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## 2024 WORLD CAR FINALS POWERED BY BREMBO

AND NOW THERE IS ONE

### VOLVO EX30 – 2024 WORLD URBAN CAR

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NEW YORK CITY, New York, USA – Wednesday, March 27, 2024 – For Immediate Release

**THE ROAD TO WORLD CAR 2024** and the **WORLD CAR FINALS POWERED BY BREMBO** concluded today with the live announcement of the winners in six award categories at the [New York International Auto Show](#).

The **VOLVO EX30** is the **2024 World Urban Car**.

This is the second award win for Volvo Cars in the World Car Awards' 20-year history. The Volvo XC60 won the 2018 World Car of the Year title.

In addition, Håkan Samuelsson, President and CEO, Volvo Cars, was the inaugural World Car PERSON of the Year winner also in 2018.

“Winning this award with the EX30 is incredibly gratifying and a firm validation of our ambitious electrification strategy,” says **Jim Rowan, our chief executive**. “Customer response to the EX30 has exceeded our expectations, and it has proven to be a perfect car for today’s marketplace as a growing number of car buyers switch to fully electric cars. I’m convinced the EX30 will strongly contribute to our growth this year and beyond.”

A [jury of 100 distinguished international automotive journalists](#) from 29 countries selected the winners by secret ballot based on their evaluation of each eligible vehicle as part of their on-going professional work. The vote results were tabulated by [KPMG](#).

The **VOLVO EX30** was chosen from an initial entry list of seven (7) vehicles from all over the world then a short list of three finalists as announced on February 26, 2024 at the [Geneva International Motor Show](#) (GIMS). The 2024 **Top Three in the World** finalists are the BYD Dolphin, the Lexus LBX and the Volvo EX30.

Vehicles eligible for the **World Urban Car** award must be produced in volumes of at least 5,000 units/year and must be “on-sale” in at least two major markets (China, Europe, India, Japan, Korea, Latin

America, USA) on at least two separate continents within the period January 1, 2023 and March 30, 2024.

Vehicles must be a maximum of 4.25 meters in overall length and be approved for operation on public roads.

For a complete list of previous winners in all categories, please visit our [web site](#).

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2024 marks the 19<sup>th</sup> year of the World Car Awards' partnership with the the [New York International Auto Show](#).

"We're pleased to kick off the New York Auto Show each year by celebrating the winners of the World Car Awards," said **Mark Schienberg, president of NYIAS**. Receiving this distinction from 100 of the world's top automotive journalists is a major victory for all those involved and is a perfect way to open North America's first and largest-attended auto show. Congratulations to the World Car team on 20 years of excellence, and congratulations as well to all the 2024 winners."

"Congratulations to the winners of the prestigious World Car Awards," says **Daniele Schillaci, Brembo's Chief Executive Officer**. "Today, more than ever, cutting-edge technologies and megatrends are shaping the automotive landscape. For Brembo, being forward-looking has always made a difference, and your special achievement embodies exactly this spirit of innovation. We extend our best wishes to all of the winners."

**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 in the six categories listed above.

The World Car Awards program would not be possible without the support of our official 20<sup>th</sup> Anniversary Partners: [AITASTIC Research & Consult](#), [BREMBO](#), the [Geneva International Motor Show](#), the [NEW YORK International Auto Show](#), [KPMG](#) and [Newspress](#). Thank you to our partners.

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[PHOTOS](#) and **VIDEO** – [WORLD CAR TV](#)

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**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*

Ended today  
at the New York International Auto Show #RoadtoNYC  
**March 27, 2024**

**FOLLOW OUR 100+ INTERNATIONAL JURORS:**

[YouTube](#): @WorldCarTV - 135K subscribers

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

[Facebook](#): @WorldCarAwards - 7.3K followers

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

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

For additional information please visit [www.worldcarawards.com](http://www.worldcarawards.com) or  
contact us at: [info@worldcarawards.com](mailto:info@worldcarawards.com)

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## 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 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*

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