



WORLD CAR AWARDS

Established 2004



“THE ROAD TO THE WORLD CAR” CONTINUES...

TOP THREE IN THE WORLD FINALISTS ANNOUNCED IN GENEVA

March 1, 2016 – Geneva - For Immediate Release

The Road to World Car journey continues with today’s announcement of the **Top Three in the World** finalists in five award categories at the Geneva International Motor Show.

This announcement continues the countdown for the 2016 World Car Awards winners’ press conference hosted by the New York International Auto Show (NYIAS), Bridgestone Corporation and Autoneum on Thursday, March 24, 2016. Winners of the 2016 World Car of the Year, World Luxury Car, World Performance Car, World Green Car and World Car Design of the Year will all be declared at this time.

2016 marks the 10th anniversary of the partnership between World Car and the New York show, and the third consecutive year that the World Car Awards have retained their ranking as the number one automotive awards program in the world in terms of media reach.

The **Global Trends Report**, co-presented annually by Prime Research and Autoneum, will also be announced during the New York show press conference and media breakfast. The report is the culmination of research and insights across the past six months. During this period, the introduction of stricter test procedures for vehicles became a heavily discussed topic within the automotive industry. Autoneum CEO Martin Hirzel emphasized: “The planned changes in test cycles such as the switch from the New European Driving Cycle (NEFC) to the Worldwide Harmonized Light-Duty Vehicles Test Procedure (WLTP) and the introduction of Real Driving Emissions (RDE) will favour Autoneum’s efficiency-boosting technologies and products like engine encapsulations and aerodynamic underfloor systems. More stringent test procedures will help us to reveal the full potential of our multifunctional products with regard to less fuel consumption and lower CO2 emissions of cars.”

A jury of 73 distinguished international automotive journalists selected the following “Top Three in the World” finalists by secret ballot based on their experience with each candidate as part of their professional work. The international accounting firm KPMG tabulated the jurors’ ballots.

The **Top Three in the World** finalists in the five award categories are as follows:

2016 World Car of the Year:

- Audi A4 Sedan / Audi A4 Avant
- Mazda MX-5

- Mercedes-Benz GLC

2016 World Luxury Car:

- Audi Q7
- BMW 7 Series
- Volvo XC90

2016 World Performance Car:

- Audi R8 Coupe
- Honda Civic Type R
- Mercedes-AMG C 63 Coupé

2016 World Green Car:

- Chevrolet Volt
- Toyota Mirai (Hydrogen Fuel Cell)
- Toyota Prius (Hybrid)

2016 World Car Design of the Year:

- Jaguar XE
- Mazda CX-3
- Mazda MX-5

The *Road to World Car* began in Frankfurt on September 15, was followed by a four and a half day stop in Los Angeles for test-drives of the North American, Japanese and Swedish contenders in November, and continues with today's Top Three in the World announcement. The journey ends at the New York International Auto Show on Thursday, March 24, 2016 when all winners are declared.

As the global nature of the industry continues to strengthen, and the pace of innovation continues to accelerate, World Car is proud to be a part of this amazing journey along with the New York International Auto Show, Prime Research, Bridgestone, Autoneum, KPMG and Newspress.

For additional information either visit our web site (www.wcoty.com) or please contact Beth Rhind, Executive Manager, E: beth@wcoty.com

About World Car Awards

The World Car Awards (WCA) are more than just an awards program. The WCA's judging panel is made up of 73 prominent automotive journalists from around the world that form a global community of experts. The jurors ensure the integrity and credibility of the awards but also serve as an important resource for the industry with a focus on excellence and innovation on a global scale.

About the 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 2016 Auto Show Dates

Automotive Forum: March 22

Press Preview, March 23 & March 24(credentials required)

Public Sneak Preview, Friday, March 25

Public Show Dates, Friday, March 25 – Sunday, April 3

CELEBRATING 10 YEARS WITH THE NEW YORK INTERNATIONAL AUTO SHOW

**THE ROAD TO WORLD CAR:
BEGAN IN FRANKFURT SEPT. 15, 2015. ENDS IN NEW YORK MARCH 24, 2016.**

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