



QUALIFYING CRITERIA – ANNUAL WORLD CAR AWARDS' JURY PANEL (2025)

As a result of our long-standing commitment to balance and diversity, the World Car Awards is proud that our jurors represent the most diverse group of automotive journalists in the world reaching a global audience of 383 million. The World Car Awards has a long-standing policy to grow our juror diversity so as to better reach different audiences across the broadest possible global spectrum. In addition, the World Car Awards strives to ensure global balance amongst the jurors so that no one region dominates the votes and outcome.

To ensure that balance, the number of jurors appointed to represent any country/region is limited and the numbers are adjusted from time to time to reflect market circumstances.

Nominations to our jury panel occur on an annual basis every spring. Automotive journalists can nominate themselves. Or they can be nominated by a colleague.

Appointments are for a 1-year term only and reappointment is not automatic.

Prospective jurors are expected to have a prominent presence as automotive journalists within their own country/region as well as a keen familiarity with and understanding of the broader global market and its key players.

Prospective jurors must confirm that the qualifying criteria below have been met to the satisfaction of the World Car Awards Steering Committee.

THESE ARE THE MINIMUM QUALIFYING CRITERIA:

1. You have been working as an accredited automotive journalist for at least two years (full-time) or three years (part-time).
2. As part of your everyday professional work, you regularly test-drive manufacturers' new models that include eligible vehicles competing for a World Car award.
3. As part of your everyday professional work, you **regularly** publish automotive test drive reports in at least one major edited publication, or broadcast/online outlet, or website in your country.
4. If you contribute to only one specific media outlet, then that outlet should be considered as "major" in your home country. Please submit links demonstrating your work in this major outlet.

5. You agree to vote in both rounds of voting for the World Car Awards. The first round is typically in late January or early February in order to choose the Top 10 and Top 5 finalists. The second round takes place in mid-February to choose the winners.

6. You commit to giving media coverage to stories about the World Car Awards in your outlet(s). All jurors are expected to publish at least two stories each year mentioning the World Car Awards in a major publication, website or broadcast/online outlet. "Coverage" should also include mention of World Car when you are writing, posting, or otherwise reporting about a first-drive and/or road-test of a vehicle that is a World Car contender in any of the six (6) award categories.

7. You agree to support World Car Awards and its jurors in their social media reporting via 'likes' and 'shares'.

8. You agree to participate in a couple of surveys over the 12-month period – including the major survey that makes up our annual "Global Trends Report".

9. You will ensure that your advanced driving qualifications are up-to-date and current.

10. You agree to abide by World Car's published Code of Conduct. Failure to do so could result in dismissal midterm as required.

11. World Car respectfully requests your attendance at our scheduled press conferences – or other related events – such as those at various international auto shows.
