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***Judging begins for 2014 Canadian Green Car Award
Winner to be announced April 25 at the Green Living Show, Toronto***

Toronto, ON -- March 18, 2014 -- Sixteen vehicles, from a battery-powered compact to a family-friendly SUV, are in the running to be named the 2014 Canadian Green Car. Many of the country's top automotive journalists are set to test them, and select the one with the greatest potential to benefit our environment.



The 20 judges, some of most respected automotive journalists, will assess not only the contestants' environmental attributes but also their overall consumer appeal, since vehicles will have a much greater "green" impact if they sell in large numbers.

The vehicles are divided into five categories — battery-electric or fuel cell, plug-in hybrid, conventional hybrid, efficient gasoline or diesel internal combustion, and efficient "family hauler" with at least three rows of seats.

The category winners will be announced in mid-April. After a further round of judging, one of those five will be crowned the Canadian Green Car Award winner at the annual Green Living Show, at the Direct Energy Centre in Toronto; Friday, April 25.

"Each year at the Green Living Show consumers have the opportunity to view and test drive the most innovative automotive technologies on the market," says Laurie Simmonds, CEO, Green Living Enterprises which operates the Show and will host the Award ceremony. "The Canadian Green Car Award fits with our focus on helping consumers find the most attractive

and fuel-efficient solutions for their transportation needs. The judges face a difficult task since carmakers are providing an impressive array of green options. We hope the Award program will encourage them to do even more.”

This is the second year for the Award. Last year’s inaugural winner was the Ford Fusion hybrid.

In line with other global Green Car awards, judges nominated the vehicles, to ensure that every vehicle meeting basic entry criteria was considered and, in turn, make the Award a fair and useful guide for car buyers. The nominees were whittled down to the short list of 16, divided into the five categories.

The category and overall winners will be selected through a combination of factual data and judges’ assessments based on test drives, experience and manufacturers’ information.

The environmental benefits considered include fuel efficiency, tailpipe emissions, the use of sustainable or recyclable materials and measures taken by manufacturers to green their operations. Elements that influence consumer appeal include range, price, safety aids, comfort and connectivity features, performance, and build quality.

** Image of last year’s winner.*

Here are this year’s contestants:

Battery Electric

Nissan Leaf
Tesla Model S
Ford Focus EV
Kia Soul EV

Plug-in Hybrid

Cadillac ELR
Porsche Panamera E-Hybrid
Ford C-Max Energi

Hybrid

Honda Accord Hybrid
Volkswagen Jetta Turbo Hybrid
Infiniti Q50 Hybrid

Efficient Gasoline or Diesel Internal Combustion

Mazda3 (2.0-litre, AT)
Chevrolet Cruze Diesel
Volkswagen Jetta TDI

Efficient Three-Row Vehicle

Mazda5
Nissan Pathfinder Hybrid
Kia Rondo

About The Green Living Show

The Green Living Show is Canada's largest consumer show dedicated to simple solutions for leading a healthy and sustainable lifestyle. This three-day event offers inspiration for all ages and features influential speakers; eco home, cottage and garden design; local and organic food and wine tastings; health, wellness and yoga pavilions; eco fashion and green beauty makeovers; electric and hybrid car test drives; nature exhibits and fun activities for the entire family.

www.greenlivingshow.ca

For more details, visit the Award website at <http://canadiangreencaraward.ca>

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