



**WORLD CAR AWARDS**

Established 2004



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## 2018 WORLD CAR AWARDS

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

### **HÅKAN SAMUELSSON, PRESIDENT AND CEO, VOLVO CAR GROUP HONOURED WITH NEW 'WORLD CAR PERSON OF THE YEAR' AWARD**

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March 6, 2018 – Geneva - For Immediate Release

**Håkan Samuelsson**, Volvo Car Group's president and chief executive officer, has been awarded the inaugural "**World Car Person of the Year**" award as announced today at the World Car Awards press conference hosted by Bridgestone Corporation and the New York International Auto Show at the Geneva International Motor Show.

World Car Vice-chairman Mike Rutherford said, "World Car is delighted and honoured to announce that Håkan Samuelsson is the inaugural winner of the 2018 World Car Person of the Year award." Håkan Samuelsson commented, "I see this award as acknowledgement of the efforts made by the entire Volvo Cars organisation in recent years."

Rutherford elaborated, "When deciding who should win this first-time award, we weren't concerned about the age, nationality or job title of the man or woman concerned. We simply wanted to identify the most worthy individual in the industry.

Håkan Samuelsson is someone who - against the odds - has successfully integrated his relatively small company into an automotive empire based on another continent. And, as a result of this unlikely but seemingly happy marriage, both sides have emerged considerably stronger.

At the same time, Mr. Samuelsson has maintained his brand's identity and relative independence, as well as thoroughly reviving his product line-up to ensure that it's a super-strong competitor in the premium sector...while still maintaining a presence at the more affordable end of the market.

In short, he has made Volvo an aspirational brand again.

He's a car guy, of course. But more than that, he's an engine, tech, industrial and restructuring expert. Also, he's managed to reinvigorate his company's public image as a clean, green, lean, safety-oriented technology leader. And as his current balance sheet proves, he knows how to create healthy profits.

Nicknamed the 'The Disrupter' (a label he says he's very proud of!) he's announced a bold electrification strategy that includes a combination of pure-electric and petrol-hybrid vehicles from next year onwards. He enthusiastically promotes the notion that there's no need to buy his cars when you can instead take out a subscription to use them! And, for good measure, he oversees an exciting, just-launched sub-brand, too."

The World Car community brings together a large cross section of experts and professionals from every segment of the automotive industry. World Car connects the global industry around the very best of today and inspires, with insights, the ideas and trends of tomorrow. Thus defining **The Road Ahead** platform shared with our presenting partners Prime Research, Bridgestone Corporation, Autoneum and the New York International Auto Show.

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. ENDS 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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