



NEW AWARDS CATEGORY – 2022 WORLD CAR AWARDS

WORLD ELECTRIC VEHICLE OF THE YEAR

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2021 marks the 16th year of the World Car Awards partnership with the **New York International Auto Show**. The 2022 awards season and the 18th edition of the *Road to the World Car Awards* journey will begin on August 19, 2021 at the New York show in the newly renovated Jacob Javits Center in NYC.

A new highlight of the 2022 World Car 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.

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

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

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For additional information please visit www.worldcarawards.com or contact
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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
