



2026 WORLD CAR FINALS POWERED BY BREMBO

Lucid Gravity is the 2026 WORLD LUXURY CAR

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 **Lucid Gravity** is the **2026 World Luxury Car**.

This is the **second World Luxury Car win** for Lucid Motors, with the Lucid Air being the 2023 World Luxury Car.

“This recognition reflects the strength of Lucid’s product vision and the exceptional execution of our team. Lucid Gravity brings together the space and versatility of a full-size SUV with sports car like driving dynamics and a refined luxury experience, enabled by our proprietary technology and engineering. Together, these qualities set a new benchmark for what a world class luxury SUV can be,” said **Marc Winterhoff, Interim CEO of Lucid**.

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](#).

The **Lucid Gravity** was chosen from an initial list of eight contenders from all over the world. A shortlist of three finalists was announced on March 3rd, 2026. The 2026 **Top Three in the World** were: Cadillac Vistiq, Lucid Gravity, and Volvo ES90.

Vehicles eligible for **World Luxury Car** must be produced in volumes of at least 5,000 units/year, must be priced at 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 within the period January 1, 2025 and March 30, 2026.

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 20th 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 #worldcarawards #wca2026

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EMBRACING THE BEST OF TOMORROW.

For additional information please visit worldcarawards.com or contact us at: 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