



**WORLD CAR AWARDS**

Established 2004



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**AND NOW THERE IS ONE....**

**SECOND CONSECUTIVE WIN FOR TOYOTA – WORLD GREEN CAR**

**Toyota Prius Prime – 2017 World Green Car**

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NEW YORK – April 12, 2017 – For Immediate Release

The **TOYOTA PRIUS PRIME** was declared the **2017 World Green Car** at a press conference hosted by the New York International Auto Show, Bridgestone Corporation, and Autoneum.

This is the second consecutive World Green Car win for Toyota Motor Corporation. The Toyota Mirai won last year's World Green Car title.

Jack Hollis, Group VP and General Manager of Toyota division commented, "It is a great honor to have both the Prius Prime and C-HR nominated for World Car of the Year awards. For global automakers like Toyota, consideration for this award is a testament to our focus on developing products that both stir the emotions and meet the mobility needs of our customers in all corners of the world."

Toyota Motor Corporation is no stranger to the World Car Awards program – now in its 13th year. The Toyota Prius previously earned "Top Three in the World" status in 2010 for both the World Green Car and the overall World Car of the Year categories. The Toyota GT86 was a "Top Three in the World" finalist for 2013 World Car of the Year; the Toyota iQ in 2009 for the same category and the Toyota Harrier Hybrid for 2006 World Green Car.

The **TOYOTA PRIUS PRIME** was chosen from an initial entry list of 12 new vehicles from all over the world, then a short list of three finalists as announced in Geneva: the Chevrolet Bolt, the Tesla Model X and the Toyota Prius Prime.

To be eligible for the 2017 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, 2016 and ending May 31, 2017. 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 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 Green Car winners were: Toyota Mirai (2016), 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 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.

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

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#### **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)

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#### **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

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

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