



WORLD CAR AWARDS

THE ROAD TO WORLD CAR 2023

THE JOURNEY BEGINS

For Immediate Release: TORONTO, ON, Canada – Tuesday, September 6, 2022

The Road to World Car 2023 officially launched today on [World Car TV](#) marking the awards' 19th awards season.

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 2023 eligible vehicles. The journey starts with today's official launch, followed by a stop in Pasadena, CA, USA for the annual 8th "L.A. Test Drives" media event in November.

The **World Car Finals** will begin the countdown to the winners in early February 2023 when the Top 10 World Car of the Year finalists as well as the Top 5 finalists in the World Electric Vehicle, World Luxury Car, World Performance Car, World Urban Car and World Car Design of the Year categories will all be announced. The countdown excitement will continue to grow when the number of finalists is narrowed down to the **Top Three in the World** to be declared on March 14, 2023.

The overall grande finale celebration of the winners will take place at the [New York International Auto Show](#) when the six category winners are announced during an awards ceremony that opens the show's press day on April 5, 2023.

2023 marks the 18th year of the World Car Awards partnership with the New York International Auto Show. "We are thrilled to welcome back the number one automobile awards program to the New York Auto Show in the number one media market in the country," said **Mark Schienberg, president of the New York Auto Show**. "Each year the World Car event gets even more impressive reaching more media and consumers around the world. The individual awards provide an incredible stamp of approval that unquestionably helps to boost the sales of the vehicles that win them," continued Schienberg.

The design panel for the 2023 awards season was also announced today. Since all contenders in all categories are eligible for the **World Car Design of the Year** award, a [panel of design experts](#) are asked to first review each candidate, then establish a short-list of five recommendations for the jurors' final vote in February. The design experts for 2023 are in alpha order: **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, Brojure.com and Design instructor, NewSchool of Architecture and Design) and **Shiro Nakamura** (Japan - CEO, Shiro Nakamura Design Associates Inc.).

The 2023 [provisional list of all eligible vehicles](#) in six award categories is now posted to our [web site](#).

The Road to the World Car Awards annual journey would not be possible without the support of our official partners: AITASTIC Research & Consult AG, Brembo, KPMG, New York International Auto Show, Newspress (Official Media Partner) and ZF. Thank you to our partners.

Videos: <https://youtu.be/fp00agxeowk>

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Begins today - September 6, 2022

Will end at the New York International Auto Show #RoadtoNYC
April 5, 2023

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CELEBRATING THE BEST OF TODAY. EMBRACING THE BEST OF TOMORROW

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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 [website](#).

Now in their 19th year, the annual World Car Awards are the number one awards program in the world for the tenth consecutive year in terms of media reach and analysis of forty-seven top global markets.

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

The New York International Automobile Show, North America’s first and largest-attended auto show, is an amazing combination of new ideas, technological innovation, and nearly 1,000 of the latest new cars and trucks on display. The Show is owned and produced by the Greater New York Automobile Dealers Association each spring in Manhattan.

2023 Auto Show Dates

Press Preview: April 5-6, 2023 (credentials required)

Public Show Date: April 7 – 16, 2023

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