



(Left to right) German Angel (*Enfoque Social*), Juan Garcia (*Digital Trends*), Ricardo Rodriguez-Long (*Garage Latino*) and Dave Elshof (Ram Brand Communications).

Perspectiva Hispana

The 9th annual Hispanic Motor Press Awards has recognized the ten best new vehicles of 2019 for the Hispanic consumer.

According to data from Polk, Hispanics are projected to spend \$18 billion on new vehicles in 2019, accounting for 25 percent of the growth in new-vehicle sales. The impact of Latinos continues to increase exponentially in the market, influencing auto companies to consider and incorporate the needs and wants of the largest minority group in the country.

The Hispanic Motor Press Awards—organized by the Hispanic Motor Press Foundation, a non-profit 501(c)(3) educational organization that helps educate Hispanics on finding the best value vehicles in the market through grassroots efforts and events—were presented at the LA Auto Show. “California is known for setting the trends in the automotive industry, and with the largest Hispanic population in the US, it is the place to find out what we like,” said Ricardo Rodriguez-Long, president of the Hispanic Motor Press Foundation.

The jury panel for the 2019 awards comprised Hispanic automotive journalists, bloggers and industry influencers selected by the organization’s advisory board. Twenty individuals and one jury

director form the panel evaluate the vehicles from their perspective, keeping the Hispanic audience’s preferences foremost in their minds. An educated consumer is a satisfied consumer, and the awards provide Hispanic consumers with outstanding choices based on the judging panel’s own experiences with the vehicles.

Each year, there are over 250 new vehicle models to choose from. Selecting the ten best is a big responsibility for the jurors, who volunteer their time to test and compare the final selections. Auto manufacturers voluntarily submit their entries, and the panel evaluates vehicles on factors including pricing, safety, styling, comfort, technology, environmental impact and overall value. The final ten vehicles were voted the best in each class and provide proven options as the best overall selection for the needs and desires of Hispanic families.

Each vehicle’s virtues were assessed as they related to the mainstream Hispanic family in the U.S. The awards’ vetting process includes test drives, mass market availability, and affordability data valuations. The committee took into account overall design, comfort, safety, performance, functionality, accessory content, driver satisfaction, consumer final cost, and overall value package to

select the vehicles that offer the best value for the Hispanic consumer.

The ten vehicle winners represent the most significant new automobiles in the market and the best value in their class as it relates to the Hispanic family. The 2019 winners are:

- SUBCOMPACT CAR**Kia Rio 5-Door
- COMPACT CAR**Volkswagen Golf
- SEDAN CAR**Nissan Altima
- DELUXE CAR**Genesis G70
- MINIVAN**.....Chrysler Pacifica Hybrid
- CROSSOVER**.....Hyundai Kona
- SUV**Lincoln Nautilus
- SPORTS CAR**Ford Mustang
- ADVENTURE 4X4**Jeep Wrangler
- PICKUP TRUCK**Ram 1500

“We are proud and honored that the Hispanic Motor Press Awards are widely recognized by the automobile industry, with multiple brands using the awards in their advertising and marketing campaigns,” adds Rodriguez-Long.

The Hispanic Motor Press Foundation provides objective and practical information to the Hispanic community and works with industry leaders and regulators to share programs that improve motor vehicle technology and encourage technology innovation. For more information on the Hispanic Motor Press Foundation and Hispanic Motor Press Awards including previous years’ winners, visit www.hispanicmotorpress.org. ■

