It’s that time of the year again. It’s time to officially announce the start of the 2016 World Car Awards program. And to do that, we hosted a champagne media reception to celebrate the 2015 World Car of the Year winner: the Mercedes-Benz C-Class at the IAA Frankfurt Motor Show on the show’s first press day: Tuesday, September 15, 2015.

The 2016 nominees in five categories were officially announced as well as our 70 plus international automotive journalists from 23 countries that make up the 2016 jury panel.

2016 marks the 12th year for the World Car Awards and the 10th anniversary of our relationship with the New York International Auto Show. The program continues to be highly respected by the automotive industry for its success based on credibility, integrity and stature. Reflecting that integrity, the World Car Awards has retained its ranking as the Number 1 automotive awards program in the world—in terms of media reach—for the 3rd consecutive year as reported by Prime Research in May 2015.

In addition to our partnership with the New York International Auto Show, we are pleased to announce that we will continue current partnerships with Bridgestone Corporation, Prime Research, Autoneum and Newspress through 2016.

Our community of motoring experts connects, influences and ultimately tells the stories of the cars, their technologies and their role in our world. The World Car Awards is multi-faceted and is more than just an awards program. It is a resource for the industry with a focus on excellence and innovation on a global scale. Our role is not just to reward current achievement but to provide an insight into the future, via trend studies and related initiatives and to foster innovation for that future.

To achieve these goals, we also participate in international events as well. Conceived and meticulously planned by World Car Awards’ steering committee director Siddharth Patankar, the Great Overland Adventure will see numerous jurors driving two Mercedes-Benz GLA vehicles around the world, visiting all 6 continents on a trip that will take them
through Frankfurt during the motor show. Through projects like this, World Car presents itself as a rich resource to help drive innovation within the global automotive industry.

World Car has a dual mission of celebrating the best of today and inspiring the best of tomorrow.

This mission is accomplished via two platforms:

*The Road To World Car* follows over 70 international automotive journalists on the jury panel as they test-drive the 2016 nominated cars from mid-2015 through to voting in January 2016. The Road ends at the New York International Auto Show on March 24, 2016 when the winners in 5 categories are declared at the high profile awards ceremony.

*The Road Ahead* initiative focuses on writing, broadcasting, posting and tweeting about future trends and innovations through monthly newsletters and other events from September 2015 through to March 2016. The annual Global Trends Report, co-presented by Prime Research and Autoneum, is the crowning culmination to the global auto show season that began in Frankfurt in 2015.
Six drivers are stitching the world together through one great journey. One that spans six continents, covers over 60,000 kilometres and all that in just six months.

The idea was simple enough. A first-ever drive of this magnitude that starts and ends in India. It meant choosing a capable partner whose cars would be fit for such a journey. And so we have the Mercedes-Benz GLA and to support it, the bigger GL SUVs.

World Car Awards (WCA) jurors based in India are part of the massive journey: myself, Siddarth (Sid) Patankar, a World Car Steering Committee director, as well as my colleagues and fellow jurors Sirish Chandran and Dhruv Behl. We hope to meet several WCA jurors along the way so as to highlight the global nature that the World Car Awards process is so very proud of. Wish us luck!

The cars first left Chakan, an industrial centre outside the city of Pune in India—where they are made at Mercedes-Benz India’s plant, and headed to Mumbai. From Mumbai they were airlifted to Istanbul, and have been making their way through Eastern and Central Europe before making a stop at the Frankfurt motor show on September 15.

The cars will then be driven on to the UK, Portugal, Spain and Northern Africa.

Next we will have them flown to New York City, from where they will traverse the continental United States, before heading to Latin America, Australia, South East Asia, and back through Myanmar into India.

And yes, at certain points the cars will require shipping across geographies. This is due to geo-political constraints on land-crossings, and also having to traverse the world’s oceans. That said, the cars would definitely be running several thousand kilometers on all six inhabited continents, covering many countries and cultures. They will return to India only in February 2016—that should help one gain a sense of just how arduous and intense this journey will be.

The aim is to roll in to India in time for the biennial Delhi Motor Show in the nation’s capital—where the cars and their crew, will be welcomed home.
2016 marks the 10th year anniversary of the partnership between the World Car Awards (WCA) and the New York International Auto Show.

Mark Schienberg, president of the New York International Auto Show comments, “Since this partnership began 10 years ago, we’ve seen the World Car Awards grow to become the number one automotive awards program in the world. We’re proud to be part of this distinction and look forward to another decade of recognizing the best this industry has to offer.”

It is fitting that the World Car of the Year Awards are held in one of the most diverse and internationally renowned cities in the world. The World Car Awards recognize and reward automotive excellence on a global scale, while the New York Auto Show is the place where style, luxury, technology, power, performance and design is showcased for the media and public alike.

Partnered since 2006, the New York Auto Show—the oldest and largest attended auto show in North America—is proud to have helped WCA become the number one ranked automotive awards program in the world.
The World Car Awards was founded as a partnership between automotive journalists and the auto industry. As we look to the future we are always seeking partners with a shared vision and mission, with whom we can grow together and achieve results through mutually beneficial relationships.

We know that amazing results can be achieved when we are able to find a fit and shared vision with our partners.

Our community of experts connects, influences and ultimately tells the stories of the cars, their technologies and their role in our world. This important connection is also how we seek to drive innovation. To achieve this goal, World Car has a dual mission of celebrating the best of today and inspiring the best of tomorrow.

The Road Ahead initiative focuses on writing, broadcasting, posting and tweeting about future trends and innovations through monthly newsletters and other events on an annual basis from September through to May.

Prime Research partners with the World Car Awards to deliver The Road Ahead program.

Why Prime? Prime Research is a world-wide company that specializes in communications research by analyzing and evaluating media performance across all channels—social, digital, print and broadcast.

Prime Research was hired by the World Car Awards eight years ago to collect, analyze and report on our global media coverage.

As World Car learned more about Prime’s global reach in 43 countries, a partnership was formed wherein Prime and the World Car Awards collaborate on a much anticipated comprehensive Global Trends Report presented at the New York International Auto Show each year. The aim of the report is to look ahead into the future so as to forecast emerging trends and innovations within the global automotive industry. The 70 plus international automotive journalists that make up our awards jury are consulted as a community of experts for their opinion. Prime then cross-references our jurors feedback.

The Road Ahead monthly newsletters precede the Global Trends Report. They are co-written by Prime Research and the World Car journalists. The newsletters deliver rich content by exploring the top areas of innovation within and related to the industry. Backed by deep market research delivered by Prime Research, brought to life by our journalists, the stories highlight examples of the top ideas/innovations of tomorrow and the people and organizations behind them, thus defining the “Road Ahead”. The Global Trends Report is the culmination of research and insights across six months.

As the global nature of the industry continues to strengthen, and the pace of innovation continues to accelerate, World Car is excited to be a part of this amazing journey along with Prime Research.

Stay tuned for the first edition of The Road Ahead newsletter coming this October.
As we look to the future, the World Car Awards are always seeking partners with a shared vision and mission, with whom we can grow together and achieve results through mutually beneficial relationships.

We are delighted to welcome back Autoneum as a presenting partner of the 2016 World Car Awards. Headquartered in Winterthur, Switzerland, the company produces components for acoustic and thermal management and conducts research and development on a global scale. Autoneum is represented at around 50 locations in over 20 countries. As a global market and innovation leader, Autoneum has the reach to predict and stay on top of global automotive trends.

Autoneum takes innovation seriously through research and advanced development to anticipate trends and ensure breakthroughs that keep them leaders in acoustic and thermal management solutions. Accordingly, the company’s innovation pipeline is filled with around 35 projects represented in part by interior floors, underbodies, engine bays and body treatments.

Autoneum’s multifunctional technologies and products support improving the environmental performance of vehicles. The company makes important contributions towards reducing the internal and external noise of vehicles. At the same time, Autoneum’s lightweight products and components also reduce the weight of vehicles, thereby resulting in lower fuel consumption and CO2 emissions.

An example of an innovative technology recently launched by Autoneum is their thermo-acoustic engine encapsulation made of the fiber-foam solution Theta-FiberCell. By keeping the engine bay warm for more efficient cold starting, this multifunctional and lightweight technology saves fuel, thus lowering CO2 emissions. At the same time, it reduces noise to the highest possible degree.

Autoneum’s focus and commitment to innovation and technological leadership makes them an ideal partner for the World Car Awards and our Road Ahead platform.
### WORLD CAR OF THE YEAR

- Audi A4 Sedan / A4 Avant
- BMW X1
- Cadillac CT6
- Chevrolet Malibu
- Ford Edge
- Honda HR-V Crossover
- Hyundai Tucson
- Jaguar XE
- KIA Optima
- Land Rover Discovery Sport
- Mazda CX-3
- Mazda MX-5
- Mercedes-Benz GLC
- Nissan Maxima
- Škoda Superb
- SsangYong Tivoli
- Subaru Outback
- Subaru Levorg
- Toyota Prius
- Vauxhall / Opel Astra
- Volkswagen Touran

### WORLD LUXURY CAR

- Audi Q7
- BMW 7 Series
- Bentley Mulsanne
- Infiniti Q30
- Jaguar XF
- Lexus RX
- Mercedes-Benz GLE Coupé
- Volvo XC90

### WORLD PERFORMANCE CAR

- Audi RS 3 Sportback
- Audi R8 Coupé
- BMW X5 M / X6 M
- Cadillac CTS-V
- Cadillac ATS-V
- Chevrolet Camaro
- Honda Civic Type R I
- Mercedes-Benz C 63 Coupé
- Range Rover Sport SVR

### WORLD GREEN CAR

- BMW 330e plug-in-hybrid
- Chevrolet Volt
- Mercedes-Benz C 350e
- Nissan X-Trail Hybrid
- Nissan Murano Hybrid
- Toyota Prius (Hybrid)
- Toyota Mirai (Hydrogen Fuel Cell)
- Volkswagen Passat GTE

### WORLD CAR DESIGN OF THE YEAR

All of the World Car of the Year entries automatically qualify for the design award.

In addition, the following stand-alone entries are also nominated as candidates.

- Audi Q7
- Audi R8 Coupé
- BMW 2 Series Convertible
- BMW 7 Series
- Hyundai Creta
- Mercedes-Benz C-Class Coupé
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<tr>
<th>Country</th>
<th>Jurors</th>
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<tbody>
<tr>
<td>Australia</td>
<td>Joshua Dowling, Paul Gover, Greg Kable</td>
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<tr>
<td>Austria</td>
<td>Stephan Schaetzl</td>
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<td>Belgium</td>
<td>Xavier Daffe</td>
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<td>Brazil</td>
<td>Jason Vogel</td>
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<td>Canada</td>
<td>Michel Deslauriers, Mark Richardson</td>
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<td>China</td>
<td>Xia Dong, Li Geng, Liu Hongcang, Cui Jun, Miao Jun, William Wang Kun,</td>
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<td>Sean X.h. Qiu, Yunging Wang, Sven Xu, Liang Zhaohui</td>
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<td>Egypt/Middle East</td>
<td>Mohamed Sheta</td>
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<td>Germany</td>
<td>Stefan Anker, Thomas Geiger, Yoshihiro Kimura, Jens Meiners, Peter Schwerdtmann, Juergen Zoellter</td>
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<td>India</td>
<td>Dhruv Behl, Sirish Chandran, Adil Jal Darukhanawala, Renuka Kirpalani, Siddharth Vinayak Patankar, Yogendra Pratap, Hormazd Sorabjee</td>
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<td>Ireland</td>
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<td>Italy</td>
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<td>Japan</td>
<td>Shinichi Katsuura, Yasuhiro Kawamura, Peter Lyon, Hideshi Matsuda, Goro Okazaki, Koji Ozawa, Kazunori Yamauchi</td>
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<td>Korea</td>
<td>Joo-Sik Choi</td>
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<td>Mexico</td>
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<td>Netherlands</td>
<td>Henny Hemmes</td>
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<td>Poland</td>
<td>Maciej Pertynski</td>
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<td>Russia</td>
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<td>South Africa</td>
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<td>Spain</td>
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<td>United States</td>
<td>Richard Homan, Jeff Jablansky, Nick Kurczewski, Joe Lorio, John Mccormick, Jason Stein, Tamara Warren</td>
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CELEBRATING 10 YEARS WITH THE NEW YORK INTERNATIONAL AUTO SHOW

THE ROAD TO WORLD CAR:
BEGINNS IN FRANKFURT SEPT. 15, 2015. ENDS IN NEW YORK MARCH 24, 2016.

FOLLOW OUR 70+ INTERNATIONAL JURORS: wcoty.com #wcoty

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