



2024 WORLD CAR FINALS POWERED BY BREMBO

AND NOW THERE IS ONE

KIA EV9 – 2024 WORLD CAR OF THE YEAR™

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 **KIA EV9** is the **2024 World Car of the Year™**.

This is the fourth award win for KIA in the World Car Awards' 20-year history.

In 2023, the Kia EV6 GT won the World Performance Car title while in 2020 Kia was the recipient of two awards. The Kia Telluride was the overall 2020 World Car of the Year winner and the Kia Soul EV won the World Urban Car category.

"We are hugely honored that the 2024 EV9 has been named the World Car of the Year. This triumph is a testament to our unwavering commitment to pushing the boundaries of technology and design excellence. The Kia EV9's continued success will drive us to keep delivering exceptional vehicles that redefine the driving experience for customers around the world," said **Ho Sung Song, President and CEO at Kia**.

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 **KIA EV9** was chosen from an initial entry list of thirty-eight (38) vehicles from all over the world then a short list of three finalists as announced on February 26th, 2024 at the [Geneva International Motor Show](#) (GIMS). The 2024 *Top Three in the World* finalists are the BYD Seal, the Kia EV9 and the Volvo EX30.

Vehicles eligible for World Car of the Year must be produced in volumes of at least 10,000 units/year, must be priced below the luxury-car level in their primary markets, 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 at some time within the period January 1, 2023 and March 30, 2024.

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

2024 marks the 19th 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 20th 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.

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

**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 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 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
