

The Guild of Motoring Writers Awards 2010



Entry form

Welcome to The Guild of Motoring Writers Awards 2010. All paid-up Guild members, including associate and retired members, are eligible. For each entry, please fill it in, **PRINT A COMPLETED COPY FOR EACH JUDGE** and **POST** them all to the Honorary Secretary at the address below. Each judge (as listed under each category) also requires a full set of **SAMPLES** of your work. **PLEASE NOTE:** At this stage we cannot accept emailed entry forms.

For written entries, at least one set of your samples must be in its original, published state; the other(s) may be photocopies or printouts or, for the photography, new media or broadcast awards only, on disc. For new media, printouts and links are also acceptable. If you send in more or fewer than the required sets, your entry can be disqualified.

If the judges cannot agree on a winner, the chairman of the awards sub-committee, or a member of the sub-committee nominated by its chairman, casts the deciding vote from the finalists. A 'Commended' award may be given in any category.

Material published between 1 October 2009 and 30 September 2010 is eligible for this year's awards.

The closing date is **5.30pm on 30 September 2010**. That is absolute: no late entry will be accepted.

Category _____

Entrant's name _____

Address _____

Post code _____

Tel (day) _____ Email _____

What should we know about your entry? _____

Tick here if you would like your work to be returned after judging (BOOKS ONLY)

Please enclose an SAE if you would like other samples returned.

**Send your entry/entries to: GOMW Honorary Secretary
Chris Adamson, 40 Baring Road, Bournemouth BH6 4DT.**



AA Environment Award

£1,000 plus trophy

For the work of a Guild member on the environment. The judges are looking for a feature that explores the broader environmental issues relating to motor vehicles and driving for a non-technical readership.

2009 winner: Richard Aucock

2010 judges: Sue Beeson (AA), Ken Rogers (G)

Audi Photography Award

£1,500 plus trophies

There are two categories, General and Motorsport, each of which carries a £750 prize. Entrants can supply up to three photographs taken during the eligible period which have been submitted for publication. Entries must be supplied on disc or as non-mounted prints – supporting material showing published photographs is encouraged.

2009 winners: Ian Dawson (General); Jeff Bloxham (Motorsport)

2010 judges: Jonathan Zammett (Audi), Chris Thorp (G)

Automotive PR Consumer Journalist of the Year

£750 plus trophy

For the most outstanding example of consumer journalism by a Guild member. The judges will be looking for an article or series of articles that is not only innovative but also entertaining.

2009 winner: Jack Carfrae

2010 judges: Martin Hayes (APR), Tony Lewis (G)

Bentley Motors International Award

£1,000 plus trophy

This award is designed to recognise the work of both UK-based and overseas Guild members writing for magazines, newspapers and other media, but not books, published and sold primarily, but not exclusively, in overseas markets. Material in a foreign language must be accompanied by an English translation.

2009 winner: Ray Hutton

2010 judges: Martin Broomer (Bentley), John Kendall (G)

British Car Auctions Feature Writer of the Year

£1,500 plus trophy

For the best general feature or regular motoring column dealing with the motoring scene by a Guild member.

2009 winner: Martyn Morgan-Jones

2010 judges: Tim Naylor (BCA), Charlotte Blight (G)

Cummins Commercial Vehicle Writer of the Year Award

£600 plus trophy

For demonstrating a clear and widespread knowledge of the road transport industry through the ability to explain to truck/van operators the significance and impact of both existing and future CV products and technology on their businesses. The judges will be looking for an ability to turn complex technical or legislative issues into concise, informative and highly readable articles. A diversity of work is welcomed from truck, van and light CV writers.

2009 winner: Colin Barnett

2010 judges: Steve Nendick (Cummins), Chris Adamson (G)

headlineauto Young Writer of the Year

£1,000 plus trophy

Awarded to a Guild member, with less than three years' experience, who has consistently demonstrated a combination of thorough research and well crafted journalism in newspapers, magazines, online or broadcast media. The winner must be under 30 at the end of this calendar year.

2009 winner: Tom Webster

2010 judges: Tony Lewis (headlineauto), Peter Burgess (G)



IAM Safety Award

in memory of Christopher Bullock, MBE

£500 plus trophy

Presented by the Institute of Advanced Motorists to the Guild member who has made a significant contribution to the promotion of road safety during the year.

2009 winner: Tristan Young

2010 judges: Vince Yearley (IAM), Gordon Bruce (IAM), Jeff Bloxham (G)

Market Engineering Award for Automotive Technology Journalism

£1,000 plus trophy

Recognising engineering excellence for technical audiences, the judges are looking for an ability to write features that are valued by specialists in the subject yet which are also interesting and easily accessible to non-specialists.

2009 winner: Tristan Honeywill

2010 judges: Richard Gotch (ME), Chris Mann (G)

Mercedes-Benz Award for the Montagu of Beaulieu Trophy

£1,500 plus trophy

Awarded to the Guild member judged to have made the greatest contribution to recording, in the English language, the history of motoring or motorcycling in a published book.

2009 winner: Eric Dymock

2010 judges: Rob Halloway (Mercedes-Benz), Mike Budd (Beaulieu), Michael Bowler (G)

***Updated* Mitsubishi Motors Award for Innovation in Regional Motoring Journalism**

£1,000 plus trophy

Updated for 2010 to reflect the changing nature of regional journalism in the 21st century, this award is to encourage, recognise and reward a regional motoring journalist for demonstrating an innovative way of adapting to new challenges, including the use of online outlets and new media.

2010 judges: Andy Wertheim (Mitsubishi), Chris Wright (G)

Newspress New Media Award

£750 plus trophy

This award recognises excellence among Guild members working online. The judges are looking for an entertaining and informative approach as well as creative and innovative use of the medium.

2009 winners: Ian Dickson, James Ruppert

2010 judges: Mark Robinson (Newspress), Colin Dawson (G)

Peugeot Award for the Rootes Gold Cup

£1,000 plus trophy

Presented in recognition of outstanding achievement by a Guild member in the world of motorsport either writing about or competing in motorsport at any level.

2009 winner: Tony Dron

2010 judges: Andrew Didlick (Peugeot), Graham Macbeth (G)

***NEW* PFPR Editor of the Year**

£1,000 plus trophy

This new award will go to the editor who shows he or she has balanced the demands of publishers and readers while nurturing journalistic talent and successfully making the critical decisions that turn a good publication into a great one.

2010 judges: Peter Frater (PFPR), Matthew Carter (G)



Prova PR Business Writer of the Year

£1,000 plus trophy

Recognising excellence for those Guild members who work in business media, both print and online. Judges will be looking for clarity of writing and well researched articles that help readers understand the complexities of the business side of the UK auto industry from a retail, fleet or manufacturing perspective.

2009 winner: Ralph Morton

2010 judges: Richard Postins (Prova PR), Mike Ford (G)

Renault UK/The Guild of Motoring Writers Journalist of the Year

£3,000 plus trophy

The flagship award is supported with £2,500 from Renault UK and £500 from the Guild. It is presented to the Guild member judged to have made the most outstanding journalistic effort in any medium (newspaper, magazine, book, online, radio or television). The judges place particular emphasis on initiative and endeavour.

2009 winner: Ray Massey

2010 judges: Tim Jackson (Renault), Charlotte Blight (G)

NEW RM Auctions Classic Writer of the Year

£1,000 plus trophy

To be presented to the writer offering the best example of an article or feature reporting on the world of classic vehicles. Entries should demonstrate an extensive knowledge of the subject and an interest in promoting the cause of classic motoring whether it is cars, motorcycles or commercial vehicles. The judges will be looking for material which shows a genuine enthusiasm for the subject.

2010 judges: Max Girardo (RM Auctions), Peter Burgess (G)

Skoda Design Award

£1,000 plus trophy

Presented for the finest feature on automotive design, whether considering current, future or historical aspects. The judges will look for an article that is well researched and a stimulating read, regardless of the reader's knowledge of design issues.

2009 winner: Tristan Honeywill

2010 judges: Cathie Sleight (Skoda), Sarah Bradley (G)

Also to be awarded:

Driver of the Year Advisory Panel

2009: Oliver Turvey

Rider of the Year Advisory Panel

2009: Cal Crutchlow

Pemberton Trophy Committee's vote

2009: Steve Cropley

Phil Llewellyn Student of the Year Award (Jury)

2009: Rhian Angharad Jones

Sir William Lyons Award (Jury)

2009: Rhian Angharad Jones

Full details are provided in the 2010 Year Book