Hyundai Elantra a reusit să câştige titlul de Masina anului 2012 din America de Nord , reusind sa depaseasca Ford Focus si VW Passat.

Prestigiosul premiu a fost anunţat la începutul "Afişare International Auto Nord American" de la Detroit, care găzduieşte o avanpremiera mass-media în această săptămână şi se deschide pentru public sâmbătă

Land Rover Range Rover Evoque a câştigat titlul de Autocamioneta nord-american al anului, învingând BMW X3 si Honda CR-V.Evoque, care are preturi începnd e de la 43.995 dolari.

Andy Goss - presedintele Jaguar Land Rover America de Nord , a declarat ca este o onoare extraordinara si deosebita pentru companie, care a mai fost printret finalişti, dar niciodată nu a fost câştigător în cadrul programului anual independent de premii.



"We're going to market the hell out of this," said a smiling Goss on a stage above the four-cylinder sport-utility vehicle. The U.S. is the world's largest Range Rover market.

Fifty automotive journalists voted on the winning vehicles from a group of finalists, and the vehicles must be all new or substantially changed to be eligible. Organizers accept no advertising, though automakers capitalize on the marketing value of the honors.

John Krafcik, Hyundai's North American CEO, said the award won't help the compact's sales much because the company already is selling as many Elantras as it can make at its factory in Montgomery, Ala. But the award should help solidify the brand's image in the eyes of the

American public, especially in the highly competitive compact car segment.

"It should be helpful for our brand going forward," he said.

The Elantra, which starts at $16,445, gets an estimated 33 mpg.

The company is looking at ways to boost production at the Montgomery plant, but Krafcik said Hyundai plans to focus on maintaining quality at the factory before deciding on any increases.

Hyundai sold more than 186,000 Elantras last year, nearly a 41 percent increase over 2010 figures.