



WORLD CAR AWARDS

Established 2004



AND NOW THERE IS ONE...

TOYOTA MIRAI WINS 2016 WORLD GREEN CAR AWARD

NEW YORK – March 24, 2016 – For Immediate Release

The **TOYOTA MIRAI** was declared the **2016 World Green Car** at a press conference hosted by the New York International Auto Show, Bridgestone Corporation, and Autoneum.

Toyota Motor Corporation (TMC) is no stranger to the World Car Awards program – now in its 12th year. The Toyota Prius (2010) has previously earned “Top Three in the World” status for both the World Green Car and the overall World Car of the Year categories as voted by our 70 plus international automotive journalists that make up the jury. In addition, the Toyota GT86 was a “Top Three in the World” finalist for World Car of the Year in 2013; the Toyota iQ in 2009 for the same category; and the Toyota Harrier Hybrid in 2006 for World Green Car.

“Just as Prius changed the world nearly 20 years ago, the hydrogen-powered Mirai is ready to make history,” said Bill Fay, group vice president and general manager, Toyota Division. “With a range of over 300 miles per tank, a refueling time of under five minutes, and emissions that consist only of water vapor, Mirai is leading the world forward toward a more sustainable future.”

The **TOYOTA MIRAI** was chosen from an initial entry list of eight new vehicles from all over the world, then a short list of three finalists that included the winner as well as the Chevrolet Volt and the Toyota Prius Hybrid.

To be eligible for the 2016 World Green Car award, a vehicle had to be all-new, or substantially revised, in production and introduced for sale or lease to the public in quantities of at least 10 in at least one major market during the period beginning January 1, 2015 and ending May 31, 2016. Tailpipe emissions, fuel consumption, and use of a major advanced power plant technology (beyond engine componentry), aimed specifically at increasing the vehicle's environmental responsibility, were all taken into consideration.

Vehicles in all award categories are selected and voted on by an international jury panel comprised of 73 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 Green Car winners were BMW consecutive wins: BMWi8 (2015) and the BMW i3 (2014), then the Tesla Model S (2013), the Mercedes-Benz S 250 CDI BlueEFFICIENCY (2012), the

Chevrolet Volt (2011), the Volkswagen BlueMotion (2010), the Honda FCX Clarity (2009), the BMW 118d with Efficient Dynamics (2008), the Mercedes-Benz E320 Bluetec (2007) and the Honda Civic Hybrid (2006).

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, continued in Geneva with the Top Three in the World announcement, and finally ended today with the declaration of the winners in five categories at the New York International Auto Show.

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 by Prime Research and Autoneum, was presented just before the winners' press conference. Autoneum CEO Martin Hirzel said, "The findings of the *Global Trends Report* show clearly that sound inside the driver cabin has major influence on the overall evaluation of a car. Since decades, we from Autoneum are experts in the field of noise reduction for vehicles. Our lightweight and multifunctional products support the car manufacturers to reduce emission, noise and heat and thereby lead to an enhanced driving comfort for the end-customer. The global need for our products confirms us in further focusing on driving innovation in acoustic and thermal management solutions."

The World Car Awards media breakfast and winners' press conference at the New York International Auto Show is presented by Bridgestone Corporation, the world's largest tire and rubber company. This is the 8th year Bridgestone has sponsored World Car of the Year. "The future of the auto industry will be built on innovation, performance and sustainability – from automakers and also their suppliers," said Mike Martini, president, original equipment tire sales, U.S. and Canada, Bridgestone Americas Tire Operations. "Bridgestone invests heavily in research and product development to ensure that we continue to deliver world-class products in collaboration and partnership with automakers around the world."

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 Autoneum

Autoneum, with its headquarters in Winterthur, Switzerland, is the globally leading producer of vehicle acoustics and thermal management systems. The company develops and manufactures components, modules and complete systems for interior and engine bay as well as heatshields and underbody shields. Customers include leading automobile producers in the key markets of Europe, North America, South America and Asia. Autoneum is represented at around 50 locations in over 20 countries and

employs more than 11,000 people worldwide, of whom about 5% are in Switzerland. The company is listed on the SIX Swiss Exchange (ticker symbol AJTN).

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.**

FOLLOW OUR 70+ INTERNATIONAL JURORS : wcoty.com #wcoty2016
