Press Releases

BMW X5 xDrive35d Named 2012 Diesel Car of the Year and Volkswagen is Picked as 2012 Diesel Car Manufacturer of the Year by Readers of The Diesel Driver

NEW YORK, April 4, 2012 /PRNewswire/ -- The BMW X5 xDrive35d has been named the 2012 Diesel Car of the Year and Volkswagen has been picked as the 2012 Diesel Car Manufacturer of the Year by readers of The Diesel Driver magazine (www.thedieseldriver.com) here at The New York International Auto Show.

The votes came from over 100 countries with 67 percent cast by readers in the United States, five percent from Canada and three percent from Germany.

In the voting for the Diesel Car of the Year, the BMW X5 diesel received 19.9 percent; the Volkswagen Passat TDI and Golf TDI placed second and third respectively.

In balloting for the Diesel Car Manufacturer of the Year, Volkswagen received 52.2 percent of the vote. BMW placed second and Audi third.

"The BMW X5 xDrive35d combines exemplary fuel economy, superb handling and excellent passenger comfort in a single package," said Jonathan Spira, editor of The Diesel Driver, in presenting the awards. "Volkswagen has done an extraordinary job of positioning its diesel-powered automobiles in the U.S., with the result that 21.6 percent of customers opted for diesel in the past year."

"Twenty years ago, the late Greg Spira, co-founder of The Diesel Driver, created the Internet Baseball Awards, convinced that fans would make the best jurors. It was in this spirit that he helped create the readers' choice Diesel Car Manufacturer of the Year and Diesel Car of the Year awards that have become so widely recognized," said David M. Goldes, group publisher at Accura Media Group, which publishes The Diesel Driver.

ABOUT THE AWARDS

Each year, the Diesel Driver's readers select the Diesel Car of the Year and the Diesel Car Manufacturer of the Year. For the 2012 balloting, jurors (magazine readers) chose among 13 passenger vehicles and SUVs and four manufacturers, Audi, BMW, Mercedes-Benz and Volkswagen. Criteria ranged from fuel economy and greenhouse gas emissions to performance, handling, styling, comfort and the overall package.

Voting was conducted from November 18, 2011 through March 1, 2012.

ABOUT THE DIESEL DRIVER

The Diesel Driver (www.thedieseldriver.com) is the world's leading publication geared towards automotive enthusiasts interested in diesel-powered automobiles. The Diesel Driver offers in-depth road tests and reviews, diesel-oriented travel features, and features that focus on the latest in diesel technology.

SOURCE The Diesel Driver