SsangYong Rexton gains ‘Best Value 4×4 2023’ award by ‘4×4’ magazine for sixth consecutive year

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SsangYong notches up another award for ‘Best Value 4×4 2023’ by

‘4×4’ magazine…

They tell us:

SsangYong Motors has collected yet another award for its flagship Rexton, which has been named as the ‘Best Value’ off-roader, for an unprecedented sixth year running in the ‘4×4 of the Year 2023’ awards, sponsored by BFGoodrich.

Kevin Griffin, managing director of SsangYong Motor UK, said: “Winning one ‘best value’ award is quite an achievement, but six times in a row is testament to how fantastic Rexton is – to say we are delighted is an understatement. Musso and Rexton continue to win awards which speaks volumes about the SsangYong product range. The SsangYong brand has always represented value, which is expressed as low price, high levels of equipment and great build-quality. It’s amazing once again to win such an accolade.”

Commented Alan Kidd, editor of 4×4 magazine; “Value for money has been a bit of a theme this year. And though it has played a pivotal role in deciding several classes, the destination of the Best Value award itself remains unchanged – as it has for more than half a decade now. SsangYong recently updated the Rexton by adding a new Ultimate Plus model, giving it more kit and deeper-seated luxury than ever. Its prices are keener than ever, too, none of which would matter if it wasn’t also an excellent all-round vehicle that’s both classy and practical. That’s why it’s our value champion yet again.”

SsangYong Rexton



Heralding major advances in style, quality, safety and technology for the brand, the Rexton, SsangYong's flagship SUV 4×4 was updated in 2020, with further specification changes during 2022. Impressing with its sheer presence and beautifully balanced exterior, Rexton is a large D/E-segment four-wheel drive offering a prestige cabin for passengers to travel in supreme comfort, while disguising its tough and rugged off-road capability.

Representing a huge step forward in every area – looks and style, interior ambience, structure and safety, performance and technology, this new car stays true to SsangYong's core brand values with extremely competitive pricing.

An authentic 4×4, the vehicle is powered by a 2.2 litre turbo Euro 6 diesel engine delivering maximum power of 202PS and maximum torque of 441Nm with 8-speed automatic transmission, and features a 3.5 tonne towing capacity, the benchmark for those who tow

large caravans & trailers.

Stylish inside and out, the new car has gracious looks, and has a contemporary interior. Built using a modern and very strong body-on-frame construction, it is extremely safe and comes equipped with a comprehensive suite of electronic safety aids, and up to nine airbags. With the latest in connectivity and technology, Rexton features Apple CarPlay and Google Android Auto, an HD 9.2" navigation screen and its Ultimate Plus boasts 3D 'around-view' monitoring.

This fifth generation Rexton draws on SsangYong's heritage and deep experience of building 4×4 vehicles over 68-years, and as well as its highly competitive pricing and comprehensive list of standard equipment.

ABOUT THE 4×4 AWARDS

For more than 26-years, 4×4 magazine's 4×4 of the Year awards have been the definitive barometer of the 4×4 market. They started at a time when every 4×4 was a traditional off-road workhorse and have developed into the modern era of SUVs and crossovers, growing with the market to represent a major ongoing assessment programme conducted by some of Britain's most experienced 4×4 specialists.

MADE IN KOREA

SsangYong, meaning "double dragon" is the only specialist Korean 4×4 and pick-up truck manufacturer. Established in 1954, the SsangYong Motor Company began life producing busses and trucks for export and domestic markets. During its time, SsangYong has established a strong DNA for creating hardy, reliable products in the automotive sector. SsangYong was acquired by the KG Group in November 2022 and operates from its headquarters in Pyeongtaek, in the Gyeonggi province. Its principal vehicle manufacturing plant and research and development centre is in Pyungtaek, which has the capacity and latest technology to produce 240,000 vehicles a year. The company has invested in a new factory, in the same area, which is has been developed specifically for SsangYong to

accommodate the production of pure-electric vehicles.

SsangYong Motor distribution rights were acquired by Bassadone Automotive Group in 2011. Operating as SsangYong Motor UK Limited in the UK, as the official importer and distributor of SsangYong vehicles, parts, and accessories. SsangYong Motor UK Limited has undergone dramatic transformation over recent years with the implementation of a new management team and a new growth strategy with a firm focus on the expansion of evenly spread retail partners to 70-strong moving in to 2023. Its proposition offers UK customers value for money, high specification SUVs and pick-up trucks.