



WORLD CAR AWARDS

2021 WORLD CAR AWARDS

AND NOW THERE IS ONE.....

LAND ROVER DEFENDER – 2021 WORLD CAR DESIGN OF THE YEAR

TORONTO, Canada – Tuesday, April 20, 2021 – For Immediate Release

The World Car Awards recognizes the widespread impact of the COVID-19 pandemic and extends our support and recognition of the industry for rising to the many challenges it has faced. For our part, we have limited the reveal of the 2021 World Car Awards winners to an announcement via digital media, on World Car TV (YouTube- [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)).

The Road to the 2021 World Car Awards journey concluded today with the declaration of the **LAND ROVER DEFENDER** as the **2021 World Car Design of the Year** as voted by our 93 distinguished international journalists from 28 countries that make up the World Car Awards jury panel. The votes were tabulated by KPMG.

This is the sixth World Car Design of the Year win for Jaguar Land Rover. No other OEM has received as many Design awards in the World Car Awards' 17 year history. Previous Design awards were: 2019 – Jaguar I-PACE, 2018 - Range Rover Velar, 2017 – Jaguar F-PACE, 2012 – Range Rover Evoque and 2013 – Jaguar F-Type.

Prof. Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: “New Defender is influenced by its past but is not constrained by it and we are delighted it has been honoured with this award. Our vision was to create a 21st century Defender by pushing the boundaries of engineering, technology and design while retaining its renowned DNA and off-road capability. The result is a compelling 4x4 that resonates with customers on an emotional level.”

The World Car Design of the Year category, and the corresponding award, are meant to highlight new vehicles with innovation and style that push established boundaries. This year, the cars eligible for the 2021 World Car Design of the Year award encompassed all the contenders competing in the other four award categories.

A design panel consisting of seven highly respected world design experts was asked to first review each candidate, and then establish a short-list of recommendations for the jurors' final vote. The design experts are in alpha order: **Gernot Bracht** (Germany – Pforzheim Design School), **Ian Callum** (United Kingdom – Director of Design, CALLUM), **Gert Hildebrand** (Germany – Owner Hildebrand-Design), **Patrick le Quément** (France - Designer and President of the Strategy Committee - The Sustainable

Design School), **Tom Matano** (USA – Academy of Art University, Former Head of Design – Mazda), **Victor Nacif** (USA - Chief Creative Officer, Brojura.com and Design instructor, NewSchool of Architecture and Design) and **Shiro Nakamura** (Japan - CEO, Shiro Nakamura Design Associates Inc.).

As announced on March 30th, the 2021 *Top Three in the World* finalists for the design award are the Honda e, the Land Rover Defender, and the Mazda MX30.

For a complete list of previous winners in all categories, please visit our web site: worldcarawards.com.

VIDEO - WINNERS: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)

PHOTOS: www.worldcarawards.com > Eligible Vehicles

Part of the World Car Awards program is a look into the future. The **Global Trends Report** is produced bi-annually and co-presented by **Cision Insights** and **BREMBO** –the world leader and acknowledged innovator of brake technology for automotive vehicles. Each report focuses on the emerging and future trends that are transforming the industry right now. The most recent report can be found on World Car TV later this month: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)

“We are proud to be a partner to the prestigious World Car Awards for the third consecutive year. Our new company vision, “Turning Energy into Inspiration” perfectly matches the values of the international jurors and association. Inspiration, leadership and innovation is in all of our DNA,” states Daniele Schillaci, CEO of Brembo.

The 2022 awards season and the 18th edition of the *Road to the World Car Awards* journey will officially begin at the **New York International Auto Show** on August 19, 2021 in the newly renovated Jacob Javits Center in New York City. A new highlight of the 2022 awards program will be the debut of the **World Electric Vehicle of the Year** award. This new award is intended to recognize, support and celebrate the global transition to electrically-powered vehicles that is now underway and the efforts of automakers around the world in developing these climate-conscious vehicles.

“There has never been a better time to highlight and celebrate the world's best electric vehicles. We are thrilled to once again be part of this year’s World Car Awards and are excited about adding this new award to the program. With the importance of EVs and growing consumer interest, the need for trusted sources for consumers to turn to is paramount, and like the New York Auto Show, the industry’s top journalists that make up the World Car Awards are a trusted resource for buyers as they research their next new vehicle.” said Auto Show president, Mark Schienberg. 2021 marks the 16th year of the World Car Awards’ partnership with the New York International Auto Show.

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 awards’ season. The jurors’ road-test journey is captured virtually on **World Car TV**: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv) The jurors provide viewers with reviews and commentary on the awards’ 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.

The Road to the World Car Awards journey and the awards program would not be possible without the support of our official partners : the **New York International Auto Show**, **ZF**, **Cision Insights**, **Brembo**,

KPMG and Newspress – our official media partner. Thank you to our partners.

THE ROAD TO THE 2021 WORLD CAR AWARDS
Began August 26, 2020
Ended today with the winners' announcement - April 20, 2021

THE ROAD TO THE 2022 WORLD CAR AWARDS
Will begin August 19, 2021
At the New York International Auto Show #RoadtoNYC

FOLLOW OUR 90+ INTERNATIONAL JURORS :
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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 #RoadtoNYC
