



## 2023 WORLD CAR FINALS POWERED BY BREMBO

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**SANGYUP LEE, EXECUTIVE VICE PRESIDENT  
HEAD OF HYUNDAI AND GENESIS GLOBAL DESIGN CENTER  
HYUNDAI MOTOR COMPANY (HMC)**

## 2023 WORLD CAR PERSON OF THE YEAR

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TORONTO, Canada – Tuesday, February 21, 2023 – For Immediate Release

The World Car Awards jury panel representing [100 journalists from 32 countries](#) have voted **SangYup Lee, Executive Vice President, Head of Hyundai and Genesis Global Design Center, Hyundai Motor Company (HMC)**, as the 2023 **World Car PERSON of the Year**.

This is the **second consecutive World Car PERSON of the Year win for Hyundai Motor Group**. Luc Donckerwolke, President for Design and Chief Creative Officer, Hyundai Motor Group was last year's winner.

To be eligible for this award, candidates must have made a significant contribution to the global automotive industry with global repercussions during the period January 1 to December 31, 2022 (not limited to one market or region). That contribution could include a significant impact to their brand or company, for example, or a significant safety, engineering, design or technical advancement or other significant benefit for the consumer.

SangYup Lee was chosen by the jury panel on the basis that:

*SangYup Lee, Head of Hyundai and Genesis Global Design Center, is the creative mind behind some of the most stunning and innovative concept and production cars unveiled in 2022, including Hyundai IONIQ 6, the all-new Hyundai KONA and Hyundai N Vision 74, which took the public by storm last summer.*

*Lee's strong design philosophy, vision and leadership have been instrumental in shaping Hyundai's new design language, as demonstrated by the brand's recent successes. He continues to be a driving force behind the brand's commitment in creating iconic and emotional designs.*

"This honor is not the recognition of an individual but a testament to a shared collective passion for creativity encouraged by the dedication of Hyundai top management who set us high standards to achieve. It is the unwavering diligence of the many talented people who contribute to making Hyundai Design what it is today.

Exceptional leadership presents us with thought-provoking challenges, and each design team member provides invaluable support to deliver successful results.

Hyundai is taking on many challenges, but this is just the beginning. We believe our greatest achievements lie ahead of us,” says SangYup Lee, Executive Vice President and Head of Hyundai and Genesis Global Design Center.

The **top five finalists** for this year’s award represent some of the best and most accomplished men and women in the industry, in very personal and different ways. The top five finalists are, in alphabetical order:

**Wang Chuanfu**, Chairman and President of BYD Co., Ltd

**Dr. Stella Clarke**, Research Engineer Open Innovations, BMW Group

**SangYup Lee**, Executive Vice President, Head of Hyundai and Genesis Global Design Center, Hyundai Motor Company (HMC)

**Peter Rawlinson**, CEO and CTO, Lucid Motors

**Naoyuki Sakamoto**, Chief Engineer, GR Corolla, GAZOO Racing Company, Toyota Motor Corporation

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**[VIDEO](#) – PERSON OF THE YEAR: [WORLD CAR TV](#)  
[WEB SITE](#)**

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Previous World Car Person of the Year recipients were **Luc Donckerwolke**, Executive Vice President for Design and Chief Creative Officer, Hyundai Motor Group (2022), **Akio Toyoda**, President and CEO, Toyota Motor Corporation (2021), **Carlos Tavares**, CEO of PSA Group (2020), the late **Sergio Marchionne**, CEO, FCA; Chairman, CNH Industrial; and Chairman and CEO, Ferrari (2019) and **Håkan Samuelsson**, President and CEO, Volvo Car Group (2018).

The World Car Person of the Year award is just one of seven awards handed out annually by the World Car Awards. 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 World Car Awards program would not be possible without the support of our official partners: [AITASTIC Research & Consult](#), [BREMBO](#), the [NEW YORK International Auto Show](#), [KPMG](#) and [Newspress](#) – our official media partner. Thank you to our partners.

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***THE ROAD TO WORLD CAR 2023***  
***Began September 6, 2022***

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

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[info@worldcarawards.com](mailto:info@worldcarawards.com)

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

**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*

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