



## WORLD CAR AWARDS

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### **THE ROAD TO THE 2021 WORLD CAR AWARDS OFFICIALLY LAUNCHED**

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For Immediate Release: TORONTO, Canada – August 26, 2020

**The Road to the 2021 World Car Awards** (WCA) was officially launched today to begin the 2021 awards season.

**The Road to the World Car Awards** is an annual journey that follows more than 90 of our international jurors as they test-drive and vote on the eligible vehicles for the 2021 awards. The provisional list of eligible vehicles is now posted to our website: [worldcarawards.com](http://worldcarawards.com).

This year, things will be different. There won't be as many stops along the way, but the WCA's grande finale is once again scheduled to take place live at the New York International Auto Show on March 31, 2021 to open the press preview days.

Overall, the jurors' road-test journey will be captured virtually. The World Car Awards (WCA) are proud and excited to announce a new initiative at WCA: the all-new, and first-ever – WORLD CAR TV. The purpose of the show is to showcase our international jurors and their media outlets as well as provide viewers with overviews and commentary about the 2021 eligible vehicles in five categories: World Car of the Year, World Luxury Car, World Performance Car, World Urban Car and World Car Design of the Year.

Other content will capture the awards' milestone moments such as the World Car Finals countdown and the winners' announcement on March 31, 2021.

The first episode will take place on **Saturday, September 5, 2020** with co-hosts Siddharth Vinayak Patankar (India) and Scotty Reiss (USA).

The **World Car Finals** countdown will begin in late January 2021 as the jurors vote for their favourites and their confidential ballots are tabulated by the international accounting firm KPMG. First the Top 10 and Top 5 in each category will be announced on Wednesday, February 3, 2021; followed by the *Top Three in the World* finalists on Tuesday, March 2, 2021.

The grande finale awards ceremony and press conference will officially declare winners in all five vehicle categories on March 31, 2020 in New York. This year marks the 16th year of the World Car Awards' partnership with the New York Auto Show.

The **Global Trends Report**, produced annually by Cision Insights and the World Car Awards, will also be presented during the press conference and media breakfast that officially opens the show. The report is the culmination of research and insights across the past six months.

*The Road to the World Car Awards* journey and the awards program would not be possible without the support of our official partners: **ZF**, the **New York International Auto Show**, **Cision Insights**, **KPMG**, and **Newspress** – our official media partner. Thank you.

Video: <https://youtu.be/W2yQsIVC2Jo>

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BEGINS AUGUST 26, 2020.  
WILL END AT THE NEW YORK INTERNATIONAL AUTO SHOW  
ON MARCH 31, 2021.**

**FOLLOW OUR 90+ INTERNATIONAL JURORS :**  
**Instagram: #wcoty @theworldcarawards #wca2021 #WorldCarAwards**  
**Twitter: #wcoty @worldcarawards #worldcarawards #wca2021**  
**Facebook: www.facebook.com/WorldCarAwards #worldcarawards #wca2021**

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For additional information please visit [www.worldcarawards.com](http://www.worldcarawards.com) or contact Beth Rhind, Co-founder and Executive Director, E: [beth@worldcarawards.com](mailto:beth@worldcarawards.com)

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**Media release distributed by NEWSPRESS – The World Car Awards' Official Media Partner**

#### **ABOUT**

##### **World Car Awards**

*Now entering their 17th year, the annual World Car Awards are the number one awards program in the world for the eighth (8th) consecutive year based on Cision Insight's 2020 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, reward and inspire excellence, leadership and innovation in a rapidly changing automotive industry.*

*The awards are intended to complement, not compete, with existing national and regional Car of the Year programs.*

*The World Car Awards are administered by a not-for-profit association, under the guidance of an executive committee, a steering committee as well as a group of advisors as follows: Mike Rutherford – UK (Chairman, World Car Awards Program and Executive Committee Director), Peter Lyon – Japan (Executive Committee Director), Siddharth Vinayak Patankar – India (Executive Committee Director), Gerry Malloy – Canada (President and Executive Committee Director), Jens Meiners – Germany (Steering Committee Director), Scotty Reiss – USA (Steering Committee and Communications Director), Carlos Sandoval – Mexico (Steering Committee Director) plus advisors Ginny Buckley (UK), Christian Brinkmann (Germany), Guilherme Costa (Portugal), Thomas Geiger (Germany), Toni Jalovaara (Finland), George Notaras (USA) and Lionel Robert (France). Beth Rhind (Canada) is the co-founder and the Executive Director.*

##### **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 2021 Auto Show Dates*

*Press Preview: March 31 and April 1 (credentials required)*

*Public Sneak Preview, Friday, April 2*

*Public Show Dates, Friday, April 2 – Sunday, April 11, 2021*

*Social Media: Twitter: @NYAutoShow Facebook: nyautoshow Instagram: nyautoshow #nyauto #nyias*

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