

# The Standard Bank People's Wheels Awards voting polls are going live

The Future Group in association with Standard Bank, TNS South Africa and the *Sunday Times*, is proud to bring you the fourth annual People's Wheel's Awards.



At a breakfast hosted by The Future Group for vehicle manufacturers in Johannesburg last week, it was announced that the polls for the 2015 Standard Bank People's Wheels Awards would open from the second week of June and would close on 31 August 2014.

The aim of the polls is to find winners in 22 popular vehicle categories - encompassing all passenger cars and light commercial vehicles on sale in South Africa - as well as determining an overall winner: the car that attracts the most number of votes and which is dubbed the People's Choice.

Further, an Ownership Survey - in which motorists have an opportunity to voice their views concerning the cars they drive - runs simultaneously, the object being to find the makes that most satisfy their owners as well as to elicit perceptions regarding aftersales service, financing and insurance options, and even preferred fuel and tyre replacement brands.

Nicholas Nkosi, Head: Personal Markets Vehicle and Asset Finance at Standard Bank - the naming rights sponsor for these awards, said "The People's Wheels Awards is a unique platform that enables the average South African motor enthusiast to express their views and to be heard. Standard Bank is proud to be once again associated with the People's Wheels Awards for 2015. The car industry is crucial to the South African economy, and Standard Bank is proud to play a role in the financing of cars to move South Africans forward."

## The people will decide

Last year, Volkswagen's Polo Vivo topped the popular vote poll and Mercedes-Benz emerged triumphant in the ownership survey results. The people's preferred fuel was Engen, while Continental was the preferred replacement tyre brand. Which cars and brands will win this year? Again, the people will decide.

Both polls - which are internet based - have made significant gains over the years with regard to the number of responses received. Votes in the popular poll last year topped the 100 000 mark. This year the Future Group is looking to increase that number. As an incentive to participate, each voter or survey respondent is automatically entered into a lucky draw for a chance to win R25 000.

From an operational perspective, the good news is that the categories have been streamlined and reduced from 30 to 22. This will only help cut down on the length of the survey with no compromise on quality.

A voting campaign will run across social media and various other platforms until the polls close at the end of August.

For more , go to [www.peopleswheels.co.za](http://www.peopleswheels.co.za).

For more, visit: <https://www.bizcommunity.com>