



## WORLD CAR AWARDS

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**THE ROAD TO THE 2022 WORLD CAR AWARDS  
WILL BEGIN AUGUST 19, 2021  
AT THE NEW YORK INTERNATIONAL AUTO SHOW**

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For Immediate Release: TORONTO, Canada – Monday, November 23, 2020

The World Car Awards is pleased to announce that the 2022 awards season will be officially launched at the **New York International Auto Show** on Thursday, August 19, 2021 – the show’s press day. The launch will include a preliminary glimpse of the 2022 eligible vehicles while also celebrating the current 2021 winners.

The official launch will kick-off the **The Road to the 2022 World Car Awards**: an annual journey that follows more than 90 of our international jurors as they test-drive and vote on the eligible vehicles.

Overall, the jurors’ road-test journey is captured virtually via regular episodes on **World Car TV** ([YouTube.com/worldcartv](https://www.youtube.com/worldcartv)) Viewers will be provided with overviews and commentary about the 2022 World Car Award categories and eligible vehicles.

World Car TV episodes will also capture the awards’ milestone moments such as the World Car Finals’ countdown in March 2022 and the winners’ announcement later in the spring.

The **Global Trends Report**, produced annually by Cision Insights and the World Car Awards, will also be released on the same day as the official launch at the New York International Auto show. Each **Global Trends Report** is issued twice a year and focuses on the emerging and future trends that are transforming the automotive industry right now.

2021 marks the 16<sup>th</sup> year of the World Car Awards partnership with the **New York International Auto Show**. *The Road to the World Car Awards* journey and the awards program would not be possible without the support of our official partners that, in addition to the New York show, also include **ZF**, **Cision Insights**, **KPMG** and **Newspress** – our official media partner. Thank you.

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**FOLLOW OUR 90+ INTERNATIONAL JURORS :**  
World Car TV: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)  
Instagram: #wcoty @theworldcarawards #wca2021 #WorldCarAwards

**Twitter: #wcoty @worldcarawards #worldcarawards #wca2021**  
**Facebook: [www.facebook.com/WorldCarAwards](https://www.facebook.com/WorldCarAwards) #worldcarawards #wca2021**

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For additional information please visit [www.worldcarawards.com](http://www.worldcarawards.com) or contact  
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**Media release distributed by NEWSPRESS – The World Car Awards' Official Media Partner**

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## **ABOUT**

### **World Car Awards**

*The World Car Awards and its 90+ global jurors are missioned with recognizing and rewarding automotive excellence on a global scale. We test drive and evaluate all new or fully redesigned vehicles that are for sale on more than one continent from May to May each year, voting to determine the World Car Design, World Luxury Car, World Performance Car, World Urban Car and World Car of the Year.*

*Now in 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.*

### **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: August 19, 2021 (credentials required)*

*Public Sneak Preview: August 20, 2021*

*Public Show Date: August 20 – 29, 2021*

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

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