



WORLD CAR AWARDS

Established 2004



AND NOW THERE IS ONE....

THIRD TIME WORLD LUXURY CAR WIN FOR MERCEDES-BENZ

Mercedes-Benz E-Class - 2017 World Luxury Car

NEW YORK – April 12, 2017 – For Immediate Release

At a press conference hosted by the New York International Auto Show, Bridgestone Corporation, and Autoneum, the **MERCEDES-BENZ E-CLASS** was declared the 2017 World Luxury Car.

This is the 3rd World Luxury Car win for Mercedes-Benz having captured today's title, plus two back-to-back titles in 2015 (Mercedes-Benz S-Coupe) and 2014 (Mercedes-Benz S-Class).

Mercedes-Benz made history in 2015 with a triple win in three out of five categories: World Car of the Year (C-Class), World Luxury Car (S-Coupe) and the World Performance Car (AMG GT).

The company has also won two World Green Car awards: 2012 (S 250 CDI BlueEFFICIENCY) and 2007 (Mercedes-Benz E320 Bluetec) in 2007.

This year's winner was chosen from an initial entry list of nine prestigious cars from all over the world, then a short list of three finalists as announced in Geneva last month: the BMW 5 Series, the Mercedes-Benz E-Class, and the Volvo S90 / V90.

Vehicles in all award categories are selected and voted on by an international jury panel comprised of 75 top-level automotive journalists from 23 countries around the world. Each juror was appointed by the World Car Steering Committee on the basis of his or her expertise, experience, credibility, and influence. Each juror typically drives and evaluates new vehicles on a regular basis as part of their professional work. Through their respective outlets they collectively reach an audience of many millions world-wide. The international accounting firm KPMG tabulates the jurors' ballots.

Previous World Luxury Car winners were the BMW 7 Series (2016), the Mercedes-Benz S Coupé (2015) and the Mercedes-Benz S-Class (2014). The award was first created in 2014 to acknowledge higher-priced premium models selling in more limited numbers worldwide.

The **Road to World Car** began in Paris on September 29, was followed by test-drives in Los Angeles in November, continued in Geneva with the Top Three in the World announcement, and finally ended today with the declaration of the winners in six categories at the New York International Auto Show.

2017 marks the 11th anniversary of the partnership between World Car and the New York show, and

the fourth 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, was also released today. The report is the culmination of research and insights across the past six months. Autoneum CEO Martin Hirzel said, “The auto industry is in the midst of an upheaval that goes far beyond anything it has experienced in the past 100 years. Emerging industry trends such as autonomous driving, electric mobility and connected cars are changing not only vehicles and their technologies but also their concepts and forms. As the market leader in acoustic and thermal management for vehicles, Autoneum today already offers a large variety of multifunctional and lightweight technologies and components to meet the requirements of modern mobility. With our recently established “Competence Center for New Mobility” in Sunnyvale, California, Autoneum is taking a committed and active role in driving vehicle advancement by developing innovative technologies and components for all forms of mobility.”

World Car of the Year is more than just an awards program. The World Car community brings together a large cross section of experts and professionals from every segment of the automotive industry. World Car connects the global industry around the very best of today and inspires, with insights, the ideas and trends of tomorrow. Thus defining **The Road Ahead** platform shared with our presenting partners Bridgestone Corporation, Prime Research, Autoneum and, most recently, Brembo.

“As the world’s largest tire and rubber company, we are proud to partner with the World Car program for the 9th consecutive year,” said Mike Martini, president, original equipment tire sales, U.S. and Canada, Bridgestone Americas Tire Operations. “This is an important forum for leaders in the automotive industry to celebrate achievements in innovation, performance and sustainability. As new mobility preferences emerge, we must continue to collaborate across our industry to deliver cutting-edge technology and world-class products that meet the needs of a changing global customer base.”

In a rapidly changing automotive world, Brembo is also focused firmly on the future and the vehicles it will bring to market. Brembo is committing significant resources to perfecting ever more sophisticated virtual simulation methodologies that includes the study of forms, materials, technologies and surface treatments able to meet the needs of the new-generation vehicles, with a particular focus on environmental impact aspects, which drives all of Brembo’s development activities.

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, Autoneum, Brembo, Bridgestone Corporation, KPMG and Newspress – our official media partner.

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

Now in their 13th year, the annual World Car Awards are the number one awards program in the world for the fourth consecutive year based on Prime Research’s 2016 media 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 and reward automotive excellence on an international scale.

The awards are administered by a not-for-profit association, under the guidance of a Steering Committee: Peter Lyon (chair – Japan), Jens Meiners (vice-chair – Germany), Mike Rutherford (vice-chair – UK), Tamara Warren (director – USA), Siddarth Patankar (director – India) and Gerry Malloy (director – Canada and president, WCOTY Association)

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 2017 Auto Show Dates

Press Preview, April 12 & 13 (credentials required)

Public Sneak Preview, Friday, April 14

Public Show Dates, Friday, April 14 – Sunday, April 23, 2017

**THE ROAD TO WORLD CAR:
BEGAN IN PARIS SEPT. 29, 2016. ENDED IN NEW YORK APRIL 13, 2017.**

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