

Gumtree to host second pre-owned car awards

South African classified site, Gumtree, will host the Pre-Owned Awards for the second time to celebrate the variety, range, and quality of pre-owned vehicles in the country.



The Mazda CX3 2.0 Individual (A) won the crossover category in 2017. It impressed on various levels such as build quality, it's comprehensive list of standard features and exceptional residual values.

"Gumtree South Africa is firmly committed to the local automotive industry," explains Johan Nel, the director-GM of Gumtree SA.

"We're committed to our customers, the individuals and dealers who have been buying and selling vehicles on our auto site for more than a decade now. Part of that commitment includes promoting and improving the knowledge, image, and ease of transacting when it comes to buying and selling pre-owned cars and light commercials, which currently outsell new ones by a factor of nearly 3:1, which is why these awards are so relevant," continues Nel.

"Chances are that those looking for 'nearly new' models in the pre-owned environment are looking at cars that are not more than two to three years old. Therefore, our award system involves comprehensive testing and evaluation of vehicles in this age bracket with awards made in 11 categories. They cover all major segments in the passenger car and light commercial vehicle markets. Only 2016 models with at least six months of value depreciation data will be eligible for the 2018 competition."

Categories, criteria

TransUnion, which provides all the vehicle pricing data, will continue its involvement with the Gumtree Pre-Owned Awards. Finalists are selected using TransUnion data, with the top five vehicles with the most favourable depreciation in each of the 11 categories qualifying for further evaluation.

Representative examples of these 55 finalists are then sourced and tested by former national motorsport champion and journalist Charl Wilken.

There are 16 criteria evaluated in the scoring system, with 'value for money' being cardinal and carrying the most weight. Other factors that will be scored include overall quality and degradation of the exterior and interior, standard features, safety features, engine performance and fuel economy, out of maintenance costs/risks, valid service, and maintenance plans, among other things.

Addition of SUV category

This year's competition also sees the addition of a new SUV category, replacing that of sports cars, in a bid to remain true to the more popular and affordable vehicles considered by consumers. The average price of combined categories will be kept below R400,000 as per TransUnion statistics that show 67% of used vehicles are in the sub-R300,000 range.

Members of the 2018 judging panel are: Charl Wilken (Wilken Communication Management), Adam Ford (Ignition TV/Buyers' Guide), Roger McCleery (Radio Today), Lerato Matebese (Business Day Motor News), Michele Lupini (Bakkie and Car), Liana Reiners (AutoLive), Zerildi Pieters (Daily Sun), Matthew Kanniah (Blogger), Sean Nurse (AutoDealer), Mabuyane Kekana (Kaya FM and Metro FM) and Allan Rosenmeyer (Motormatters).

The results will be audited and verified before being announced at an award ceremony later in the year.

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