

WORLD CAR AWARDS

WORLD CAR AWARDS INSIDER REPORT

The Road to the World Car Awards continues.... with 6th ANNUAL "L.A. TEST DRIVES"

For the sixth consecutive year, the *Road to the World Car Awards* made its annual stop in California in November for the "2020 L.A. Test Drives."

The journey, which began in Frankfurt on September 10, 2019, follows 86 international automotive journalists who make-up the jury panel for the World Car Awards (WCA) as they test-drive and vote for the "Top Three in the World" finalists as well as the overall winners.

This year's journey will end at the New York International Auto Show on Wednesday, April 8th, 2020 when the winners are declared during an awards ceremony that officially opens the show.

The "L.A. Test Drives" were hosted by ZF, which gave the participating journalists a glimpse into the future of autonomous driving from a supplier's perspective, including a realistic sense of the costs and timelines involved. According to Aaron Jefferson, Vice President of Product Strategy, ZF Global Electronics, full Level 4/5 autonomy is likely to be achieved first in commercial applications and defined areas, while private passenger vehicles continue the evolution of Level 2+ systems.

More than half the juror panel – 47 jurors in all, from 13 countries – took part in the intensive four-day program, test-driving 24 cars that are contenders in five different categories for the 2020 World Car Awards.

The "L.A. Test Drives" enable WCA's international jurors to evaluate cars that may not be available in their home markets on an ideal testbed of American roads from a base in historic Pasadena. Driving routes included both urban and rural roads, a stretch of multi-lane interstate and a section of the epic and iconic Angeles Crest Highway. This twisty and mountainous series of switchbacks and turns is a real test for even the best-handling cars. And it makes for some incredible photo opportunities as well.

Long-time WCA juror Charlie Turner, Editor in Chief, BBC TopGear commented: "It was a truly fabulous event and one that allowed incredible access to a vast array of vehicles in an incredibly efficient and productive manner. It also had the benefit of being located in one of my favourite parts of the world and with roads to die for..."

You can get a sense of the action for yourself at: <https://youtu.be/h5z1f-64VUo>

Next stop? Geneva: where the World Car Awards will announce the "Top Three in the World" finalists as well as the 2020 World Car Person of the Year on Tuesday, March 3, 2020.

The World Car Awards is the number one awards program of its type globally for the seventh consecutive year as reported in Prime Research's independent media report released earlier this year.

**THE ROAD TO 2020 WORLD CAR AWARDS:
BEGAN IN FRANKFURT SEPTEMBER 10, 2019.
WILL END AT THE NEW YORK INTERNATIONAL AUTO SHOW ON APRIL 8, 2020.**

FOLLOW OUR 80+ INTERNATIONAL JURORS :

**Instagram: @theworldcarawards #WorldCar #wcoty #WCA2020
Twitter: @worldcarawards #WorldCar #wcoty #WCA2020
Facebook: www.facebook.com/WorldCarAwards #WorldCar #wcoty #WCA2020**

For additional information please visit www.worldcarawards.com or contact
Beth Rhind, Co-founder and Executive Manager, E: beth@worldcarawards.com

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

ABOUT

World Car Awards

Now entering their 16th year, the annual World Car Awards are the number one awards program in the world for the seventh (7th) consecutive year based on Prime Research's 2019 media monitoring report.

The awards were inaugurated in 2003, and officially launched in January 2004, to reflect the reality of the global marketplace, as well as to recognize, reward and inspire excellence, leadership and innovation in a rapidly changing automotive industry.

The awards are intended to complement, not compete, with existing national and regional Car of the Year programs.

The awards are administered by a not-for-profit association, under the guidance of a Steering Committee and an advisory group of prominent automotive journalists from Asia, Europe, and North America: Peter Lyon (Japan), Mike Rutherford (United Kingdom), Jens Meiners (Germany), Siddharth Vinayak Patankar (India), Tim Stevens (USA), Gerry Malloy (Canada), Toni Jalovaara, (Finland) and Carlos Sandoval (Mexico).

New York International Auto Show

Owned and operated by the Greater New York Automobile Dealers Association, the New York Auto Show is an awesome combination of new ideas, technological innovation, exceptional concept cars and nearly 1,000 of the latest new cars and trucks. Over one million visitors are expected to visit the show this year to see what is truly possible from the automotive industry.

Important 2020 Auto Show Dates

Press Preview: April 8 and 9 (credentials required)

Public Sneak Preview, Friday, April 10

Public Show Dates, Friday, April 10 – Sunday, April 19, 2020

Social Media:

Twitter: @NYAutoShow

Facebook: nyautoshow

Instagram: nyautoshow

#nyauto

#nyias
