



WORLD CAR AWARDS

THE ROAD TO WORLD CAR 2024 – CELEBRATING 20 YEARS

THE JOURNEY BEGINS

For Immediate Release: TORONTO, ON, Canada – Friday, September 22, 2023

The Road to World Car 2024 officially launched today on [World Car TV](#) marking the awards' 20th anniversary.

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

The annual ***Road to the World Car Awards*** journey follows more than [100 highly respected automotive journalists](#) on the jury panel as they test-drive, and vote on, the 2024 eligible vehicles. The journey starts with today's official launch, followed by a stop in Pasadena, CA, USA for the annual 9th "L.A. Test Drives" media event in November.

The **World Car Finals Powered by Brembo** for the 6th consecutive year will begin the winners' countdown in early February 2024 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 announced - live - at the [Geneva International Auto Show](#) (GIMS) on Monday, February 26th, 2024. **Sandro Mesquita, CEO of GIMS**, said: "We are thrilled to welcome World Car Awards at our next Geneva Salon. Our Show is an event etched in the calendar of car enthusiasts worldwide, which makes it a perfect fit to discover the World Car Awards 2024 finalists."

Finally, the grand finale live awards ceremony wherein the winners in six categories are declared will take place for the 19th year at the [New York International Auto Show](#) on Wednesday, March 27th, 2024. "For nearly two decades, the New York Auto Show has been proud to partner with the World Car Awards and co-host the winners' announcement as a special kick-off to the Show's Press Preview Days, said **NYIAS President Mark Schienberg**. "This long-standing relationship is the perfect way to celebrate the opening of North America's first and largest-attended auto show and recognize the best-of-the-best in the industry. Congratulations to the World Car team, past winners, and all the jurors from around the globe on 20 years of success!"

The 2024 [provisional list of all eligible vehicles](#) 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, the Geneva International Auto Show, KPMG, the New York International Auto Show and Newspress (Official Media Partner). Thank you to our partners.

Videos: <https://youtu.be/wl7BEae8t-c>

THE ROAD TO WORLD CAR 2024
Begins today - September 22, 2023

Will end at the New York International Auto Show #RoadtoNYC
March 27, 2024

FOLLOW OUR 100+ INTERNATIONAL JURORS:
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For additional information please visit www.worldcarawards.com or contact us at:
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CELEBRATING THE BEST OF TODAY FOR 20 YEARS
EMBRACING THE BEST OF TOMORROW FOR 20 YEARS

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 journalists on the jury panel 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 20th year, the annual World Car Awards are the number one awards program in the world for the 11th 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.

Geneva International Motor Show

GIMS Qatar: October 5-14, 2023 in Doha

GIMS 2024: February 26 – March 3, 2024 in Geneva

The Geneva International Motor Show has been a springboard for the future of mobility since 1905. It is widely recognized as the most important motor show in Europe and is one of the most prestigious and influential shows in the world. With the launch of GIMS Qatar, the Geneva International Motor Show is extending its brand to a new location. The organiser and rights holder of the GIMS is the Geneva-based Comité permanent du Salon international de l'automobile Foundation.

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.

2024 Auto Show Dates

Press Preview: March 27 and 28, 2024 (credentials required)

Public Show Date: March 29 – April 7, 2024

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