



WORLD CAR AWARDS

THE ROAD TO THE 2022 WORLD CAR AWARDS

CELEBRATING THE BEST OF TODAY. EMBRACING THE BEST OF TOMORROW.

For Immediate Release: TORONTO, ON, Canada – August 19, 2021

The 2022 World Car Awards program is officially launched as of today on [World Car TV](#).

The World Car Awards has a dual mission of celebrating the best of today while embracing the best of tomorrow. This is accomplished via two platforms.

The Road to the World Car Awards is an annual journey that follows more than 100 highly respected international automotive journalists as they test-drive, and vote on, the 2022 eligible vehicles. The journey starts with today's official launch, then the 7th "L.A. Test Drives" media event in November, followed by the World Car Finals in March when the finalists are declared. The overall grande finale celebration of the winners will take place at the New York International Auto Show when six category winners will be announced on April 13, 2022.

The 2022 list of all eligible vehicles in six award categories is now posted to our [web site](#).

The World Car Awards' second platform is **The Road to Future Mobility**. This initiative is focused on the future trends that are changing the global industry right now; thereby embracing the best of tomorrow. Future trends are brought to life by our journalists who share stories about emerging technologies through their media outlets, video channels and on social media. In addition, the **Global Trends Report**, co-presented by AITASTIC and the World Car Awards, is produced twice a year and highlights top trends that surface in our research. Stay tuned for the first report on [World Car TV](#) coming in mid-September.

A new highlight of the 2022 awards program is 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 to acknowledge 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. 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. 2022 will mark the 17th year of the World Car Awards' partnership with the [New York](#)

International Auto Show.

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

Videos:

World Car Awards - 2022 Awards Season Begins:

<https://youtu.be/JjEb9wW8H3o>

World Car Awards - 2022 Awards Season Begins (Vertical for Insta/FB/Twitter)

<https://youtu.be/EOHZBWrGfao>

THE ROAD TO THE 2022 WORLD CAR AWARDS
Begins today - August 19, 2021

Will end at the New York International Auto Show #RoadtoNYC
April 13, 2022

FOLLOW OUR 100+ INTERNATIONAL JURORS :

World Car TV: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)

Instagram: #wcoty @theworldcarawards #wca2022 #WorldCarAwards

Twitter: #wcoty @worldcarawards #worldcarawards #wca2022

Facebook: www.facebook.com/WorldCarAwards #worldcarawards #wca2022

For additional information please visit www.worldcarawards.com or contact us at:
info@worldcarawards.com

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

ABOUT

World Car Awards

It is the mission of the World Car Awards and its 100+ global jurors to recognize, reward and inspire automotive excellence, leadership and innovation in a rapidly changing automotive industry on a global scale.

To that end we test drive and evaluate new or fully redesigned vehicles that are for sale in multiple markets on more than one continent each year, voting to determine the World Car Design, World Luxury Car, World Performance Car, World Urban Car, World Electric Vehicle and World Car of the Year. Full vehicle eligibility requirements and our annual timeline can be found on our web site.

Now in their 18th year, the annual World Car Awards are the number one awards program in the world for the ninth consecutive year in terms of media reach and analysis of twenty-five top global markets in Cision Insight's 2021 media report.

The awards were inaugurated in 2003, and officially launched in January 2004, to reflect the reality of the global marketplace.

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 2022 Auto Show Dates

Press Preview: April 13, 2022 (credentials required)

Public Sneak Preview: April 15, 2022

Public Show Date: April 15 – 25, 2022

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