



WORLD CAR AWARDS

Established 2004



AND NOW THERE IS ONE....

FIFTH WORLD PERFORMANCE CAR WIN FOR PORSCHE

Porsche Boxster Cayman - 2017 World Performance Car

NEW YORK – April 12, 2017 – For Immediate Release

The **PORSCHE BOXSTER CAYMAN** has been declared the 2017 World Performance Car during today's press conference hosted by the New York International Auto Show, Bridgestone Corporation and Autoneum.

"We are honored that the 718 Boxster and 718 Cayman were selected as World Performance Car by such an esteemed, global jury," said Klaus Zellmer, president and CEO of Porsche Cars North America. "With its striking appearance and superb performance and handling, the 718 Boxster and 718 Cayman follow in the footsteps of our legendary 718 mid-engine race cars."

Porsche is no stranger to the World Car Awards program – now in its 13th year. Today's win marks the 5th time that Porsche has won the World Performance Car title. The company previously won in 2014 (Porsche 911 GT3), 2013 (Porsche Boxster/Cayman), 2012 (Porsche 911) and 2006 (Porsche Cayman S).

The **PORSCHE BOXSTER CAYMAN** was chosen from an initial entry list of seven cars from all over the world then a short list three finalists as announced Geneva last month: the Audi R8 Spyder, the McLaren 570s and the Porsche Boxster Cayman.

Candidates for the World Performance Car award must demonstrate a specific and overt sports/performance orientation while satisfying the same availability criteria as for the overall World Car of the Year award. Candidates may be chosen from the World Car of the Year list of eligible vehicles, or they may be newly introduced variants that satisfy the same criteria, but are derived from existing rather than brand-new models. In all cases, they must have a minimum annual production rate of five-hundred (500) vehicles.

Vehicles 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 Performance Car winners were the Audi R8 Coupe (2016), the Mercedes-Benz AMG GT (2015), then three Porsche wins in a row: the 911 GTE in 2014, the Boxster/Cayman in 2013, and the

911 in 2012. Ferrari won the 2011 World Performance title for the 458 Italia while the Audi R8 V10 won in 2010, the Nissan GT-R in 2009, the Audi R8 in 2008, the Audi RS4 in 2007 and the Porsche Cayman S in 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.

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

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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)

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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