Bonjour from the French capital. On October 2nd at the Paris Auto Show inside the Audi stand, World Car commemorated several major milestones.

Firstly, we celebrated the 15th anniversary of the establishment of the World Car Awards, a non-profit organisation that has grown to become the world’s No 1 program of its type in terms of media reach.

Secondly, WCA applauded the record-breaking nine trophy wins by Audi over those 15 years, including the A8’s victory in this year’s World Luxury Car award category. And thirdly, WCA took advantage of the opportunity to officially launch its 2018-2019 evaluation season.

Attended by over 150 media and industry types, WCA program co-chairs Peter Lyon and Mike Rutherford shared duties welcoming special guests, celebrating Audi’s record-breaking achievement and launching the Road To World Car journey which culminates in the Big Apple in April 2019 on the first press day of the New York International Auto Show.
Speaking on behalf of the event’s host, Audi France CEO, Lahouari Bennaoum spoke of the pride the brand feels in receiving a record number of trophies, while New York International Auto Show president, Mark Scheinberg, mentioned the strong 10-year plus relationship NYIAS has developed with WCA.

World Car’s next big event is the Los Angeles Test Drives in the last week of November to which organisers are expecting record juror attendance and a record-equalling test car compliment. Contenders expected at the Pasadena location include vehicles from the U.S., Germany, Italy, U.K., Sweden, South Korea and Japan, giving jurors a chance to drive candidates that may not be available in their respective markets.

We would like to take this opportunity to welcome our new partner ZF, a global leader in driveline and chassis technology, who will be our exclusive sponsor for the upcoming L.A. Test Drives. World Car also welcomes back partners Autoneum, Prime Research, Newspress and KPMG as well as WCA’s host partner the New York International Auto Show.

In January 2019, World Car will once again invite legendary designers Gordon Murray and Shiro Nakamura to join our design expert panel along with Anne Asensio, Gernot Bracht, Patrick le Quément, Sam Livingstone and Tom Matano, to select WCA’s finalists from all eligible vehicles for the World Car Design of the Year.

Jurors will vote in two online voting sessions in all six categories, including World Car Design starting with the first vote in late January.

In Geneva this year, WCA presented its first-ever World Car Person of the Year award to Volvo CEO Hakan Samuelsson for his outstanding leadership of the Swedish carmaker’s transformation.

As of October, the WCA steering committee has already started the process of selecting finalists for the 2019 World Car Person of the Year when the winner will be announced next spring.

World Car has a dual mission of celebrating the best of today and inspiring the best ideas for tomorrow. Our role is not just to reward current achievement but to also provide insights into the future.

To accomplish this aim, WCA works in conjunction with its jurors and Prime Research to compile a comprehensive annual Global Trends Report presented by Autoneum that examines industry trends.

Following on from 2018, WCA will once again open the New York International Auto Show on April 17, 2019, with our media breakfast and high profile prize-giving ceremony.

This is the highlight of the World Car awards season and will be staged in front of over 600 media and OEM representatives.

With the completion of our prize-giving ceremony in New York City, World Car will next move onto London in May where we will officially announce the 2019-2020 awards season. Looking forward to seeing you all in L.A. in November.
THE CONTENDERS

PROVISIONAL LIST OF ELIGIBLE VEHICLES

**WORLD CAR OF THE YEAR**

- Acura RDX
- Audi e-tron
  - Audi A1
  - Audi A6
  - Audi Q3
- BMW 3 Series
  - BMW i8 Roadster
  - BMW X2
- Cadillac XT4
- Citroen C5 Aircross
- Dacia Duster
- Ford Focus
- Genesis G70
- Honda Clarity
  - Plug-In Hybrid
- Hyundai AH2
  - Hyundai Santa Fe
  - Hyundai Nexo
- Infiniti QX50
- Jaguar E-PACE
  - Jaguar I-PACE
- Jeep Cherokee
  - Jeep Wrangler
- Kia Ceed/Forte
  - Kia Niro EV
  - Kia Soul
- Lexus ES
- Lexus UX
- Mercedes-Benz A-Class

**WORLD GREEN CAR**

- Audi e-tron
- BMW i8 Roadster
- Honda Clarity
  - Plug-In Hybrid
- Honda Insight
- Hyundai Nexo
- Jaguar I-PACE
- Kia Niro EV
- Lexus ES Hybrid
- Lexus UX Hybrid
- Toyota Avalon Hybrid
- Toyota RAV4 Hybrid

**WORLD LUXURY CAR**

- Audi A7
- Audi Q8
- BMW 8 Series
- Mercedes-Benz CLS
- Mercedes-Benz GLE
- Volkswagen Touareg

**WORLD URBAN CAR**

- Audi A1
- Hyundai AH2
- Kia Soul
- SEAT Arona
- Suzuki Jimny

**WORLD PERFORMANCE CAR**

- Aston Martin Vantage
- BMW M2 Competition
- Hyundai Veloster N
- Kia Ceed GT
- McLaren 720S
- Mercedes-Benz AMG 4-door Coupe

**WORLD CAR DESIGN**

Vehicles eligible for any of the other World Car awards will be eligible and automatically entered for the World Car Design award.
If the provisional list of candidates for the 2019 World Car Awards is anything to go by - and it is - Germany, Japan and South Korea are currently dominating the global automotive stage. In terms of building all-new cars for the world, not just their local markets, these are by far the most prolific auto makers of the moment.

During the first 14 years of the World Car Awards, German firms have arguably produced the very best cars - which in turn means they’ve won more than half of our trophies (with Audi grabbing most of them, much to the annoyance of rivals BMW, Mercedes, Volkswagen and Porsche). So with all this in mind, it is perhaps a little predictable that the Germans have just designed and produced more contender cars than any other nation for the WCA 2019 competition process. And it’s also unsurprising that Japan has been second only to Germany for WCA victories since 2005 (with Mazda of Hiroshima particularly successful).

But what may come as a great surprise is that while South Korea sits right up there with Germany and Japan designing and building an all-new model for the world every couple of months or so, the Koreans have yet to collect a single WCA trophy. Back in early 2018 they came achingly close to winning the World Car of the Year prize with their game-changing Stinger. And for the 2019 process they have seven strong contenders in the WCOTY category where Volkswagen, for example, doesn’t even have one. That’s hugely significant - as is the fact that of only six World Performance candidates for 2019, one is a Hyundai, and one is from sister company Kia.

And it doesn’t stop there because the ‘Seoul Sisters’ are also going for glory in the World Urban, World Green and World Car Design categories this time around. Surely, with so many contender cars qualifying for WCA 2019, this is Korea’s best opportunity yet to pick up a World Car trophy or two. After Germany, Japan and South Korea, in that order, the best of the rest are Britain and the USA. Then come France, Spain and Sweden. Finally, it’s great to see the underdog that is Romania in with a shout thanks to its humble Dacia Duster. Dismiss the ridiculously inexpensive, yet surprisingly capable SUV at your peril.

That’s one of the many great things about WCA 2019 - we’re asking our jurors to drive, judge, score and tell the world about everything from a dream car McLaren costing hundreds of thousands of dollars, to a workhorse Dacia that can be had for only around 10,000 bucks. It’s this great diversity of state of the art product that helps make WCA what it is - the No. 1 automotive awards program on the planet.
<table>
<thead>
<tr>
<th>Country</th>
<th>Jurors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Joshua Dowling, Paul Gover</td>
</tr>
<tr>
<td>Austria</td>
<td>Stephan Schätzl</td>
</tr>
<tr>
<td>Brazil</td>
<td>Jason Vogel, Luiz Guerrero</td>
</tr>
<tr>
<td>Britain</td>
<td>Mike Rutherford, Co-Chair, World Car Awards Program</td>
</tr>
<tr>
<td>Finland</td>
<td>Toni JaloVaara</td>
</tr>
<tr>
<td>France</td>
<td>Lionel Robert</td>
</tr>
<tr>
<td>Germany</td>
<td>Jens Meiners, Partnership Director, World Car Awards Steering Committee</td>
</tr>
<tr>
<td>Greece</td>
<td>Michael Georgiadis</td>
</tr>
<tr>
<td>India</td>
<td>Siddharth Vinayak Patankar, Director, World Car Awards Steering Committee</td>
</tr>
<tr>
<td>Ireland</td>
<td>Eddie Cunningham</td>
</tr>
<tr>
<td>Italy</td>
<td>Claire Bel, Luca Ciferri, Alessandro Lago, Michael Taylor, Alessandro</td>
</tr>
<tr>
<td></td>
<td>Marchetti Tricamo</td>
</tr>
<tr>
<td>Japan</td>
<td>Peter Lyon, Co-Chair, World Car Awards Program</td>
</tr>
<tr>
<td>Russia</td>
<td>Dmitry Barinov, Vladimir Soloviev, Vitaly Tishchenko</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Miros Milac</td>
</tr>
<tr>
<td>South Africa</td>
<td>Hannes Oosthuizen, Charleen Clare</td>
</tr>
<tr>
<td>Spain</td>
<td>Fernando Gómez Blanco</td>
</tr>
<tr>
<td>USA</td>
<td>Tim Stevens, Director, World Car Awards Steering Committee</td>
</tr>
<tr>
<td>China</td>
<td>Xia Dong, Li Geng, Lui Hongcang, Cui Jun, Miao Jun, William Wang Kun,</td>
</tr>
<tr>
<td></td>
<td>Xionghui, Yunqing Wang, Sven Xu, Liang Zhaohui</td>
</tr>
<tr>
<td>India</td>
<td>Dhruv Behl, Girish Karkera, Renuka Kirpalani, Yogendra Pratap, Hormazd</td>
</tr>
<tr>
<td></td>
<td>Sorabjee</td>
</tr>
<tr>
<td>Ireland</td>
<td>Abigail Bassett, Zac Estrada, Steven Ewing, Jonathan Gitlin, Richard</td>
</tr>
<tr>
<td></td>
<td>Homan, Joe Lorio, John McCormick, Scotty Reiss, Jason Stein, Jaclyn</td>
</tr>
<tr>
<td></td>
<td>Trop, Tamara Warren</td>
</tr>
<tr>
<td>Portugal</td>
<td>Maciej Perynski</td>
</tr>
<tr>
<td>Japan</td>
<td>Peter Lyon, Co-Chair, World Car Awards Program</td>
</tr>
<tr>
<td>Russia</td>
<td>Dmitry Barinov, Vladimir Soloviev, Vitaly Tishchenko</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Miros Milac</td>
</tr>
<tr>
<td>South Africa</td>
<td>Hannes Oosthuizen, Charleen Clare</td>
</tr>
<tr>
<td>Spain</td>
<td>Fernando Gómez Blanco</td>
</tr>
<tr>
<td>USA</td>
<td>Tim Stevens, Director, World Car Awards Steering Committee</td>
</tr>
<tr>
<td>China</td>
<td>Xia Dong, Li Geng, Lui Hongcang, Cui Jun, Miao Jun, William Wang Kun,</td>
</tr>
<tr>
<td></td>
<td>Xionghui, Yunqing Wang, Sven Xu, Liang Zhaohui</td>
</tr>
<tr>
<td>India</td>
<td>Dhruv Behl, Girish Karkera, Renuka Kirpalani, Yogendra Pratap, Hormazd</td>
</tr>
<tr>
<td></td>
<td>Sorabjee</td>
</tr>
<tr>
<td>Ireland</td>
<td>Abigail Bassett, Zac Estrada, Steven Ewing, Jonathan Gitlin, Richard</td>
</tr>
<tr>
<td></td>
<td>Homan, Joe Lorio, John McCormick, Scotty Reiss, Jason Stein, Jaclyn</td>
</tr>
<tr>
<td></td>
<td>Trop, Tamara Warren</td>
</tr>
</tbody>
</table>
THE ROAD TO WORLD CAR TAKES MANY PATHS

5TH ANNUAL L.A. TEST DRIVES
Hosted by ZF

BY SIDDHARTH VINAYAK PATANKAR, DIRECTOR, WORLD CAR AWARDS STEERING COMMITTEE

The excitement is now building, as the Road To World Car 2019 is picking up speed. After a glorious reception at the Paris Motor Show 2018, we are gearing up to host our international jurors at the 5th edition of our annual ‘L.A. Test Drives’ that will take place on Saturday, November 24 through to Thursday, November 29, 2018.

As has now become an established tradition, the L.A. Test Drives will be held concurrent with the Los Angeles Auto Show, and will provide driving opportunities to the jurors who will be visiting the show. This helps many of them to catch up on some of the year’s key contenders – especially the cars they may not have access to in their home markets – either before or during the L.A. Auto Show.

This year’s event is hosted by ZF, and a solid 48 jurors have confirmed their participation! This is great news as it represents more than half of this year’s jury panel. As per our coveted guidelines all jurors must have driven a contender in the 2019 World Car Awards in order for their votes to count. The first vote round wherein the finalists are chosen will be held on January 28, 2019. The second and final round of voting to choose the winners shall take place on Valentine’s Day, i.e. February 14, 2019.

The L.A. Test Drives have only grown in size and stature over the past few years. What began as a very basic exercise with participating jurors and indeed cars limited to the single digits has now grown into a formidable testing event. We already have 35 cars committed to the test-drive event at this time, though more are expected to add to that tally closer to the drive dates. The current list (see below) already represents contenders in five of six award categories: World Car of the Year, World Luxury Car, World Performance Car, World Green Car and World Urban Car.

The original intent of the L.A. Test Drives was to provide our international jury members with access to American cars that may not be available in their home markets. North American jurors found it convenient to participate in the event as well; especially, if they were already attending...
the L.A. show. But by year two itself, the event expanded to include the test cars from OEMs located in the UK, Germany, Japan, Korea, and Sweden, in addition to the American Big Three.

The event takes place at the Westin Pasadena Hotel. The hotel is easy to locate, and well placed within the city of Pasadena. But more importantly it has three massive advantages that really help our jurors seeking test-drives. First is the proximity to the Los Angeles Convention Centre where the L.A. Auto Show is held – a mere 12 miles on a direct route that takes 15 to 20 minutes of driving time at most.

Secondly its convenient and ample parking facilities that allow us to carefully curate the eligible cars for easy access and quick turnarounds. But perhaps most important is the perfect test route it gives us – with a few miles of city driving, a few of fast highway, and then some great driving roads up into the mountains following the Angeles Crest Parkway. The jurors love this stretch for its twisty winding bits – perfect for testing, as well as the ample lay-bys and parking options for both photography needs and also swapping cars amongst themselves.

So it promises to be the biggest, best and most vibrant test event yet from the World Car Awards. The choice of cars available to the jurors has already elicited a lot of excitement and a good response from them as you have read. As always the focus remains on honing the already credible and well received World Car Awards program into becoming even bigger; and further consolidating the program’s number one status worldwide.
CAR DESIGN GURU THANKS WORLD CAR JURORS

BY MIKE RUTHERFORD, CO-CHAIRMAN, WORLD CAR AWARDS PROGRAM

World Car jurors need to check their inboxes over the coming days - for an email penned by one of the world’s leading, most prolific and controversial car designers.

Gerry McGovern is Land Rover’s Chief Design Officer and a member of his company’s Management Board. He’s ridiculously busy right now, shaping new versions of the Evoque and Defender, as well as working on several other projects he can’t talk about at this early, sensitive stage of the game.

But he can and is currently sending little thank you notes to our 85 jurors who collectively decided that his Land Rover Velar should be crowned 2018 World Car Design of the Year.

“Finally I’m finding the time to write to you all to express my delight and gratitude, on behalf of all at Land Rover, for receiving this Award at your New York Auto Show prize-giving ceremony earlier this year,” McGovern told me.

“We’re honoured. It means a great deal to the team and I.

“My heartfelt thanks go out to you all and I hope to see you at the LA Show. Please do come and say hello.”

A handful of World Car jurors living and working close to McGovern’s studio at Land Rover HQ in England were recently ‘called-in’ by him for a relaxed glimpse of his future products. And yes, sadly, we did have to leave our cameras and camera phones outside his ultra high security facility which is almost as important to him as the cars he creates.

Buildings, old and new, he is passionate about. For example, his beloved Coventry Cathedral means almost as much to him as his favourite car of all time - the 1961 Lincoln Continental.

It’s no surprise that McGovern (a former Chrysler, Peugeot, Austin Rover, MG, Lincoln man) designed and built his own house which I’ve seen and was impressed with. But what does shock is his revelation that he’s actively redesigning and rebuilding it every eight years or so - just as he does with his cars.

Back at his day job, McGovern is a great, deliberately provocative motivational speaker cum educator to those inside and outside the Land Rover organisation. He gave a fascinating, brutally honest, humorous but serious address to UK jurors, non-automotive journalists and leading fashion experts and architects in London last month when he outlined the four key factors - modernity, relevance, sustainability, desirability - of his design philosophy.
“Emotional design is important. When I talk about this there are three elements,” the deep-thinking Land Rover design chief explains.

“Visceral - when I look at it, do I desire it?

“Behavioural - when I have it, does it do what it’s supposed to do?

“Reflective - once I’ve owned it, does it still continue to do what it’s supposed to and does it still continue to excite me?”

From the customers who buy or lease the Land Rovers he creates, he usually gets a ‘yes’ to the three questions he poses above.

Long may Gerry McGovern talk about and design world-class Land Rovers. But, really, isn’t it about time he wrote the definitive book on his love of automotive design, architecture, fashion and furniture which are all incredibly important to him, his work and his life in general?

And although his retirement from Land Rover is still a few years away (he’s a mere 62) he’d one day in the future surely make a great mentor to car design students studying where he once proudly studied - gritty Coventry University, plus the legendary Royal College of Art in London.

The global motor industry needs exceptionally talented, inspirational, entertaining, wickedly witty people like Gerry McGovern. But so do the world’s car design schools, colleges and universities.
PARTNERS

PRIME RESEARCH
PREMIER PARTNER

PRESENTING PARTNER

MEDIA PARTNER

HOST PARTNER

HOST – L.A. TEST DRIVES

VOTE TABULATION

THE ROAD TO WORLD CAR:
BEGAN IN PARIS, OCTOBER 2, 2018, ENDS IN NEW YORK, APRIL 17, 2018

FOLLOW OUR 80+ INTERNATIONAL JURORS:

@WorldCarAwards #WorldCarAwards #WCA2019 #wcoy
@theworldcarawards #WCA2019 #WorldCarAwards

facebook.com/WorldCarAwards

CONTACT

worldcarawards.com or Beth Rhind, Executive Manager, beth@worldcarawards.com
PROUDLY BROUGHT TO YOU BY PRIME RESEARCH NEWS

PRIME RESEARCH

PRIME Ann Arbor (USA)
PRIME New York (USA)
PRIME São Paulo (Brazil)
PRIME Mainz (Germany)
PRIME Oxford (UK)
PRIME Zurich (Switzerland)
PRIME Shanghai (China)
PRIME Delhi-Gurgaon (India)