



**WORLD CAR AWARDS**

Established 2004



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

**BMW i3 (94Ah) WINS INAUGURAL WORLD URBAN CAR**

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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 **BMW i3 (94Ah)** was declared the inaugural winner of the 2017 World Urban Car award.

“We are delighted and honored that the BMW i3 has been recognized as the World Urban Car,” said Ludwig Willisch, Head of BMW Group Region Americas. “This award highlights BMW Group’s commitment to sustainable mobility through BMW’s first all-electric vehicle made primarily of carbon fiber. The design brief for the BMW i3 was to create a Mega City Vehicle for the cities of the future. Today, the new 2017 BMW i3 (94 Ah) provides more range paired with a high-level of dynamic performance, making it the perfect urban vehicle for people around the world.”

2017 marks the first year for the World Urban Car award. World Car vice-chairman, Mike Rutherford, commented, "It's an award whose time has come. Everyday cars in many - perhaps most - parts of the world will have to become smaller if road and parking space is to be found for them in increasingly packed towns and cities whose populations are swelling annually. This year's winner in our inaugural World Urban Car category proves that these small vehicles don't have to be cheap, undesirable and unpleasant to drive. Quite the opposite. It is among the best value-for-money products on the market".

This year’s winner was chosen from an initial entry list of 7 cars from all over the world, then a short list of three finalists as announced in Geneva last month: the BMW i3 (94 Ah), the Citroen C3 and the Suzuki Ignis

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.

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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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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