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## **New England Motor Press Association Honors Automotive Excellence**

**Cambridge, MA (May 31, 2018)** – The New England Motor Press Association recently honored excellence in the automotive industry during its annual awards dinner held at the MIT Media Lab.

“NEMPA is pleased to recognize these companies for their significant contributions to improving the safety and performance of automobiles,” said NEMPA President John Paul.

### **NEMPA Automotive Company of the Year Award: Subaru of America, Inc.**

NEMPA honored Subaru for its standout performance in the industry. Subaru has been extremely consistent with its brand, and even more consistent in growth. In fact, the company recently celebrated the sale of its 9-millionth vehicle. Thomas J. Doll, President and Chief Executive Officer of Subaru of America, Inc., was present to accept the award.

### **The Yankee Cup Technology Award: Nissan ProPILOT Assist**

Selected with input from the faculty at MIT, the Yankee Cup goes to a vehicle, automotive feature, or system that significantly enhances the motoring experience, whether by making driving safer, more cost-efficient or simply more enjoyable.

### **The Ritvo Design & Elegance Award: Mazda, Kai Concept**

Selected with the Boston Museum of Fine Arts and the Larz Anderson Auto Museum, this award honors the best in automotive design. It is named for the late Gene Ritvo, a veteran concours photographer and NEMPA member who had a keen eye for elegant design.

### **The Yankee Supplier Award: BOLT Locks**

Selected by NEMPA members, this honor goes to the supplier that has made significant contributions to the automotive industry. Often suppliers are the unsung heroes behind the major advancements in the business. Suppliers can be nominated for a component, system or technology that significantly enhances the motoring experience, whether by making driving safer, more cost-efficient or simply more enjoyable.

More than 100 journalists and industry professionals gathered for the award presentation. Wayne Carini, host of *Chasing Classic Cars*, served as master of ceremonies for the evening.

The New England Motor Press Association was founded in 1987 to coordinate professional media coverage of the auto industry in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, whose 14.5 million citizens have unique demographics and automotive preferences. NEMPA’s media members appear on network and cable TV, on the Internet and radio, and in regional and national newspapers and magazines. For more information visit [www.nempa.org](http://www.nempa.org).

NEMPA members also participate in Press Day at the New England International Auto Show is the region’s largest new vehicle automobile show, as well as one of the nation’s oldest and longest-running automotive industry shows. The event is presented by the Massachusetts State Automobile Dealers Association and produced by Paragon Group. More information can be found at [BostonAutoShow.com](http://BostonAutoShow.com).

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