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## 2025 WORLD CAR FINALS POWERED BY BREMBO

### BYD's STELLA LI IS 2025 WORLD CAR PERSON OF THE YEAR

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TORONTO, Canada – Tuesday, January 28, 2025 – For Immediate Release

The **WORLD CAR FINALS POWERED BY [BREMBO](#)** is delighted to announce that **STELLA LI**, Executive Vice-President of BYD, has been named **2025 WORLD CAR PERSON OF THE YEAR**, marking the first time a woman has been named World Car Person of the Year and also the first World Car Award win for a Chinese brand.

Li has been a key figure in BYD's incredible international growth during the past twelve months, with a host of global model debuts, the brand's entry into new markets and the company passing the impressive milestone of producing its 10-millionth new energy vehicle.

Jens Meiners, World Car Awards Chair Emeritus, said, "Stella Li has impressed the World Car judging panel with her exceptional work as a key figure in BYD's continued global growth. Her international vision and drive have seen BYD become a major player on the automotive stage in a short space of time, and her influence is not only felt within BYD, but across the automotive industry as a whole. We're delighted to announce Stella as the 2025 World Car Person of the Year."

Three World Car Person of the Year contenders were announced on January 10, with Li featuring alongside Ralph Gilles, Chief Design Officer of Stellantis and Simon Humphries, Head of Design and Chief Branding Officer of Toyota.

A jury of [96 distinguished international automotive journalists](#) from 30 countries voted on the contenders based on who had made the most significant contribution to the global automotive industry during the previous calendar year.

Commenting on being named 2025 World Car Person of the Year, Stella Li said, "I am incredibly honoured to receive this prestigious award. This award is the result of the 110,000 R&D engineers at BYD who continue to provide us with the latest technological advances that are reflected in our electric vehicles and Super Hybrid DM-i technology. I am glad to play my part in putting these sustainable technologies in the hands of as many consumers as possible around the world."

Previous World Car Person of the Year recipients were: **Adrian Newey OBE**, then CTO of Red Bull Racing and soon to join Aston Martin's Formula One team (2024); **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).

Daniele Schillaci, Brembo's Chief Executive Officer, said, "We warmly congratulate Stella Li on receiving the Person of the Year award, a prestigious accolade that celebrates her innovative spirit and recognised expertise in the automotive industry. We are honored to be part of this significant occasion, which highlights her outstanding contribution to the sector."

The video announcing the winner can be found on [World Car TV](#), while photos of the winner and finalists can be found on the [Person of the Year page](#) on the World Car Awards website.

The World Car Person of the Year award is just one out of seven awards handed out as part of ***The Road to the World Car Awards*** – an annual journey that follows 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 [NEW YORK International Auto Show](#), [KPMG](#) and [Newspress](#). Thank you to our partners.

## VIDEO – [WORLD CAR TV](#)

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***THE ROAD TO WORLD CAR 2025  
Began September 30, 2024***

***Will end at the New York International Auto Show  
Wednesday, April 16, 2025 #RoadtoNYC***

**FOLLOW OUR 96 INTERNATIONAL JURORS:**

World Car TV: [YouTube.com/worldcartv](https://www.youtube.com/worldcartv)

Instagram: #wcoty @theworldcarawards #wca2025 #WorldCarAwards

Twitter: #wcoty @worldcarawards #worldcarawards #wca2025

Facebook: [www.facebook.com/WorldCarAwards](https://www.facebook.com/WorldCarAwards) #worldcarawards #wca2025

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For additional information please visit [www.worldcarawards.com](http://www.worldcarawards.com) or contact us at:  
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**CELEBRATING THE BEST OF TODAY FOR OVER 20 YEARS  
EMBRACING THE BEST OF TOMORROW FOR OVER 20 YEARS**

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**Media release distributed by NEWSPRESS – The World Car Awards' Official Media Partner**

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### ABOUT

#### ***World Car Awards***

*It is the mission of the World Car Awards and its 96 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 21st year, the annual World Car Awards are the number one awards program in the world for the 12th consecutive year in terms of media reach and analysis of the 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.*

**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.*

**2025 Auto Show Dates**

*Press Preview: April 16 and 17, 2025 (credentials required)*

*Public Show Date: April 18 – April 27, 2025*

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

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