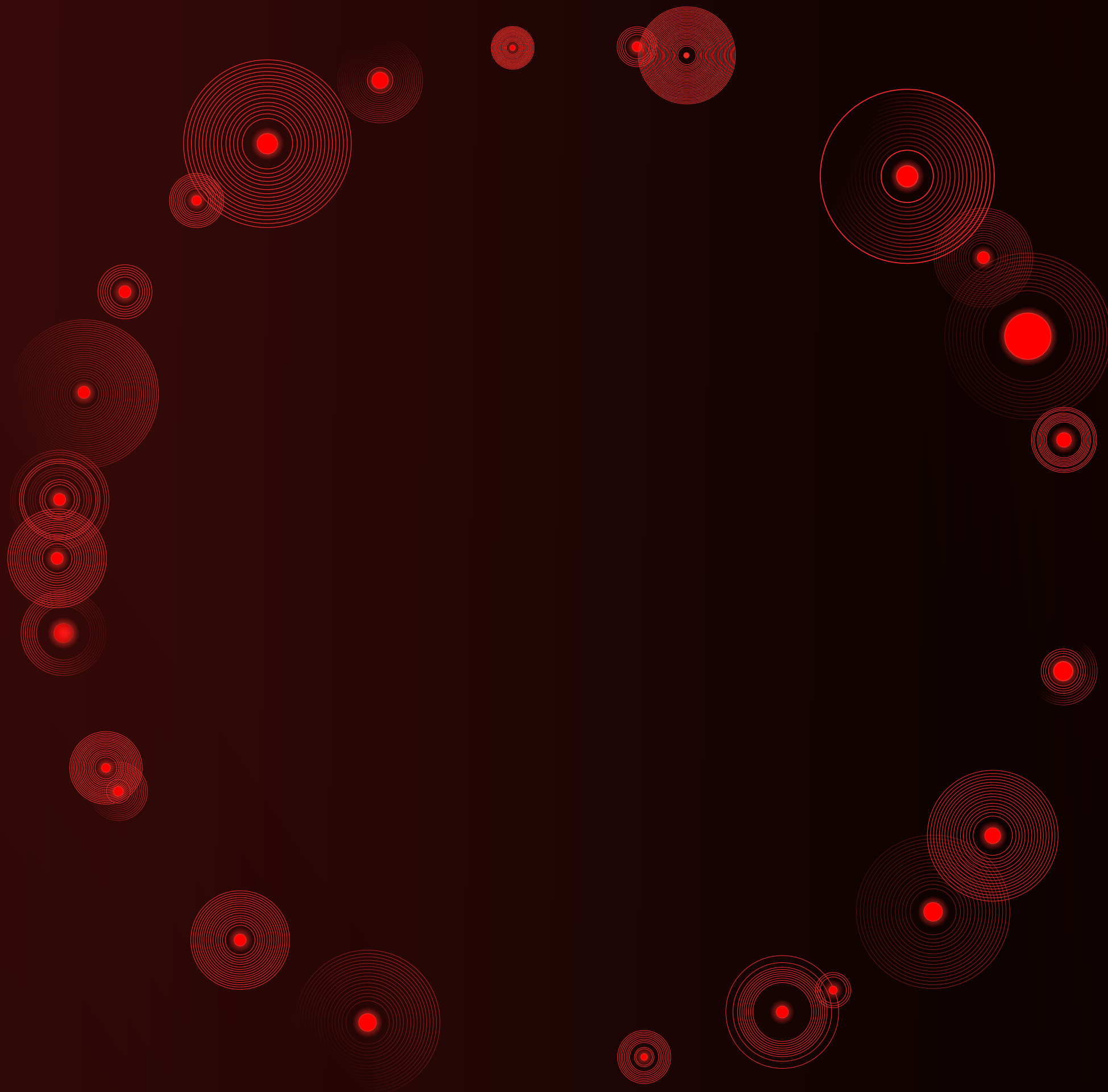


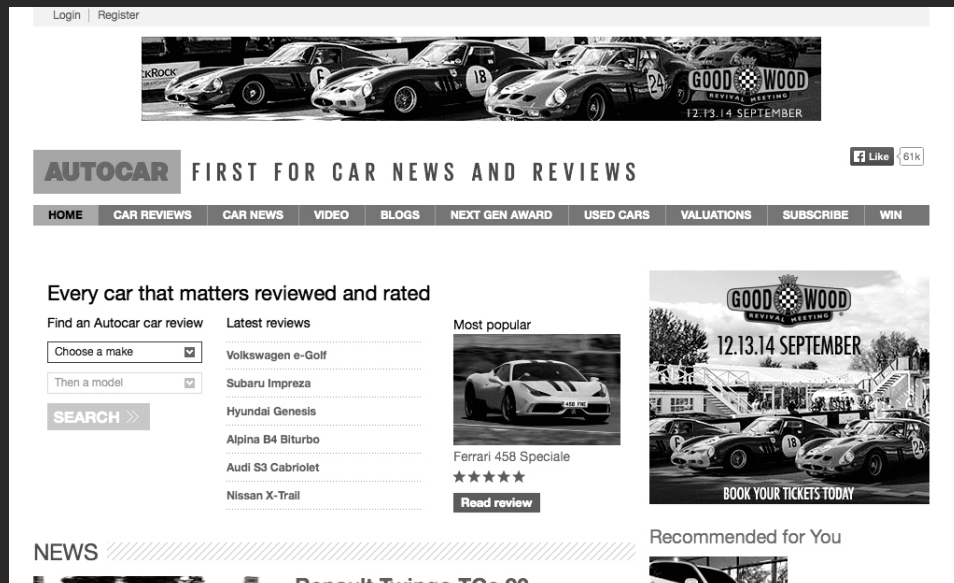
4,401 FOLLOWERS
ON TWITTER



2, 529 DAYS
OF HARD WORK

25 WINNERS





AUTOCAR.CO.UK

Best Automotive Website

Sponsored by



Shortlisted

Autocar.co.uk

"Probably has the biggest budget and team of all the contenders, but this shines through in the quantity and quality of its coverage."

Autotrader.co.uk

"The videos are engaging and authoritative ... there's useful buying information, too. The potential car buyer expects, and Autotrader delivers."

Carbuyer.co.uk

"Detailed and jargon-free car reviews stand out with good mix of expert reviews, owner comments, video content and buyer guides."

MotorTorque.com

"The site's good use of video, easy to navigate website and strong social community made it stand out from its competitors."

PistonHeads.com

"News, reviews, features and classified ads bound together with the glue of a community united by a love of cars and a shared humour."

Biography

"Autocar's website has to be careful not to sabotage the print edition. It succeeds admirably bringing a speed and breadth of coverage which adds to the magazine's depth."

Autocar editor Chas Hallett told the judges that Autocar.co.uk is a second-generation model, having been redeveloped on new underpinnings in May 2012. The aims of the rebuild – to attract more readers, encourage them to visit more pages and deliver an enhanced response for advertisers – were all met in the first year. In 2013, the website enjoyed the largest period of year-on-year growth in its history, driven by a 26 per cent increase in visits from search engines and huge increases in traffic from social channels. With the revamp having delivered its targets much sooner

than expected, the rate of growth has been more modest this year. The focus in 2014 so far has been on honing our content, providing more comprehensive packages of news, images and video for our major stories, continual revision of our car reviews to reflect new models and a review of our social media strategy to maintain the increased flow of traffic from social channels.

About the award

Every year this intriguing category, sponsored this year by Nationwide Vehicles Contracts, produces new entrants as the internet continues to create opportunities. But Autocar, well-established and winners in 2010, 2012 and 2013 makes it a hat-trick in 2014. New entrants for 2014 included

Carbuyer and MotorTorque while PistonHeads, our 2011 winner, was once again shortlisted.



CAR DEALER MAGAZINE

Best Business Publication

Sponsored by



Shortlisted

BusinessCar

"No-nonsense and business-like - just as a business publication should be. Informed editing from Paul Barker and a particularly strong roster of freelance contributors."

Car Dealer Magazine

"A confident, well-designed publication that has brought a breath of fresh air into what is traditionally a stagnant segment."

Fleet News

"Well thought-out content combined with great design and engaging graphics ... written with insight and analysis."

Motor Trader

"Great covers and photography. Good to see in-depth interviews occupying several pages. I'd like to see more comment pieces."

Professional Driver

"Shows an energy that embarrasses titles with many times its meagre budget. It offers awards, campaigning journalism and even a buyer's guide."

Biography

"There's a slight lads-mag feel to this business title, but as it's aimed at car dealers, that's probably no bad thing ... visually the most engaging of these titles."

Editor James Batchelor told our judges that Car Dealer Magazine "is like no other publication in the business sector. That's because we love the motor trade and aim to have fun every single month. The fun and interesting features are bookended with the best industry news and investigations. The main focus of Car Dealer will always be about tackling the best news stories and issues in the motor trade."

Two of the submitted articles illustrated that fun. The first saw James Baggott driving a Mazda3 across Russia with Mazda UK's managing director

and two Mazda dealers. The second was editor James Batchelor spending a day as a salesman at the Essex Car Company which featured in Channel 4's 'The Dealership'. The feature was presented in a comic strip format – and earned high praise from Car Dealer's readers for its sense of humour.

About the award

Last year, technology titles were given their own category making the battle for Best Business Publication even more intense and focused. BusinessCar, Fleet News and Motor Trader have all been previous winners, and this year Car Dealer snatches victory from Fleet News with

Professional Driver, a minnow in budget terms, finishing a highly credible third.



AUTOCAR

Best Consumer Publication

Biography

“While other publications place their focus on either giving as much information to the car buyer as possible, or making themselves as visually stimulating, Autocar manages to do both.”

Editor Chas Hallett told our judges: “It’s always been the aim of the world’s oldest car magazine to give readers a weekly snapshot of what’s going on in the car world. So every issue should have the latest news and reviews, expert comment, analysis and some of the best writing and photography in motoring journalism. Plus the most authoritative and detailed road test in the business.” The issues he submitted for judging demonstrated “the breadth of content that Autocar covers: the scoops, the insight, the hard-to-do features and the fact that we deal with every type of car with

the same amount of enthusiasm.”

Hallett also highlighted another Autocar specialism: covering motor shows. Two of the submitted issues had reports from the Beijing and New York shows and the Goodwood Festival of Speed. “Just to put it in context, the final pages of the magazine are printed on Monday evening. Most of the reporting and photography was done for Beijing and Goodwood the day before; 24 hours later, the last pages were sent printed. That in a nutshell, is what keeps Autocar ahead of the competition.”

About the award

This significant category, sponsored by Hyundai UK, was won by TopGear last year and What Car? the year before.

This year, TopGear is runner-up to Autocar with What Car? in third place and Auto Express fourth. Both Autocar and TopGear were placed top by two

judges so Autocar won by gaining more second places – it was that close!

Sponsored by



Shortlisted

Autocar

“The best magazine for car enthusiasts who want to delve deep into the industry and the writing is probably the best out there.”

Auto Express

“Product tests are its strongest point and peerless in the industry in terms of gravitas. Policy and consumer interest features are also impressive.”

Diesel Car

“It’s great to see a smaller magazine at times doing things better than the big boys ... a very credible effort given the resources.”

Top Gear

“Mixes emotive, colourful copy with extremely strong visuals, to help put readers in the drivers seat.”

What Car?

“Depth of investigation into cars for its group tests is unparalleled in terms of helping readers make buying decisions.”



DAILY TELEGRAPH MOTORING

Best Motoring Section

Sponsored by



headline **auto**
AWARDS 2014

Biography

"How a proper grown-up motoring section should look, and it almost works as a car magazine for people that don't make the effort to buy car magazines."

"The Telegraph remains committed to providing its readers with a comprehensive and insightful weekly take on the world of motoring," Steven Huntingford told our panel of judges. "We see it as our job to produce stories that appeal to the wider public, not just car enthusiasts. So while we review all of the latest cars - and bikes - and cover everything from Goodwood to the Festival of the Unexceptional, we also educate and advise through expert contributors who understand the concerns of ordinary motorists. We're not resting on our laurels, either. This year we've increased

the number of investigative features and we've added regular news and classic car sections to the paper, while encouraging greater interaction with readers by publishing their thoughts on a particular issue each week." Huntingford notes that the Telegraph Motoring's digital output, including a YouTube channel, "are designed to complement the print product, not replace it," which will hearten many.

About the award

The Daily Telegraph won in 2012 and this award has frequently been a tussle between The Sun and the Daily Telegraph with The Scotsman Motors making the shortlist for the fourth successive year.

Only two points separated our three shortlisted publications, highlighting again how keenly contested this category is.

Shortlisted

Daily Telegraph

"The Telegraph continues to deliver Saturday's 'go to' motoring content and Steven's an excellent recruit to leads its modernisation."

The Scotsman Motors

"Strong local angles on regional, national and international stories and issues in an accessible and easily digestible package."

The Sun Motors

"Excellent reader knowledge and understanding and massive amount of thought and hard work to get things no-one else does."



AUTOMOTIVE ENGINEER

Best Technical or Specialist
Interest Magazine

Sponsored by



Biography

"Authoritative yet accessible - a difficult trick to master, but Automotive Engineer are the masters striking a clever balance and tone."

The judges were impressed by the way Automotive Engineer appealed to both specialists and a wider audience, a point reinforced by James Scoltock in his submission to our judging panel, noting that the magazine "covers the most important trends and technologies that are shaping the industry. Not only does it do this in a way that is informative to specialists, but also to a general audience who

want an insight into various areas of research and development. Achieving that balance is a challenge, but one that through a spread of feature types - from in-depth interviews to highly technical pieces - keeps readers informed and up to date."

Shortlisted

Automotive Engineer

"Polished, nicely designed with a varied repertoire of articles. The writing is confident and very authoritative."

Car Design News

"The key to its success is the ringing endorsement of car designers themselves, willing to be linked to the resource in various ways."

Totalkitcar

"The small team deliver a great package of information and entertainment to suit the demands of their very specialised readership."

About the award

This was a new category last year, introduced to give technology titles their own place in the headlineauto Awards. For 2014, the scope was broadened to take in specialist interest publications which allowed Totalkitcar to make

its debut. Last year's winner was Engine Technology International, so with two different winners in two years, it's a category that should produce some fierce competition.



MOTORTORQUE

Best Use of Digital Channel

Highly Commended

What Car?

Sponsored by



Biography

“The use of innovative and quirky channels coupled with the creation of very shareable content has proven a winning combination with the results evident in growth in followers and engagement figures.”

The team explained in their submission that as a growing website, the use of digital channels is vital to the success of the MotorTorque targets not only the more obvious digital channels of Twitter and Facebook but also explores more obscure avenues such as Fark. “All-in-all, we consider our social output to be as important as the site itself and strive to build an engaging audience through innovative online campaigns. Rather than just another source of motoring news, our social approach allows us to be an authoritative, personable and humorous voice

amongst the babble. Content is aimed at targeting our demographics’ hobbies and interests alongside their passion for motoring. And by latching onto social trends and sharing some of our content with external news sites such as Fark and Reddit, this is also enabling us to increase traffic and impressions.” The site now has more than 22,000 Twitter followers while in July MotorTorque’s YouTube channel received 174,859 views while 437,158 minutes were watched.

About the award

This is a new award for 2014 reflecting the growth in social media channels such as Twitter and Facebook as well as YouTube and more obscure sites which our inaugural winner has exploited so well. The judging was tight with MotorTorque

winning from What Car? on a countback – more judges placed MotorTorque first than What Car?

Shortlisted

Auto Express

“A strong connection between the physical brand and its digital channels, but missing some of the innovation shown in other entries.”

Motor Torque

“Smart use of traditional media, and thinking outside the box to find new outlets for content, is exactly how to grow your audience.”

What Car?

“Stands out because of its focus on commercial benefits for the brand with the #askwhatcar campaign proving particularly successful.”

XCAR

“Engaging content but the lack of metrics and measurement showing the success of the digital channels let the entry down.”



JON QUIRK

Best Use of Video

Sponsored by



Biography

"Characterful, entertaining, warm and heartfelt productions that are a pleasure to watch, proving that motoring journalists can do video without trying to be Jeremy Clarkson."

Jon Quirk joined AutoTrader as New Car Editor in 2011 following spells at Autocar, PistonHeads, Sky Motoring and Which? Car and became editor-in-chief in 2012. He says that AutoTrader's brief for video content "is very focussed and - with the exception of CarBuyer - strategically different to the other nominations. Whereas other channels are predominantly entertainment channels, Auto Trader's role is to provide in-market consumers with the best consumer-facing content available using succinct language and the famous automotive gambit 'fitness for purpose'

- hence why an electric car would be filmed in an urban context, or our Triumph motorcycle review includes more lifestyle-orientated scenery alongside rider equipment that can be annotated for future commercial partnerships with kit suppliers." The videos "provide a dialogue with our readers, an advocacy with the brand as well as providing conversion into our core classifieds business." Quirk adds: "All writers love storytelling and video is, most simply, another form of storytelling, a conduit for your spirit and energy."

Shortlisted

David Berman
MOTOR TRADER

"Fast paced and punchy, David breaks new ground in business to business media. Expect to see him appearing regularly in the Headline Auto awards."

Alex Goy
XCAR

"Beautifully crafted films provide Alex with the space to tell the story and let each one breathe. Easy to see why so many people watch them on YouTube."

Jon Quirk
AUTOTRADER

"Jon brings the subject to life through his knowledge and enthusiasm with a smart use of the medium that draws you in to the story."

About the award

This award has evolved from the Broadcast category of previous years on the grounds that Best Use of Video better reflects the way journalists work today. Last year, internet video content dominated the shortlist so it was an easy

decision to make. The winner in 2013 was Alex Goy who is runner-up to Jon Quirk this year, with Motor Trader's David Berman in a commendable third place.



HENRY FOY

Business Writer of the Year

Sponsored by



Biography

"He expertly picks up on what makes his subject matter interesting while using a news expert's senses to break news which others pick up on later. Terrific stuff."

Henry is Motor Industry Correspondent at the Financial Times, reporting from London on the ever-changing global automotive story. A leading reporter on the fast developing technological advances in the industry, Henry's international brief involves working closely with the FT's foreign bureaus all around the world and reporting on everything from supply-chain issues and international takeover deals to interviewing global CEOs of the world's biggest automotive companies. Henry joined the FT from Reuters, where he was a reporter in India. Included in

Foy's submissions was the exclusive on Apple announcing it was entering the in-car software market. "This hugely important story for both automotive and technology businesses took weeks to report and scooped the Geneva Motor Show announcement by four days," Foy told our judges. He also produced scoops on the Fiat-Chrysler and Peugeot-Dongfeng deals, which he says he sees "as part of my goal of once again making the FT a must-read publication for the global car industry."

About the award

This popular category has always produced the tightest of finishes. In 2011 we had joint winners in Simon Harris and Paul Barker. And in 2012 and 2013 our winners, Jay Nagley and Simon Harris, had to be decided on countback. Not this year

with the FT's Henry Foy emerging a clear winner, placed first by each judge.

Shortlisted

Paul Barker
BUSINESSCAR

"Creating engaging stories in the dry world of fleet-flavoured publications must exercise the creative mind sorely, but Paul comes up with good angles and clever ideas."

Henry Foy
FINANCIAL TIMES

"Henry has clearly researched his topics well and knows what makes a good story. He writes beautifully too."

Simon Harris
FREELANCE

"Simon is a diligent journalist good at taking a detached view of the information with which he is bombarded, and he knows his market very well."

Maurice Glover
FREELANCE

"Maurice is an 'old master' of the industry, knowing what makes a story and how to write like the pro he is."



MATTHEW BURROW

Consumer Journalist of the Year

Biography

"Of all the nominees, by far the best definition of genuine 'consumer' content, which in my view always implies a core of advice, implicit support, as well as information."

Matthew is deputy consumer editor at What Car? where he started as Consumer reporter in May 2013. He describes himself as a champion for consumer rights and produces monthly consumer feature in the magazine and related content on whatcar.com. He is also host of Reader Test Team events where readers are invited to give their views on new cars before they arrive in showrooms. He also writes Personal Shopper features, helping readers find the perfect car for

their needs while helping owners with any car-related issues they have through Helpdesk. He also writes about used cars including news, buying guides and reviews. Matthew represents What Car? on the radio to discuss consumer issues.

About the award

This award is once again sponsored by Audi UK and sees a complete change in the shortlist reflecting the healthy state of consumer reporting. Last year's winner was James Ruppert, just edging out Peter "Honest John" Lorimer. This year, it was

a clear victory for What Car?'s Matthew Burrows. For What Car? to have two reporters on the shortlist shows what an important role it plays.

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Audi

Shortlisted

Gavin Braithwaite-Smith
FREELANCE

"Gavin's writing is personable and relaxed, making the reader feel a big part of the experience."

Rachel Burgess
MOTORSPORT

"Rachel clearly has a multifaceted skill set - she has a feel for exclusives and writes features that are original and entertaining."

Matthew Burrow
WHAT CAR?

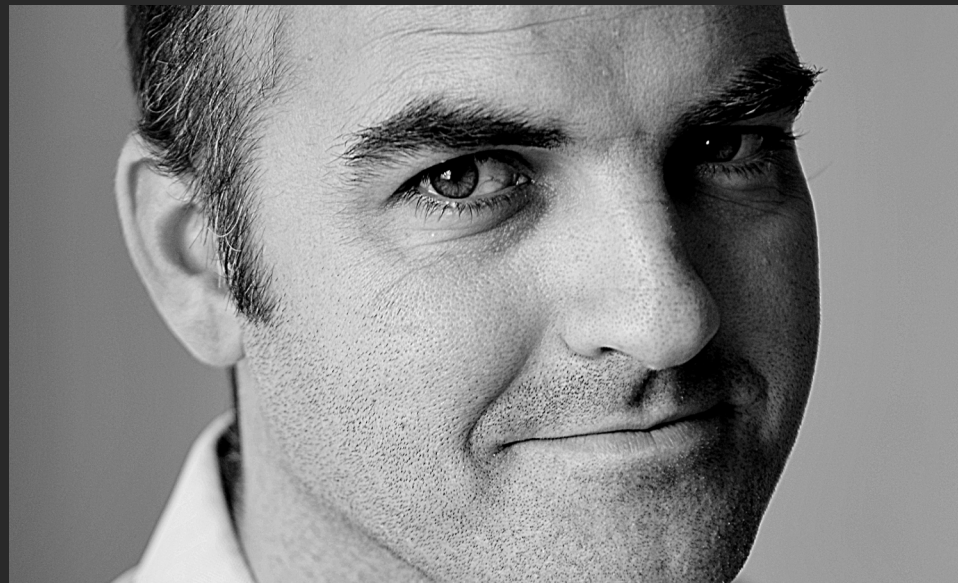
"Matthew really impresses with some hugely informative pieces that dial into exactly what consumer journalism is all about."

Chris Ebbs
AUTO EXPRESS

"Chris shows a breadth of skills in his features, and he can mix an entertaining personal approach with investigative reporting."

Tom Webster
WHAT CAR?

"Tom has a distinct awareness of the questions consumers are looking for answers to. He can crunch the numbers and present them in a way that's easy to digest."



CHARLIE TURNER

Editor of the Year

Biography

"TopGear magazine just gets better and better, and this is largely due to its people, led by Charlie. He's got great design, features, news and scoops."

Charlie Turner has been Editor-in-Chief of the world's largest car magazine, BBC TopGear, since 2011. As well as generating exclusive monthly magazine content – and regularly securing access to the world's most important cars – Charlie is responsible for TG's cross-platform editorial strategy. Which is a much bigger job than it sounds in that sentence.

Under his leadership TopGear's audience has continued to grow in a difficult period for the market, with a magazine published in 31 countries and reaching a global audience of 9.2 million readers. There's also the not-so-small matter of a

website with five million unique users, in excess of 21 million Facebook fans and the hugely successful TG iPad edition.

Before becoming Editor-in-Chief, Charlie was the magazine's Creative Director for eight years – making the jump from professional colourer-in to big boss seamlessly, and proving any doubters emphatically wrong. Previously he worked for Bernie Ecclestone as Creative Director on the official Formula One magazine, following four years as Art Editor of Car Magazine. Before that he drove tractors for a living. Badly.

About the award

Charlie Turner won this award in 2012 on countback with three editors tied for the title. No such drama this year but Turner won by just one point from Auto Express's Steve Fowler who

was praised by our judging panel for raising the profile of the magazine and galvanising the staff.

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Shortlisted

Steve Fowler
AUTO EXPRESS

"Impressive juggling of balance between growing print sales and revenue against continuing shift to on-line regime, all while maintaining strong Auto Express personality."

Jim Holder
WHAT CAR?

"A great journalist and editor who has a proven track record in both weekly and monthly publications."

Charlie Turner
TOP GEAR

"Not an easy task balancing a magazine against the TV presenter heavyweights, but Charlie performs the task dexterously."

Jon Quirk
AUTOTRADER

"Jon has successfully given AutoTrader some real editorial credibility - it's a great place to find out about new and used cars."

Ian Robertson
DIESEL CAR

"Ian is highly motivated, enthusiastic and dedicated to his cause with great knowledge of the industry and amazing attention to detail."



HILTON HOLLOWAY

Environmental Journalist of the Year

Biography

Hilton is no stranger to the headlineauto winner's rostrum and was the first winner of this award when it was introduced in 2013. An Autocar staffer since 2004, Hilton studied Industrial/Product design for six years leading to an MA. He was head of R+D at Muddy Fox mountain bikes before switching to cover the automotive industry "because of the greater breadth in the subject." He joined Carweek in 1993, Car Magazine in 1995 before his current role at Autocar. He says that he's "very keen on the idea that covering the 'Environment' is as much about pollution - possibly more so - than just CO2

emissions. The drive to reduce fuel consumption is also leading to the most radical period of automotive engineering in the last 100 years, which is why I like to look forward to what will be happening in five to 10 years' time."

About the award

This award is aimed at both specialist environmental reporters who occasionally write about the car industry as well as motoring journalists who, either occasionally or frequently, write about environmental issues. Hilton Holloway was praised by our judges for his research and

all those shortlisted attracted praise for their understanding of the subject. John Challen was a new name on the shortlist and our judges particularly liked his piece on MAN Trucks.

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Oink Energy

Shortlisted

Lem Bingley
GREENMOTOR.CO.UK

"Interesting features and ideas bit not really heavyweight enough to be an award winner."

John Challen
FREELANCE

"Well argued, good quotes, well written about a tangential environmental matter - legislation around autonomous cars, but one that is vital and not covered much."

Hilton Holloway
AUTOCAR

"Although I don't think of Hilton primarily as an environmental specialist, I think he still has to be the clear winner here."

Faye Sunderland
THE GREENCARWEBSITE.CO.UK

"Three good subjects, all treated in a competent way ... well-explained and not necessarily aimed solely at car enthusiasts but a wider audience."



SAM PHILIP

Lifestyle Writer of the Year

Biography

"One of those writers whose work you take time to read from start to finish. Sam's features are rich with detail beyond 'just' the car story and always full of humour."

Sam Philip writes words about cars for TopGear magazine. He once posed as a Russian security guard posing as a Guildford-based IT consultant to chauffeur Sacha Baron Cohen in the back of a gold-plated truck. In 2005, Sam bought a Nissan Almera of his own volition, and says that he struggles to find salient facts to include in biographical statements. We'll add a few of our own. One of our judges describes him as "arguably

one of the best dressed car hacks about, too. If that matters. Which perhaps it does if Sam's sartorial flair is an outward expression of his innate ability to craft fresh, entertaining and yet elegant features."

About the award

Sam was third last year when this category was called Features Writer of the Year. The change was made to better reflect the wider brief so many in the headlineauto community fulfil. Last year's winner was TopGear colleague Tom Ford who prevented freelance writer Ben Oliver from claiming a hat-trick. Sam told our judges that if he didn't win this year "I will be even sadder than usual, and that is really quite sad indeed." No need

to be sad, then. New names in the shortlist included freelance journalist Martin Gurdon, praised for his writing for Octane magazine, Michael Harvey, also freelance who submitted work that appeared in Telegraph Luxury magazine and writer and broadcaster Jason Barlow whose writing for GQ was highly praised.

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Shortlisted

Jason Barlow
FREELANCE GQ

"That Jason has been writing for GQ (a publication based on a fascination with the newest and best in everything) for such a long time is testament to his abilities."

Tom Ford
TOPGEAR

"Always funny and personal accounts of great drives, but lacks some of the variety of other submissions."

Martin Gurdon
FREELANCE OCTANE

"Three totally original but very interesting subjects ... an engaging, exceptionally clear writing style, avoiding cliché or embellishment."

Michael Harvey
FREELANCE TELEGRAPH LUXURY MAGAZINE

"Mike is a real creative who 'gets' the world of lifestyle and luxury (beyond purely automotive), understands what those brands are trying to achieve."

Sam Philip
TOPGEAR

"A talent of the future. And today. Sam's features are rich with detail and always full of humour."



HENRY FOY

National Newspaper Writer of the Year

Biography

"This is proper, serious news reporting, getting at the stories the car industry would sometimes rather we didn't read. Original, independent ... other hacks should read this stuff, and have a long think about their own."

Henry is Motor Industry Correspondent at the Financial Times, reporting from London on the ever-changing global automotive story. A leading reporter on the fast developing technological advances in the industry, Henry's international brief involves working closely with the FT's foreign bureaus all around the world and reporting on everything from supply-chain issues and international takeover deals to interviewing global CEOs of the world's biggest automotive companies. Henry joined the FT from Reuters, where he was a reporter in India.

One of his entries was a scoop on the industry's opposition to a possible UK exit from the EU. "The

resulting story laid bare the staunch support for EU membership among the British car industry, and the large amount of assistance that being part of Europe brings to our manufacturers," Foy told our judges.

Another set the agenda for much of 2014, a story of growth, in both production and sales. "But I wanted to delve deeper into that. My front-page splash made clear the scale of the credit boom that was driving the rise in new car sales, in contrast to continental Europe. This set the tone for coverage of the market across rival newspapers."

About the award

This category, sponsored by Kia UK, has been dominated by one man, Ken Gibson, former Sun motoring editor, who won for five successive years. The mould has been broken ... and The FT's Henry Foy steps in with scoops and in-depth

reporting. The Daily Telegraph's Chris Knapman, highly-commended last year was runner-up again just ahead of The Sunday Times' Giles Smith.

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Shortlisted

Henry Foy
FINANCIAL TIMES

"Good to see some issues around the industry tackled with fine journalism. The story about motor industry wages is one that will resonate with those in other industries."

Tom Hunter
THE SCOTSMAN

"His writing shows great structure, rhythm and verve - he has the ability to take a standard press loan and use it to inspire an engaging, entertaining read."

Chris Knapman
DAILY TELEGRAPH

"Great writing and a clear desire to seek out good, original, off-diary stories, Chris is a solid resource in the Telegraph's armoury."

Phil Lanning
SCOTTISH SUN

"Phil maintains the traditional virtues of the Sun's motoring pages - and he never fails to deliver."

Giles Smith
SUNDAY TIMES

"He has a deliciously sideways manner of looking at whatever he is writing about that holds you throughout and makes you want more."



HILTON HOLLOWAY

News Writer of the Year

Highly Commended
Mark Tisshaw

Biography

"Highly competent, skilled at tracking information and collating data from a range of sources then delivering it in an authoritative yet accessible style."

An Autocar staffer since 2004, Hilton studied Industrial/Product design for six years leading to an MA. He was head of R+D at Muddy Fox mountain bikes before switching to cover the automotive industry "because of the greater breadth in the subject." He joined Carweek in 1993, Car Magazine in 1995 before his current role at Autocar. Of his three submissions for this award he said that the one revealing Jaguar Land Rover's four years of global growth "was mined from the company's investor relation website - an

often ignored source. The key was also making the figure easy to read and understand." Another submission - how Porsche plans "to chase Ferrari 458" - showed a new approach: "trying to group together different kinds of related news into a whole, not just trying to stretch a single scoop over four pages. The graphic of the future car was generated in-house with our artist."

About the award

News is what our business is all about and this award, sponsored by Audi UK, goes to Hilton Holloway for the fourth time in five years - last year's winner was fellow Autocar reporter Mark Tisshaw who is Highly Commended this year, missing out to Holloway by just one point.

Tisshaw, who also won our Rising Star award in 2010, was praised by one judge, who placed him ahead of Holloway for his "ability to continually amass minute details and piece them together over lengthy periods to create a hugely in-depth and informative analysis."

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Audi

Shortlisted

Hilton Holloway
AUTOCAR

"Hilton can consume masses of data on seemingly any given subject and drill down into the core of what is newsworthy using simple, elegant prose."

Luke Madden
AUTO EXPRESS

"Luke asks the right questions and deciphers the relevant information to deliver the best angles time and time again."

Darren Moss
AUTOCAR

"Darren is mature beyond his years - a keen eye of detail and confident writing style mean he's a great addition to the Autocar team."

Jack Rix
AUTO EXPRESS

"Jack comfortably balances the art of crafting concise and revealing copy, offering insights that demonstrate a real depth of investigation."

Mark Tisshaw
AUTOCAR

"Impressively authoritative and insightful reporting. Demonstrates how essential it is to draw from personal knowledge of the industry to develop a news story."



NICK DIMBLEBY

Photographer of the Year

Sponsored by



Biography

"Really interesting choice of images, good quality, not overworked. Powerful reportage-style which draws you in to the story."

Nick Dimbleby is a UK-based photographer working mainly for the automotive industry. His clients include Aston Martin, Bentley, Bugatti, Land Rover and Jaguar.

With nearly 20 years of experience organising and executing photoshoots for print and internet media, as well as PR departments and advertising, Dimbleby is versatile, creative and is able to respond to fast-paced action as it happens. He specialises in capturing the spirit of fast-paced events in a creative and pleasing way. Previously an event photographer on both the Camel Trophy and the Land Rover G4 Challenge adventures Dimbleby is as comfortable shooting action as he

is shooting executive portraits, motorshows and vehicles in studio. In addition to his stills work, he also shoots and edits promotional videos for his various automotive clients.

Of his submissions, Dimbleby said that they were three different photos taken in three different ways. One, on the Discovery Adventure Challenge, "shows why you should never put your camera away when the weather is bad and it's pitch black at 4.30 in the morning." Another, a Jaguar F-TYPE coupé on Barcelona's F1 track, "was an antidote to computer trickery ... taken in the good old fashioned way of leaning out a car whilst on the move."

About the award

Our winner is a new name at the headlineauto Awards, but not a new name to those who work and report in the industry. Nick Dimbleby was the unanimous choice of all our judges, with last

year's winner Stuart Price in second place. Newcomer Richard Pardon, who has only been working in the car industry since last year, was a commendable third.

Shortlisted

Nick Dimbleby
FREELANCE

"Atmospheric. With the Discovery Adventure and the Silk Road pictures you felt you were actually there."

Richard Pardon
FREELANCE

"Very strong images, well branded. The Loeb shot has an oil quality painting feel about it."

Stuart Price
FREELANCE

"Stuart has some hard to achieve shots here, normally the car makes a shot but these would be eye catching with any vehicle, really good lighting and composition."



FREDERIC MANBY
Regional Writer of the Year

Highly Commended
Phil Lanning

Biography

"A fine writer who hones a pithy phrase with style and who has shown his versatility in these three submissions, from fast and fabulous supercar to load-lugging van."

Long-time staff motoring writer for the Yorkshire Post, now freelance and contributing one feature a week which is also copied to Scotland on Sunday. Shorter versions of Manby's features are supplied to Johnston Press's syndication service. He also writes about travel and his hobbies remain sea swimming and mountain biking. He reveals that his first job was making a draining board for the sink in the reporters' room on the Craven Herald & Pioneer at Skipton. "My headline school qualification was an A level in woodwork: tougher

than you might think." Of his submissions, Manby, who won this award in 2009 and 2010, told the judges that they "give a typical spread of my work. The drive of the Jaguar F-TYPE was a sheer joy which I convey in my report. The report on the Peugeot Tepee was written very quickly and I hoped to bring interest to what could have been a dull review. I was lured to the Vivaro event by some effective PR and I am so glad I went. I liked the day's activities and the Vivaro."

About the award

This award, sponsored by Peugeot, demonstrates that despite staff cutbacks and reduced pagination, motoring journalism is alive and well in the regional press with one new name, South Wales-based Maxine Ashford, joining regulars Phil

Lanning, last year's winner, and 2011 winner Tom Sharpe. This is the third time the laconic Fred Manby has won.

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Shortlisted

Maxine Ashford
FREELANCE

"Most of the UK media went to the Range Rover Sport launch, but Maxine looked beyond the simple drive story to bring a new angle to the event."

Phil Lanning
SCOTTISH SUN

"Phil could easily have been first in this category ... He always hunts down the Scottish angle for his readers and produces a first-class supplement week after

Frederic Manby
YORKSHIRE POST

"His writing is as fresh and entertaining as ever ... tackling the Vivaro van and Peugeot Partner in such an engaging style revealed the depth of Fred's talent."

Tom Sharpe
ROTHERHAM ADVERTISER/CHASE MAGAZINE

"Tom is a newsman first and foremost and a hard-working motoring writer as his submissions demonstrated."



ANDREW BRADY

Rising Star of the Year

Highly Commended
John Slavin

Biography

"Good investigative journalism, shows an eye for a story that is relevant to a mass of readers. Clearly a writer with a good future."

Andrew Brady joined Motoring Research at the end of 2013 after a brief stint as a freelancer. Earlier last year he graduated from De Montfort University with a first-class degree in Journalism, and in 2012 he won the Guild of Motoring Writers Sir William Lyons Award. His degree means he has a love of news, and loves nothing more than to dig up a good exclusive. He's enjoying getting to grips with working for an agency – having to write for a varied audience is a continual (but enjoyable) challenge. The pieces Andrew submitted covered police authorities turning a blind eye to lane hogs, written for MSN Cars following a series

of freedom of information requests from him; a PistonHeads feature on not driving a Porsche Macan but being in the passenger seat ... His third piece was written while everyone was publishing tabloid-esque headlines about £10k motorway speeding fines. He decided to do some research and publish 'the truth', which I knew would go down well with the PH audience.

About the award

For 2014, it was decided to merge the separate Consumer and Business Rising Star categories into one to make it more competitive, an objective which our judges agreed has been met. This award is sponsored by Kia and, as one of our panel of

judges put it, all the entrants should be proud. "This was a tough category to judge." So tough that only three points separated the top three.

Sponsored by



Shortlisted

Andrew Brady
MOTORING RESEARCH

"Keen to engage readership and invoke involvement, both of which he achieves."

Matthew Burrow
WHAT CAR?

"Well researched, well written and lots of detail on subjects that matter to real car buyers."

Richard Bush
MOTORTORQUE

"Plenty of potential here and a young man clearly learning his craft quickly and well. Shows promise."

Ollie Kew
AUTO EXPRESS

"A year after his first nomination, Ollie shows extra maturity and understanding - making him a strong contender for future honours."

John Slavin
HONEST JOHN

"Thoroughly competent and continues to establish himself as a motoring writer with great potential."



VOLKSWAGEN UK

Press Office of the Year

Highly Commended
Mercedes-Benz UK Ltd

Sponsored by



Shortlisted

Volkswagen UK

"Like the company, the VW press office is the ultimate all-rounder with a real grasp of what journalists need."

Kia Motors (UK) Ltd

"Clearly understand what journalists want and delivers effectively."

Mercedes-Benz UK Ltd

"A PR office that is entertaining and informative and believes cars should be fun."

Peugeot Motor Company PLC

"Every single member of the team knows how important it is to deliver a top class service ... It really doesn't get better than this."

SMMT Ltd

"SMMT's PR is growing with the industry, a vital service in UK automotive."

Biography

"They just make life easy for journalists. Everything from events and car bookings to arranging interviews and answering product, technical or organisational queries is dealt with in a straightforward, friendly, knowledgeable and professional way."

The company said in its submission to the judging panel: "We believe that 'normal is our difference'. We're not overtly cautious but we don't do things for the sake of it and strive at all times to keep things real, keep things simple – and remember what the role of a press office is." The team added that, unlike some press offices, "we maintain our own contacts database, meaning we can track who's done what with us and when - whether that's attending events, driving our cars, sending

us cuttings or telling us that you have a new-found allergy to shell fish. "And this isn't a new thing; as we've always done it, we have comprehensive data on our customers and rarely have to ask you the same question twice. "We think this job is all about people – so we make it our business to know your business." It's a straightforward approach that went down well with the judging panel.

About the award

All the PR awards apart from PR Person of the Year and Rising PR Star of the Year were decided in a judging session by a panel of journalists for the first time instead of relying on individual votes. This meant careful studying of the submissions

from each of those on the shortlist, healthy debate and a majority decision – this one going in VW's favour, just ahead of Mercedes-Benz.



MINI HATCH UK LAUNCH
Mallorca, Spain

Best Event for UK Media

Biography

“A perfect example of how to put on a polished, professional launch. Straightforward logistics and a good driving route.”

The MINI UK launch involved a charter flight and drive from airport to the Hotel Cap Rocat, a former military fortress in a secluded part of the bay of Palma de Mallorca. This made a perfect backdrop to highlight the advances in technology on new MINI.
Why Mallorca? It allowed road testers to drive the cars on demanding roads and lifestyle journalists “could enjoy its perfect fit for cruising”, MINI told our panel of judges.

About the award

It was clear from the moment the panel started to discuss the shortlist that MINI was heading for victory. Easy logistics for most attending and a tried and tested formula given the MINI twist was going to be hard to beat, and so it proved.

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Shortlisted

MINI Hatch UK media launch

Alfa Romeo 4C launch, Isle of Man

Mazda3 launch, Scotland

SMMT Test Day



JAGUAR F-TYPE COUPÉ LAUNCH

Best International Event

Highly Commended

Kia media visit to South Korea

About the event

The global reveal of the new Jaguar F-TYPE Coupe took place in a secret film set location in a suburb of LA on the eve of the 2013 Los Angeles Autoshow. 600 VIP international and US media were invited to experience the ‘fastest ever’ new car reveal where a stunning white F-TYPE Coupe R drove in excess of 100mph towards the awestruck audience before it disappeared below their feet into a hidden tunnel. Guests were enjoying what seemed like a more traditional car reveal event when proceedings were interrupted by a mock police chase including the

sounds of helicopters, sirens, loud speakers and screeching tyres. At the end of a pitch black auditorium more than 200 meters long, the distinctive J-blade led lights of an F-TYPE appeared. It paused before making its final run from the authorities and took off at full throttle towards the assembled crowd. The total reach of the unveil was measured as 444,695,773 with a 72 per cent share of voice at the LA show.

About the Kia event

Eleven journalists on a week-long trip took some planning and the judges were impressed with the detail, variety of topics covered so there was something for everyone from trade press to

technical, business and lifestyle writers. The itinerary included driving the Kia Ray EV and a visit to a Kia dealership in Seoul.

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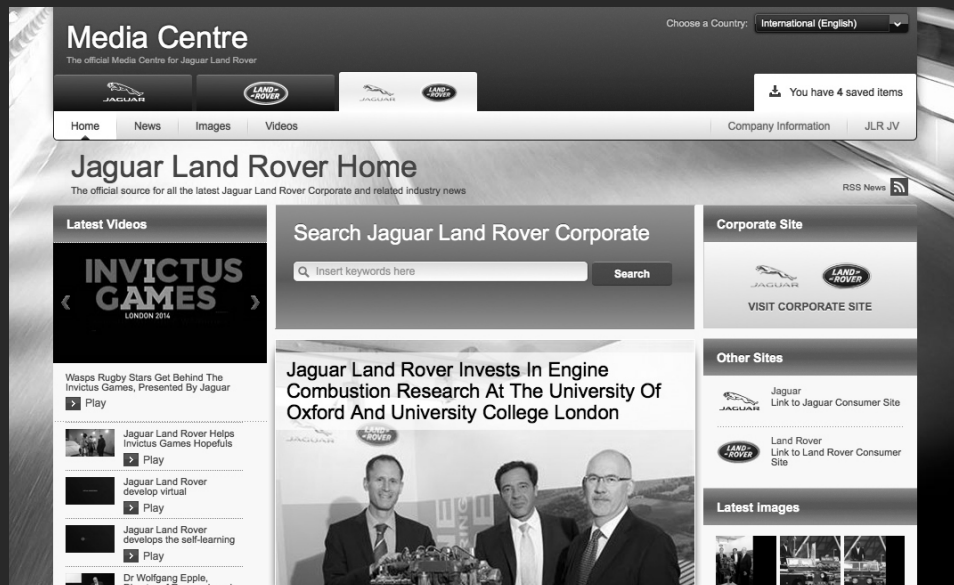


Shortlisted

Jaguar F-Type Coupé launch, Los Angeles

Kia UK media visit to South Korea

Alfa Romeo Giulietta Quadrifoglio Verde - Italy



JAGUAR LAND ROVER

Best Use of Digital

Sponsored by



About the event

“Showed real innovation in deploying a multi-channel strategy to engage with traditional media and reach new influencers with outstanding results.”

About the award

In this category the judges were looking for clear evidence for key performance targets being achieved and increased brand awareness – not easy to gauge when the digital world covers such a broad spectrum of mediums. However, it was noted by the panel that “JLR’s online presence was hard to miss this year” as its brands “benefitted from a creative multi-channel approach”. Standout

campaign was for the Discovery Vision Concept, which reached new audiences with 97% of feedback positive – a real achievement for a redesign of such an iconic vehicle, JLR informed our panel. Furthermore, a reported reach of over 40 million made this the most talked about concept car in the last decade.



MPA CREATIVE

Best Automotive Support Agency

Sponsored by



About the event

"An outstanding example of how to turnaround an event and enjoy remarkable success."

MPA Creative is a leading PR agency in terms of promoting both motor sport and motoring events. It's portfolio includes the MSA (governing body of UK motor sport), BARC, British Touring Car Championship, Honda UK, Wales Rally GB, FIA World Rallycross Championship, CarFest, Top Gear Live, Silverstone Classic, Regent Street Motor Show, London to Brighton Veteran Car Run. The agency notes that every single one of these events and organisations has enjoyed either record

coverage or record attendances – or both – in the past 12 months. "It's fair to say that we feel we do an amazing job and really do make a huge difference," said MPA Creative's Jonathan Gill in his submission.

About the award

This was the only unanimous decision from our panel of judges who were impressed by the way MPA Creative had picked on one event – the 2013 Wales Rally GB - and described in detail how they had worked within a tight budget to turn it around. The submission was well supported with facts and figures – including the amount of media coverage generated – for the revitalised event. It

was this ability to measure the effectiveness of the campaign that really impressed. Most impressive was the return on investment with the campaign helping to secure £1.7m funding from the Welsh government for 2014 and 2015.



ANDREW DIDLICK

PR Person of the Year

Sponsored by



About the winner

"The consummate professional who has steered Peugeot's UK press operations through a tough couple of years with dedication – and a degree of charm."

Andrew Didlick has been with Peugeot since 1992, arriving from Jaguar. He became PR Director in 2000 following spells as general manager for Motaquip, Peugeot's after market parts operation, and five years as national advertising manager for Peugeot UK.

About the award

Andrew Didlick joins an illustrious group to have won this prestigious award. He becomes our fifth winner with Kia's Stephen Kitson, last year's winner, the only person to have won it twice.



FAYE CALLAGHAN

Rising PR Star of the Year

Sponsored by



About the winner

Faye Callaghan is Senior Account Manager at Prova PR. She joined the agency in 2012 after three after three years at Campbell Marsh Communications and a short stint at the Amateur Swimming Association. Clients describe her as being "of immense value and support, and a pleasure to work with " developing into "a

confident, professional and extremely capable individual within this exciting and challenging industry. She is proficient in the work she produces and her 'can do' and helpful approach to her clients has produced exceptional and mutually beneficial rewards."

About the award

Faye Callaghan is the first person to win this award while working for an agency rather than a manufacturer's press office which is an achievement in itself. As with the PR Person of the Year, this category is decided by the total number of votes cast by the headlineauto community for those nominated making Faye's victory even more notable.



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