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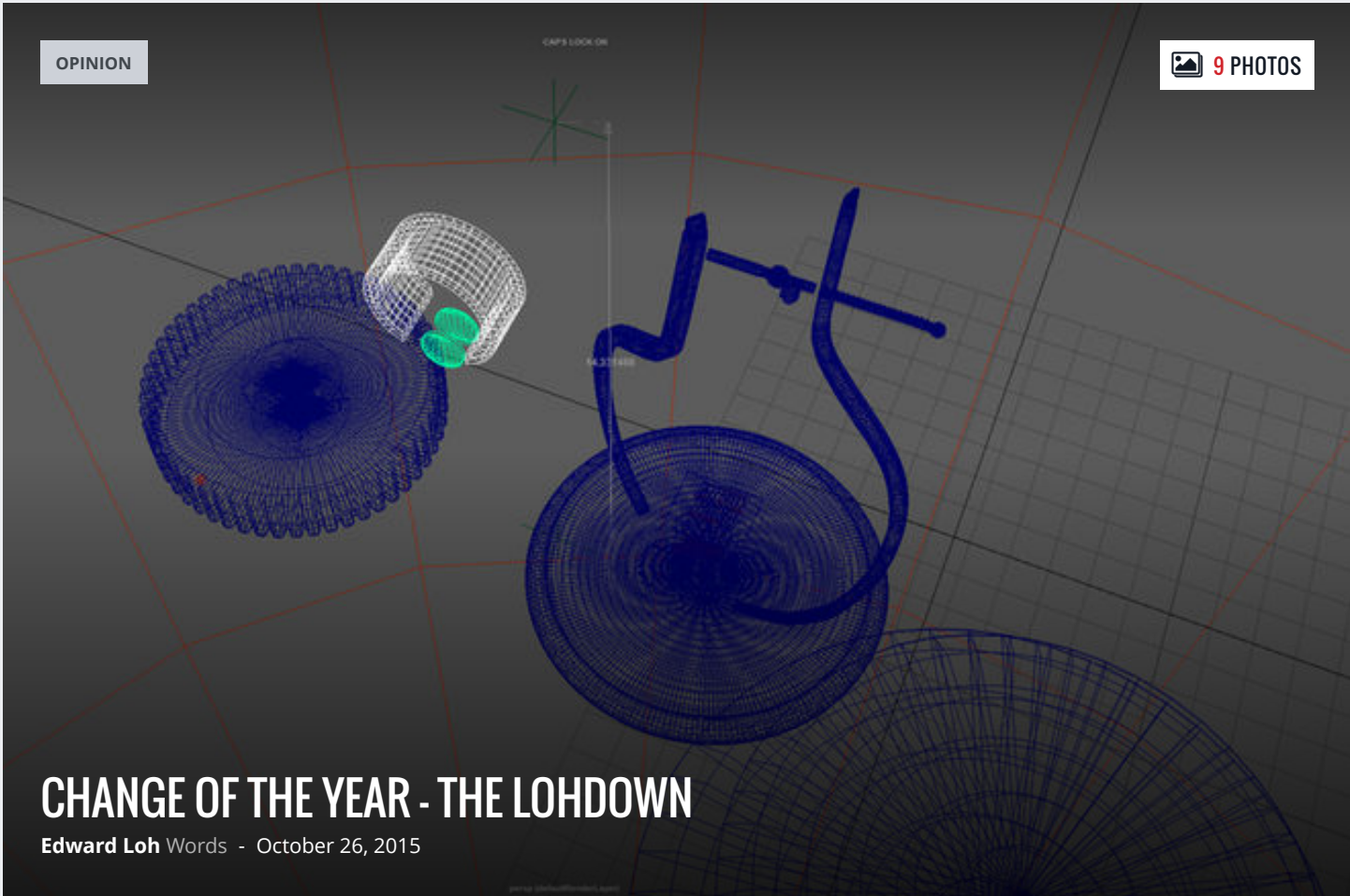


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# CHANGE OF THE YEAR - THE LOHDOWN

Edward Loh Words - October 26, 2015

## We're Making History on November 16



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Longtime readers will notice that something is missing from the December issue of *Motor Trend*. That's right. We're not announcing SUV of the Year, as we have since we first expanded our Of the Year awards to include

SUVs in the December 1998 issue. The normal cadence for our OTY awards has traditionally been SUV of the Year in December, Car of the Year in January, and Truck of the Year in February. But all that is about to change.

On November 16, 2015, we're going to do something we've never done in the 66-year history of *Motor Trend*. On that Monday evening, at the groundbreaking YouTube Space: Los Angeles, we're going to reveal our Car, Truck, and SUV of the Year for 2016 at a celebratory gala. What makes this event extra special is not just that we're announcing all of the winners at one time and place but that it will be a complete surprise for all in attendance.



*We entrusted the redesign of the golden calipers to Society Awards, which also crafted the Emmy, Billboard Music Award, and MTV "Moonman" trophies. Designer Vicky Fotopoulo sketched us a few possibilities before working up a digital wireframe.*

In years past, after we've finished an Of the Year program and selected a winner, one of my duties was to contact the winning manufacturer, congratulate them, and then work together on a reveal plan that coincided with the upcoming issue. For 2016 (and beyond), the winners of Car, Truck, and SUV of the Year will not find out they've won until we open the envelope and announce it to the world—and in the pages of the January 2016 issue, which conveniently goes on sale that same week.

In addition, we're going to announce our Person of the Year, which is a natural extension of our vehicular Of the Year awards and of our annual Power List feature, which ranks the 50 most influential people in the automotive industry.

To highlight the significance of this occasion, we've redesigned the iconic Of the Year golden caliper trophy. It is now bolder, brawnier, and even more golden, but it's still backed by all the rigor, integrity, and transparency that makes it the most coveted award in the industry. Our new *Motor Trend* caliper trophy will debut in all its golden glory at our Of the Year awards show.

Would you like to be there in person for our awards celebration? Of course you would, and if you're among a select few in the automotive industry, you should have already received an invitation in your mailbox. (If not, hit me up on [Twitter @edloh](#) ASAP!) Not a member of the auto industry? No problem. You can still join the party via a free livestream on our [YouTube channel](#) or [www.motortrendondemand.com](http://www.motortrendondemand.com), our new video-on-demand service. Livestream coverage **begins at 7:30 p.m. PST on November 16, 2015.**

Whether in person or via livestream, please join us as we make history.



BY **EDWARD LOH**



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