

2009 ET-ZIGWHEELS CAR & BIKE OF THE YEAR AWARDS

In association with Apollo Tyres

There is as much delight in experiencing a well-made set of wheels, as there is in recognising and appreciating it with honour and affection. This is our way of giving back the joy these cars and bikes have given us in the past year. Here are the standout Economic Times ZigWheels Awards for 2009, which will be presented to the winners today at a glittering ceremony in New Delhi

Wow talk about cars and bikes seems to be the order of the day but this isn't just about any car or bike here, but the standout ones which proliferated and did the business in 2009. As you can see from the cars which made both the men as well as the short lists for segment awards as well as the ones which matters the most, the sheer diversity in the offerings on the Indian market are staggering. No one makes a bad car or bike these days but it is something else which determines a great car from those which are merely good. This was essentially the case in 2009 and for that all punters must be thankful to our OEMs who have understood the pulse of the consumers and acted accordingly. Last year we did these very awards in a small but determined manner via our

weekly ZigWheels supplements and also via our online initiatives. This year we have scaled these up in a logical manner given that very properties plus also added our television show on the ET NOW channel into the awards blender. This massive 360 degree approach is unique and unparalleled in the Indian automotive journalism but we at the Times Group do believe in delivering the best across all our media avenues. Exemplifying this best of best approach, the uniquely created ET ZigWheels trophies depicted here are set to be the new symbols of aspiration and recognition which every car and bike maker in the land will now aim to lay their hands on. If in this small way we can help to improve the automotive breed, it would mean mission accomplished for us in the best way possible. Adil Jal Darukhanawala



TATA NANO



BAJAJ PULSAR 135LS & TATA NANO



ROYAL ENFIELD BULLET CLASSIC

Car maker of the year

TATA MOTORS

Bike maker of the year

HERO HONDA

Automotive Idea of the year

CARNATION

NEW CITY
The race lies within

Introducing the dazzling new Honda City 1.5V

Dazzle has a new synonym. Namely, the new Honda City 1.5V, that bears stunning new gloss on the exterior with new alloy wheels and a premium new beige look on the interior. Because when you've set the benchmarks, the only option is to redefine them.

<p>all new beige interior</p>	<p>alloy wheels</p>	<p>exhaust pipe heater</p>
<p>LYTEC couples incredible gas with great fuel efficiency</p>	<p>GC6N inward absorbing structure for greater safety</p>	<p>HONDA</p>

HondaCare 3+2 years extended warranty (limited mileage) or 80,000 km (whichever earlier) | HondaCare 4 years 1,00,000 km (whichever earlier) | The new City is available in 1.50 MT and 1.5V MT & AT | www.hondaindia.com

arrow shot form design • chrome handles • fog lamps • 118ps i-VTEC engine • 5 speed AT with paddle shift • dual front SRS airbags • ABS, EBD and Brake Assist