



2024 WORLD CAR PERSON OF THE YEAR

ADRIAN NEWEY, OBE, RED BULL RACING

TORONTO, Canada - Tuesday, February 20, 2024 - For Immediate Release

The World Car Awards jury panel representing [100+ journalists from 29 countries](#) have voted **Adrian Newey, OBE, Red Bull Racing** as the **2024 World Car PERSON of the Year**.

As Chief Technical Officer of Red Bull Racing, aerodynamicist Adrian Newey is the designer and driving force behind the RB19, the most dominant race car in the history of Formula One.

In 2023, it won 21 of 22 races enabling Red Bull's sixth and Max Verstappen's third World Championships and establishing the design concept to be pursued by most of its competitors. After 35 years in Formula 1 and more than 200 victories for cars of his design, Newey is at the absolute peak of his spectacular career.

The **Top Five PERSON of the Year** finalists were announced last week. Each of the finalists was spotlighted on [World Car TV](#) with their own specially dedicated episode in their honour. The four finalists in addition to Adrian Newey above are:

Stephan Durach, Senior Vice President Connected Company Development, BMW Group

Andreas Preuninger, Director GT model line, Porsche AG

C.V. Raman, Chief Technology Officer, Maruti-Suzuki

Lisa Reeves, Head of Interior Design, Volvo Cars

Photos of the winner and finalists can be found on the [PERSON of the Year page](#) on the World Car Awards' [web site](#).

[Video is here.](#)

Since 2004, the World Car Awards has been all about celebrating the best of today while embracing the best of tomorrow.

The **World Car PERSON of the Year** award continues that tradition. The award was created in 2018 to recognize an individual who has made a significant contribution to the global automotive industry during the previous calendar year.

That contribution could include a significant impact to their brand or company, or a significant safety, engineering, design or technical advancement of benefit to the industry or to consumers.

Previous World Car Person of the Year recipients were: **SangYup Lee**, Executive Vice President, Head of Hyundai and Genesis Global Design Center, Hyundai Motor Company (2023), **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 out 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. 2024 marks the World Car Awards' 20th anniversary.

The Road to the World Car Awards is an annual journey that follows 100+ of our international jurors as they test-drive, and vote on, the eligible vehicles for the awards' season. The jurors' road-test journey is captured virtually on [World Car TV](#). The jurors provide viewers with reviews and commentary on the awards' eligible vehicles across six categories, including the prized World Car of the Year award.

The World Car Awards program would not be possible without the support of our official partners: [AITASTIC Research & Consult](#), [BREMBO](#), the [Geneva International Motor Show](#), the [NEW YORK International Auto Show](#), [KPMG](#) and [Newspress](#) – our official media partner. Thank you to our partners.

**CELEBRATING THE BEST OF TODAY FOR 20 YEARS
EMBRACING THE BEST OF TOMORROW FOR 20 YEARS**

THE ROAD TO WORLD CAR 2024

Began September 22, 2023

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

FOLLOW OUR 100+ INTERNATIONAL JURORS:

[YouTube](#): @WorldCarTV - 126K subscribers

[Instagram](#): @theworldcarawards - 7.7K followers

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[Twitter / X](#): @WorldCarAwards - 4.0K followers

Use hashtags #worldcarawards and #wcoty when posting and sharing.

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

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) 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 (NYIAS)

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