



**WORLD CAR AWARDS**

Established 2004



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## 2018 WORLD CAR AWARDS

*Celebrating the best of today. Inspiring the best of tomorrow.*

**AND NOW THERE IS ONE....**

### **VOLVO XC60 – 2018 WORLD CAR OF THE YEAR**

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March 28, 2018 – New York - For Immediate Release

***The Road to World Car*** journey concluded today at the New York International Auto Show with the declaration of the **VOLVO XC60** as the **2018 World Car of the Year**.

“I am pleased to see our company’s product investments paying off,” said Håkan Samuelsson, President and CEO of Volvo Cars. “We are up against some tough competition, but this award for the XC60 shows that Volvo has the right combination of design, connectivity and safety that appeals to customers across the world.”

Earlier this month in Geneva, Volvo Car Group’s president and chief executive officer, **Håkan Samuelsson**, was honoured as the recipient of the inaugural “**World Car Person of the Year**” award.

The **VOLVO XC60** was chosen from an initial entry list of 34 vehicles from all over the world, then a short list of ten, reduced to three finalists announced in Geneva earlier this month: the Mazda CX-5, the Range Rover Velar and the Volvo XC60.

To be eligible for the overall World Car award, the candidates must become available for sale on at least two continents during the period beginning January 1, 2017 and ending May 31, 2018.

Previous World Car of the Year winners were the Jaguar F-PACE (2017), Mazda MX-5 (2016), Mercedes-Benz C-Class (2015), the Audi A3 (2014), the Volkswagen Golf (2013), the Volkswagen Up! (2012), the Nissan Leaf (2011), the Volkswagen Polo (2010), the Volkswagen Golf (2009), the Mazda2 / Mazda Demio (2008), the Lexus LS460 (2007), the BMW 3-Series (2006), and the Audi A6 (2005).

This year, vehicles were selected and voted on by an international jury panel comprised of 82 top-level automotive journalists from 24 countries around the world. Each juror was appointed by the World Car Steering Committee on the basis of his or her expertise, experience, credibility, and influence. Each juror typically drives and evaluates new vehicles on a regular basis as part of their professional work. Through their respective outlets they collectively reach an audience of multiple millions world-wide. The international accounting firm KPMG tabulates the jurors’ ballots.

*The Road to the World Car* began in Frankfurt on September 19, 2017 and was followed by our first-ever Tokyo Test Drive conducted at the BMW Tokyo Bay facility in October, giving jurors yet another opportunity to evaluate contenders that might not be available in their home markets. Then, the fourth annual “L.A. Test Drives” took place across a six-day period in November with a record number of 35 jurors participating. The “Top Three In The World”

finalists were announced earlier this month at the Geneva motor show. The *Road to World Car* journey ended today at the New York International Auto Show with the declaration of the winners in all categories.

2018 marks the 12th year of World Car's partnership with the New York show, and the fifth consecutive year that the World Car Awards have retained their ranking as the No.1 automotive awards program in the world in terms of media reach. "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 John LaSorsa, chairman of the New York International Auto Show. "Over the past 12 years this awards program has grown to become one of the most coveted honors for the world's automakers."

The ***Global Trends Report***, co-presented annually by Prime Research and Autoneum, was also presented during the New York show press conference and media breakfast. The report is the culmination of research and insights across the past six months. Autoneum CEO Martin Hirzel said, "Trends such as electromobility or autonomous driving shape the automobile future and offer great opportunities for Autoneum. As global market and technology leader in acoustic and thermal management, Autoneum is developing and manufacturing innovative products and technologies for the mobility of tomorrow. For example, our multifunctional, lightweight components are particularly suited for use in electric vehicles, as they help to reduce the vehicle's weight which is significantly increased by the battery. Thanks to our innovation leadership and advanced production processes, Autoneum is well-prepared for the automobile future."

2018 marks the 10th anniversary of World Car's relationship with Bridgestone. "At Bridgestone, we are focused on delivering sustainable mobility through innovative tire technologies and solutions that address global trends in transportation," said Shannon Quinn, president, original equipment tire sales, U.S. and Canada, Bridgestone Americas Tire Operations. "We are proud to join the World Car of the Year organization again this year in celebrating the very best in automotive excellence."

As electrification, autonomous driving, connectivity and A.I. continue to enhance the industry, World Car is proud to be a part of this amazing journey along with the New York International Auto Show, Prime Research, Bridgestone, Autoneum, KPMG and Newspress – our official media partner.

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

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***THE ROAD TO WORLD CAR  
BEGAN IN FRANKFURT SEPT. 12, 2017. ENDED TODAY IN NEW YORK MARCH 28, 2018.***

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## **BACKGROUND**

### **World Car Awards**

Now entering their 14th year, the annual World Car Awards are the number one awards program in the world for the fifth consecutive year based on Prime Research's 2017 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 a Steering Committee of pre-eminent automotive journalists from Asia, Europe, and North America. Peter Lyon (chair – Japan), Jens Meiners (vice-chair – Germany), Mike Rutherford (vice-chair – UK), Tim Stevens (director – USA), Siddarth 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 2018 Auto Show Dates

Automotive Forum: March 27

Press Preview: March 28 & 29 (credentials required)

Public Sneak Preview, Friday, March 30

Public Show Dates, Friday, March 30 – Sunday, April 8

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