



45th year · Issue 6 · Thursday, 28. September 2023



The six members of the Nordic Jury Group is behind the Tannistest.

Time to say goodbye

This Tannistest has been a great success because of the record-high support from both Jurors and the industry. It has resulted in many test cars, exciting tests, and excellent photo sessions. We also had interesting interview sessions.

So, as the organizer of Tannistest I will conclude, we got what we came for. It has once again been great to join Tannistest whatever you are a journalist or a representative of the industry.

I will use the opportunity to thank the car brands for their strong commitment and support by bringing both cars and experts to this event.

Also, to my colleagues in the Jury and my colleagues from FDM: Thank you! And to everyone: I wish you a safe journey back home and welcome back next year!

*On behalf of the Nordic Jury group
Søren W. Rasmussen
President, The COTY Jury group*

A new honorable jury member

Frank Jansen (D) left the jury earlier this year, as he became the managing director of the COTY organization. Now he can add another title to his CV: Honorable Member of the Jury Group. Congratulations!



Weather today



Hi: 20 - Lo: 13

Wind 6 m/s SE-S-W

Thursday will see very nice weather. Mild and calm winds.

Sun up 7.15. Sun down 19.03

Programme

07.00 – 09.00 Breakfast
08.00 – 14.00 Free testing
12.30 – 13.30 Lunch
14.00 Cars will be collected
19.30 Dinner

Dinner menu

Starter

Lobster bisque with scallops and herbs.

Main course

Pork shank with baked potatoes, chives & radish sour cream, salad, and gravy.

Dessert

Vanilla-baked apples with cinnamon ice cream and fresh fruit.

COTY 2024 timeline

23. November: Long list announcement

27. November: Short list announcement

12.-13. February: Test at Morte-fontaine (Paris) of the seven finalists

End February: Car of the Year announcement



'A very important acknowledgement'

The Jeep Avenger was the first ever Jeep to win the Car of the Year award. The 2023-title has been a very important acknowledgement, according to Head of Jeep Brand, Elena Cortesi.

She was at Tannistest, when the car was shown for the first time one year ago, and she is back this year with her team and the Grand Cherokee. The prize has been important in at least three ways:

- It has been an acknowledgement of the innovation in the car, it has supported the sale, and the customers have appreciated the judgment of the jurors, which they have agreed upon after they got to drive the car themselves, says Elena Cortesi.



Elena Cortesi with the Car of the Year 2023 at the 2023 Tannistest.

The Car of the Year 2023-award has and is still used heavily in the Jeep communication – in all press releases, on websites and in various presentations from Jeep.

The trophy? It has a prominent place at the Jeep Design and Development Center in Turin.

The small SUV has got a very good start of sales with now 40.000 customers orders of which 42 percent is for the pure electric version.

Jeep Avenger has just been launched in Australia - with the clear mention of the prestigious COTY- award - and is about to be launched in Israel and Turkey.