



---

## 2026 WORLD CAR FINALS POWERED BY BREMBO

### Mazda 6e / EZ-6 is the 2026 WORLD CAR DESIGN OF THE YEAR

---

NEW YORK CITY, New York, USA – Wednesday, April 1, 2026 – For Immediate Release

**THE ROAD TO WORLD CAR 2026** 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 **Mazda 6e / EZ-6** is the **2026 World Car Design of the Year**.

This is the **third World Car Design of the Year award** for Mazda, and Mazda's fifth World Car Award overall in World Car's 22-year history.

"I would like to extend my sincere appreciation to everyone who has chosen the MAZDA6e / EZ-6, Mazda's newest challenge in electrification. As the global automotive industry continues its shift toward SUVs and electric vehicles, we are deeply honored and sincerely grateful to receive this award for a classic sedan. We believe that the sculptural beauty created by human hands and precision craftsmanship unique to KODO Design has further strengthened the connection between people and cars, even in the era of electrification. Encouraged by this award, the Mazda brand and its KODO Design will continue striving for greater heights, creating moving experiences for our customers, and enriching their individual 'Joy of Living,'" said **Yoshito Iwauchi, Chief Designer, Design Division, Mazda Motor Corporation**.

A [jury of 98 distinguished international automotive journalists](#) from 33 countries selected the winning cars by secret ballot based on their evaluation of each eligible vehicle as part of their on-going professional work. Today's vote results have been tabulated by [KPMG](#).

All vehicles competing in the five World Car Award categories are eligible for the 2026 **World Car Design of the Year** award. There were 90 eligible vehicles this year to be considered for the World Car Design of the Year.

A design panel consisting of seven highly respected world design experts was asked to first review each candidate and then establish a short-list of recommendations for the jurors' final vote. Those design

experts were: **Anja Bracht** (Germany - Pforzheim University), **Marek Djordjevic** (USA - Chair of Transportation Design, Art Center College of Design), **Fabio Filippini** (Japan - ACCAIEFFE Creative Consulting), **Antony Grade** (Retired – Renault), **Gert Hildebrand** (Germany - Owner Hildebrand-Design), **Victor Nacif** (USA - Chief Creative Officer, Brojure.com and Design instructor, New School of Architecture and Design) and **Shiro Nakamura** (Japan - CEO, Shiro Nakamura Design Associates Inc.)

On March 3<sup>rd</sup>, 2026, the 2026 **Top Three in the World** were announced: Kia PV5, Mazda 6e / EZ-6, and Volvo ES90.

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

**Mark Schienberg, president of NYIAS** said, "The World Car Awards are a global benchmark for excellence by recognizing the vehicles and technologies that are truly moving the industry forward. We're proud to host these honors at the New York Auto Show, where each spring the global automotive community gathers, bringing together leaders in industry and media to exchange ideas and shape what's next."

**Daniele Schillaci, Chief Executive Officer of Brembo**, said: "On behalf of Brembo, I would like to extend my sincere congratulations to the winners across all six categories of the World Car of the Year Awards. These recognitions honor vehicles that set new benchmarks in innovation, performance and design, representing the very best of today's automotive excellence. At Brembo, we are proud to support an award that celebrates visionary achievements and inspires the entire industry to keep pushing boundaries."

**The Road to the World Car Awards** is 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 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](#)**

---

**FOLLOW OUR 98 INTERNATIONAL JURORS:**

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

**Instagram:** @theworldcarawards #wcoty #wca2026 #WorldCarAwards

**Facebook:** [www.facebook.com/WorldCarAwards](https://www.facebook.com/WorldCarAwards) #worldcarawards #wca2026

**CELEBRATING THE BEST OF TODAY.**

**EMBRACING THE BEST OF TOMORROW.**

---

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

---

## **ABOUT**

### **World Car Awards**

*It is the mission of the World Car Awards and its 98 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 22nd year, the annual World Car Awards are the number one awards program in the world for the 13th 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.*

### **2026 Auto Show Dates**

*Press Preview: April 1 and 2, 2026 (credentials required)*

*Public Show Date: April 3–12, 2026*

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