



WORLD CAR AWARDS

Established 2004

DUAL CELEBRATION IN PARIS

“THE ROAD TO THE WORLD CAR AWARDS” OFFICIAL LAUNCH

For Immediate Release: Paris – October 2, 2018

The Road to the World Car Awards journey began today at the Paris International Motor Show (Le Mondial de l’automobile) with a dual celebration: 2019 marks the 15th anniversary of the World Car Awards and Audi is being honoured as the car manufacturer that has won the most awards in the program’s 15 year history: nine to be exact. The Audi A6 won the inaugural World Car of the Year award in 2005 and this year the A8 won the coveted “World Luxury Car” title for 2018.

“Congratulations to the World Car Awards team on their 15th anniversary,” said Peter Mertens, Board Member for Technical Development at AUDI AG. “The truly global nature of the World Car jury bestows great significance on the nine awards that Audi has won to date. Audi will again enjoy competing in the World Car Awards together with our fellow car manufacturers.”

The Road to the World Car Awards is an annual journey in partnership with the New York International Show. The journey will follow more than 80 of our jurors as they test-drive the 2019 eligible vehicles. The official launch took place today in Paris and will end when the winners are officially declared in all six categories at the New York International Auto Show on April 17, 2019.

The World Car Awards will make a couple of stops along the way: in Los Angeles for our fifth annual “L.A. Test Drives” event in November - this year hosted exclusively by ZF; and in Geneva for the World Car Finals when we announce the “Top Three In The World” as well as the 2019 “World Car Person of the Year.

Of course, *The Road To World Car* doesn’t really stop. Just a few weeks after the New York show’s grande finale, the *World Car Garage* will be staged for the fourth year at the London Motor Show in May of 2019; offering a glimpse of the 2020 contenders as well as celebrating the 2019 winners.

The World Car Awards is the number one awards program of its type globally for the sixth consecutive year as reported in Prime Research’s independent media report released earlier this year.

2019 marks the 14th year of World Car’s partnership with the New York show. “The New York International Auto Show is proud of the tradition it has built with the World Car Awards to recognize the ‘best of the best’ in the auto industry, said Mark Schienberg, president of the New York International Auto Show. “We congratulate the World Car Awards on their 15th anniversary milestone and on the fact that for the sixth consecutive year they are the most coveted honors for the world’s automakers.”

The World Car Awards have a dual mission of celebrating the best of today and inspiring the best of tomorrow by identifying future ideas and technology trends through the **Global Trends Report** co-presented annually by Autoneum and Prime Research each spring at the New York International Auto Show.

Swiss-based Autoneum joined the World Car Awards as a Presenting Partner in 2014. The company is the global leader in vehicle acoustics and thermal management systems whose core values share World Car's commitment to innovation and excellence on a global scale. Martin Hirzel, CEO of Autoneum, commented: "Autoneum is delighted to continue the successful partnership with the World Car Awards. As a global market and technology leader in acoustic and thermal management we are proud that once again the majority of all nominated models is equipped with Autoneum products. We are convinced that the 2019 winners will stand out with Autoneum's innovative components for noise and heat protection."

As the global nature of the industry continues to strengthen, and the pace of innovation continues to accelerate, the World Car Awards is proud to be a part of this amazing journey along with the New York International Auto Show, Prime Research, Autoneum, Newspress (official media partner) KPMG (vote tabulation) and now ZF.

**THE ROAD TO WORLD CAR:
BEGAN IN PARIS OCTOBER 2, 2018. ENDS IN NEW YORK APRIL 17, 2019.**

FOLLOW OUR 80+ INTERNATIONAL JURORS : Instagram: @theworldcarawards Twitter: #wcoty

For additional information either visit our web site (www.worldcarawards.com) or please contact Beth Rhind, Executive Manager, E: beth@wcoty.com

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BACKGROUND

World Car Awards

Now entering their 15th year, the annual World Car Awards are the number one awards program in the world for the sixth consecutive year based on Prime Research's 2018 media report. The awards were inaugurated in 2003, and officially launched in January 2004, to reflect the reality of the global marketplace, as well as to recognize and reward automotive excellence on an international scale. The awards are intended to complement, not compete, with existing national and regional Car of the Year programs.

The awards are administered by a not-for-profit association, under the guidance of an awards management group and steering committee of pre-eminent automotive journalists from Asia, Europe, and North America. Peter Lyon (Co-chair, World Car Awards Program – Japan), Mike Rutherford (Co-chair, World Car Awards Program – UK), Jens Meiners (Partnership director – Germany), Tim Stevens (director – USA), Siddharth Vinayak Patankar (director – India) and Gerry Malloy (director – Canada and president, WCOTY Association).

New York International Auto Show

Owned and operated by the Greater New York Automobile Dealers Association, the New York Auto Show is an awesome combination of new ideas, technological innovation, exceptional concept cars and nearly 1,000 of the latest new cars and trucks. Over one million visitors are expected to visit the show this year to see what is truly possible from the automotive industry.

Important 2019 Auto Show Dates

Automotive Forum: April 16

Press Preview: April 17 and 18 (credentials required)

Public Sneak Preview, Friday, April 19

Public Show Dates, Friday, April 19 – Sunday, April 28th
