

# The Big Test

By Edward Loh, Editor-in-Chief, Motor Trend | June 03, 2013

Last issue, we rolled out a new way to tackle the most important vehicles sold in America. We call it **The Big Test**, and I promoted it to our cover story for this issue and to regular feature status for the foreseeable future. The Big Test takes a practical, back-to-basics approach to comparing vehicles in the industry's most competitive segments. Our goal is to provide more than just test numbers and driving impressions. We want to arm those in the market for a new car, truck, or SUV with the most accurate and useful information available. To that end, we've partnered with IntelliChoice, one of the most respected providers of automotive data, for cost of ownership analyses. On the safety front, we've established a relationship with **Informed For Life**, an independent nonprofit that collates and codifies NHTSA and IIHS safety ratings. In the coming months, we'll roll out another major initiative that will address fuel efficiency in a real and relevant way. Cost of ownership, safety, and mpg are not inherently sexy concepts, but they are tremendously important if you're in the market for a new car,