



**WORLD CAR AWARDS**

Established 2004



---

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

**MAZDA MX-5 - 2016 WORLD CAR OF THE YEAR**  
**马自达 MX-5 荣获 2016 世界年度车大奖**

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**The Road to World Car** journey ended today with the declaration of the **MAZDA MX-5** as the 2016 World Car of the Year. The winner was announced during a press conference hosted by the New York International Auto Show, Bridgestone Corporation and Autoneum.

今天，纽约国际车展、普利司通（Bridgestone）和欧拓（Autoneum）联合举办了世界年度车大奖新闻发布会，会上宣布**马自达MX-5**荣获2016年世界年度车大奖。

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.

2016年标志着世界年度车与纽约国际车展的合作已经进入了第十个年头，同时也是世界年度车大奖连续第三年成为国际媒体报道最多的汽车评选活动。

Mazda Motor Corporation is no stranger to the World Car Awards program – now in its 12th year. The Mazda2/Mazda Demio was the 2008 World Car of the Year. While the Mazda3 (2014), Mazda6 (2013) and Mazda MX-5 have all earned “Top Three in the World” status as voted by our 70 plus international automotive journalists that make up the jury.

世界年度车大奖项目对于马自达汽车公司来说并不陌生--今年已经是其第12次参选。马自达2/马自达Demio曾在2008年荣获了世界年度车大奖。马自达3、马自达6、马自达MX-5都分别于2013、2014和2016入围由70多位国际汽车行业记者组成的汽车委员会投票选出的“世界年度车前三甲”。

The **MAZDA MX-5** was chosen from an initial entry list of 23 vehicles from all over the world, then a short list of ten, then three finalists: the Audi A4 Sedan/Audi A4 Avant, the Mazda MX-5, and the Mercedes-Benz GLC.

**马自达MX-5**是经过重重筛选出来的，从最初来自世界各地的23辆车，到之后的10辆车，到最终的前三甲（奥迪A4 Sedan/奥迪A4 Avant，马自达MX-5和梅赛德斯-奔驰GLC）。

“What a wonderful honor, to have the Mazda MX-5 named World Car of the Year,” said Masahiro Moro, president and CEO, Mazda North American Operations, and Managing Executive Officer, Mazda Motor Corporation. “As our iconic MX-5 roadster approaches one-million units of production, this award is proof that it is as young, vibrant, fun and relevant as ever. While I accept this award on behalf of the company, I do so representing every Mazda employee, retail partner and customer around the world who has ever felt the joy of driving a pure roadster. We say ‘Driving Matters’ in our advertising, and we prove it in our cars.”

“马自达MX-5可以获得世界年度车大奖是多么荣耀的一件事。”马自达总裁兼首席执行官，北美运营和管理执

行官毛笼胜弘（Masahiro Moro）说道，“作为我们标志性的敞篷跑车，MX-5生产了将近一百万台，这个奖项证明了MX-5的年轻、活力以及前所未有的驾驶乐趣。我不仅代表我们公司接受这个奖项，我还代表着马自达公司的每一个员工，每一位零售合作商以及每一位驾驶敞篷跑车能够感到乐趣的消费者。正如我们在广告里所说的‘驾驶很重要’，我们用我们的车证明了这个理念。”

The World Car Awards jurors observed that, “With the launch of its all-new MX-5, Mazda has thrown out the blueprint and gone back to basics – back to 1989 basics. Shorter, lower, wider and – most importantly – lighter, the new MX-5 comes with a choice of either 1.5 or 2.0-litre naturally aspirated petrol engines and the promise of unparalleled ‘Jinba ittai’ – a term meaning oneness between car and driver. And yes, it’s still one of the best driver’s cars around.”

世界年度车陪审委员会这样评价 MX-5，“随着全新 MX-5 的发布，马自达抛弃蓝图，重归基础——重回 1989 年时最基本的设计理念：更短，更低，更宽——最重要的是——更轻，全新 MX-5 搭载 1.5 或者 2.0 升自然吸气汽油发动机，承诺‘人马一体’——一个术语，意思是汽车和驾驶者之间的和谐统一。是的，它仍是驾驶者最好的座驾之一。”

To be eligible for the overall World Car award, the candidates must become available for sale on at least two continents during the period beginning January 1, 2015 and ending May 31, 2016.

世界年度车大奖的候选车必须符合自 2015 年 1 月 1 日至 2016 年 5 月 31 日期间至少在两个大洲上市销售这一条件，才有资格参选。

This year, vehicles were 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.

今年，世界年度车评审委员会由来自全球 23 个国家的 73 名顶尖汽车行业记者组成，由该评审委员会选择候选车型并对其投票。每位评审都是由世界年度车指导委员会根据其专业程度、履历、信誉度和影响力挑选而来，评审们定期对新车进行试驾并在他们各自所属的汽车行业媒体上发表文章，影响着全球成千上亿的读者。国际知名会计师事务所毕马威（KPMG）对评审们的投票进行统计。

Previous World Car of the Year winners were the Mercedes-Benz C-Class (2015), the Audi A3 (2014), the Volkswagen Golf (2013), the Volkswagen Up! (2012), the Nissan Leaf (2011), the Volkswagen Polo (2010), the Volkswagen Golf (2009), the Mazda2 / Mazda Demio (2008), the Lexus LS460 (2007), the BMW 3-Series (2006), and the Audi A6 (2005). 历届世界年度车大奖得主有梅赛德斯-奔驰 C 级（2015），奥迪 A3（2014），大众高尔夫（2013），大众 Up!（2012），日产聆风（2011），大众 Polo（2010），大众高尔夫（2009），马自达 2/马自达 Demio（2008），雷克萨斯 LS460（2007），宝马 3 系（2006）和奥迪 A6（2005）。

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.

**世界年度车之旅**于去年 9 月 15 日在法兰克福开始，11 月在洛杉矶停留四天半，对北美，日本以及瑞士的竞选车辆进行试驾，之后在日内瓦国际车展上公布入围名单，并于此次纽约国际车展最终宣布各奖项得主。

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.”

由璞锐（PRIME Research）和欧拓（Autoneum）联合发布的**全球趋势报告**（Global Trends Report）已于纽约车展新闻发布会之前发布。欧拓首席执行官 Martin Hirzel 说：“全球趋势报告清楚地表明驾驶室的声音对汽车的总体评价有着重大影响。数十年来，欧拓都是汽车降噪领域的专家。我们的轻量化、多功能产品可以帮助汽车制造商减轻排放量，噪音以及热量，从而使消费者拥有一个更舒适的驾驶环境。世界各地对我们产品的需求证明我们应当进一步创新以及专注于声学 and 热能管理问题。”

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.”

在纽约国际车展上举行的世界年度车大奖媒体早餐会及宣布获胜者的新闻发布会是由普利司通（世界上最大的轮胎和橡胶公司）举办的，这已经是普利司通第八年赞助世界年度车大奖了。“未来的汽车行业将基于汽车制造商及其供应商的创新、表现和可持续发展，” Mike Martini（普利司通美国与加拿大消费轮胎销售业务部原始设备业务总裁）说，“普利司通在研究和产品开发上投入巨资，以确保我们继续提供世界一流的产品给我们的合作伙伴以及世界各地的汽车制造商。”

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.

随着汽车行业全球特性的不断加强，创新步伐不断加快，世界年度车很荣幸能够与纽约国际车展、璞锐（Prime Research）、普利司通（Bridgestone）、欧拓（Autoneum）、毕马威（KPMG）以及 Newspress 一起参与此次奇妙的旅程。

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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)

更多详情请登陆我们的官网（[www.wcoty.com](http://www.wcoty.com)）或者联系我们的执行经理 Beth Rhind（[beth@wcoty.com](mailto:beth@wcoty.com)）

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#### **About World Car Awards**

##### 关于世界年度车

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.

世界年度车（WCA）不止是普通的奖项评选活动。世界年度车评审团是由 73 名来自世界各地的资深业内记者组建而成的专业团队，不仅确保了奖项的公正度及可信度，同时成为了全球汽车行业内关注卓越与创新的重要来源。

#### **About Autoneum**

##### 关于欧拓

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 AUTN).

欧拓，其总部设在瑞士温特图尔，是车辆声学 and 热管理系统的全球领先制造商。该公司开发和制造元件，模块和完整的系统内部，发动机舱，隔热板和车身下部防护板。客户包括欧洲，北美，南美和亚洲主要市场领先的汽车制造商。欧拓在超过 20 个国家的 50 个地区设有代表，全球员工超过 11,000 人，其中约 5 % 是在瑞士。该公司在瑞士证券交易上市（股票代码 AUTN）。

#### **About the New York International Auto Show**

##### 关于纽约国际车展

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.

由大纽约汽车经销商协会发起并举办的纽约国际车展汇集了各类新想法、技术创新、不同寻常的概念车和近 1,000 辆最新的汽车和卡车，今年预计有超过 100 万的参观者亲临现场目睹汽车行业未来的可能性。

#### **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

#### **2016 年纽约国际车展观展日期**

汽车论坛：3 月 22 日

媒体日：3 月 23 日及 3 月 24 日（要求身份验证）

专业观众日：3 月 25 日（周五）

观众日：3 月 25 日（周五）-- 4 月 3 日（周日）

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**CELEBRATING 10 YEARS WITH THE NEW YORK INTERNATIONAL AUTO SHOW**

**THE ROAD TO WORLD CAR:**

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***庆祝与纽约国际车展合作 10 周年***

***世界年度车之旅：***

***于 2015 年 9 月 15 号在法兰克福开始，并在 2016 年 3 月 24 日于纽约结束。***

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

**BMW 7 SERIES WINS 2016 WORLD LUXURY CAR AWARD**

**宝马 7 系荣获 2016 世界年度豪华车大奖**

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At a press conference hosted by the New York International Auto Show, Bridgestone Corporation, and Autoneum, the **BMW 7 SERIES** was declared the 2016 World Luxury Car.

今天，纽约国际车展、普利司通（Bridgestone）和欧拓（Autoneum）联合举办了世界年度车大奖新闻发布会，会上宣布**宝马 7 系**荣获 2016 年世界年度豪华车大奖。

The BMW Group is no stranger to the World Car Awards – now in their 12<sup>th</sup> year. BMW cars have previously won the World Green Car title two years in a row (2015 – BMW i8; 2014 – BMW i3) and in 2008 for the BMW 118d with Efficient Dynamics. In 2006, the BMW 3-Series was the World Car of the Year while in 2014, the BMW i3 won World Car Design of the Year.

世界年度车大奖项目对于宝马集团来说并不陌生--今年已经是其第 12 次参选。宝马曾连续两年获得世界年度环保车的称号（2015 年是宝马 i8；2014 年是宝马 i3），宝马 118d 高效动力汽车也在 2008 年获此殊荣。2006 年宝马 3 系荣获世界年度车大奖，而在 2014 年宝马 i3 荣获世界年度设计车大奖。

The World Luxury Car category was created in 2014 to acknowledge higher-priced premium models selling in more limited numbers worldwide.

世界年度豪华车是 2014 年创立的奖项，用以表彰全球销售数量有限的高价豪华车型。

This year’s winner was chosen from an initial entry list of eight prestigious cars from all over the world, then a short list of three finalists: the winner as well as the Audi Q7 and the Volvo XC 90.

今年的世界年度豪华车由来自全球的 8 辆久负盛名的候选车型中角逐而出，奥迪 Q7 和沃尔沃 XC90 亦名列前三甲。

“We are delighted and honoured that the BMW 7 Series has been recognised as the World Luxury Car of the Year. Since it launched last autumn, the response from both the media and our customers has been extremely positive, with people especially appreciative of the way the 7 Series combines superb modern luxury with the outstanding driving dynamics BMW is famous for. With its many technical innovations, including gesture control and laser lights, there can be no doubt that the new BMW 7 Series is an outstanding flagship for the brand, setting new standards in its class.”

“我们很高兴也很荣幸宝马 7 系能够被公认为世界年度豪华车。自从它于去年秋天上市以来，媒体和消费者的反应都非常积极，人们特别欣赏宝马 7 系将现代奢华与宝马赖以成名的

卓越驾驶动力融合在一起。凭借其众多的技术创新，包括手势控制和激光大灯，毫无疑问宝马新 7 系成为了宝马品牌的杰出旗舰车型，在同级中树立了新的标准。”

The World Car jurors observed that, “This is the flagship model for the Bavarian car maker, and so it simply has to be the epitome of what the brand represents in terms of technology, design and performance. And the new 7 Series certainly delivers. It is very much the new face of BMW in the new family design – and yet it is a classic BMW all at once. It drives phenomenally well courtesy a new range of engines, and has a sporty drive dynamic that the rivals in the segment cannot claim as their USP. This comes from a 130 kg drop in weight thanks to the new ‘Carbon Core’ frame. 25 new features, of which 13 are segment firsts! Inside the cabin, BMW has taken things up a notch on luxury, pampering the owner with not just very comfortable and well designed seating, but with loads of technology, entertainment too. The new 7 Series brings in new features like the ambient ‘sky lounge’ sunroof, the ambient air package and the all-new gesture control.”

世界年度车评审这样描述这款车：“它是宝马公司的旗舰车型，它必须在技术，设计和性能方面代表这个品牌的顶尖水准，新 7 系完全做到了。它体现了宝马家族全新的设计面貌，同时也兼备宝马的经典元素。一系列新的发动机使它的驾驶表现变得非常优异，并且它的运动驾驶动态是这个级别中所有对手都不具备的。这得归功于新的‘碳核心’框架使重量减轻了 130 千克，还有 25 项新功能，13 项同级别首创！宝马将 7 系车内的豪华感再次提升了一个档次，不但给乘客提供了非常舒适以及设计出色的座椅，而且还拥有许多科技和娱乐设备。新 7 系的新功能还包括名为‘天空客厅’（sky lounge）的天窗，环境调节系统和全新手势控制系统。”

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. 世界年度车评审委员会由来自全球 23 个国家的 73 名顶尖汽车行业记者组成，由该评审委员会选择候选车型并对其投票。每位评审都是由世界年度车指导委员会根据其专业程度、履历、信誉度和影响力挑选而来，评审们定期对新车进行试驾并在他们各自所属的汽车行业媒体上发表文章，影响着全球成千上亿的读者。国际知名会计师事务所毕马威（KPMG）对评审们的投票进行统计。

Previous World Luxury Car winners were the Mercedes-Benz S Coupé (2015) and the Mercedes-Benz S-Class (2014)

历届世界年度豪华车得主分别是：梅赛德斯-奔驰 S 级 COUPÉ（2015）和梅赛德斯-奔驰 S 级（2014）

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由璞锐（PRIME Research）和欧拓（Autoneum）联合发布的**全球趋势报告**（Global Trends Report）已于纽约车展新闻发布会之前发布。欧拓首席执行官 Martin Hirzel 说：“全球趋势报告清楚地表明驾驶室的声音对汽车的总体评价有着重大影响。数十年来，欧拓都是汽车降噪领域的专家。我们的轻量化、多功能产品可以帮助汽车制造商减轻排放量，噪音以及热量，从而使消费者拥有一个更舒适的驾驶环境。世界各地对我们产品的需求证明我们应当进一步创新以及专注于声学 and 热能管理问题。”

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在纽约国际车展上举行的世界年度车大奖媒体早餐会及宣布获胜者的新闻发布会是由普利司通（世界上最大的轮胎和橡胶公司）举办的，这已经是普利司通第八年赞助世界年度车大奖了。“未来的汽车行业将基于汽车制造商及其供应商的创新、表现和可持续发展，” Mike Martini（普利司通美国与加拿大消费轮胎销售业务部原始设备业务总裁）说，“普利司通在研究和产品开发上投入巨资，以确保我们继续提供世界一流的产品给我们的合作伙伴以及世界各地的汽车制造商。”

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. 随着汽车行业全球特性的不断加强，创新步伐不断加快，世界年度车很荣幸能够与纽约国际车展、璞锐（Prime Research）、普利司通（Bridgestone）、欧拓（Autoneum）、毕马威（KPMG）以及Newspress一起参与此次奇妙的旅程。

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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**

##### 关于世界年度车

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.

世界年度车 (WCA) 不止是普通的奖项评选活动。世界年度车评审团是由 73 名来自世界各地的资深业内记者组建而成的专业团队, 不仅确保了奖项的公正度及可信度, 同时成为了全球汽车行业关注卓越与创新的重要来源。

#### **About Autoneum**

##### 关于欧拓

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 AUTN).

欧拓, 其总部设在瑞士温特图尔, 是车辆声学 and 热管理系统的全球领先制造商。该公司开发和制造元件, 模块和完整的系统内部, 发动机舱, 隔热板和车身下部防护板。客户包括欧洲, 北美, 南美和亚洲主要市场领先的汽车制造商。欧拓在超过 20 个国家的 50 个地区设有代表, 全球员工超过 11,000 人, 其中约 5 % 是在瑞士。该公司在瑞士证券交易上市 (股票代码 AUTN) 。

#### **About the New York International Auto Show**

##### 关于纽约国际车展

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.

由大纽约汽车经销商协会发起并举办的纽约国际车展汇集了各类新想法、技术创新、不同寻常的概念车和近 1,000 辆最新的汽车和卡车, 今年预计有超过 100 万的参观者亲临现场目睹汽车行业未来的可能性。

#### **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

#### **2016 年纽约国际车展观展日期**

汽车论坛: 3 月 22 日

媒体日: 3 月 23 日及 3 月 24 日 (要求身份验证)

专业观众日: 3 月 25 日 (周五)

观众日: 3 月 25 日 (周五) -- 4 月 3 日 (周日)



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BEGAN IN FRANKFURT SEPT. 15, 2015. ENDS IN NEW YORK MARCH 24, 2016.**

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**WORLD CAR AWARDS**

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

**AUDI R8 COUPE WINS 2016 WORLD PERFORMANCE CAR AWARD**  
**奥迪 R8 COUPE 荣获 2016 世界年度性能车大奖**

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NEW YORK – March 24, 2016 – For Immediate Release

纽约 - 2016 年 3 月 24 日 - 即时发布

The **AUDI R8 COUPE** has been declared the 2016 World Performance Car during today's press conference hosted by the New York International Auto Show, Bridgestone Corporation and Autoneum.

今天，纽约国际车展、普利司通（Bridgestone）和欧拓（Autoneum）联合举办了世界年度车大奖新闻发布会，会上宣布了**奥迪 R8 COUPE** 荣获 2016 年世界年度性能车大奖。

Audi AG is no stranger to the World Car Awards program – now in its 12th year. Audi cars have previously won seven times as follows:

- 2014 World Car of the Year - Audi A3
- 2010 World Performance Car - Audi R8 V10
- 2008 World Performance Car - Audi R8
- 2008 World Car Design of the Year - Audi R8
- 2007 World Performance Car - Audi RS4
- 2007 World Car Design of the Year - Audi TT
- 2005 World Car of the Year - Audi A6

世界年度车大奖项目对于奥迪公司来说并不陌生--今年已经是其第 12 次参选。奥迪汽车曾 7 次获奖，分别是：

- 2014 年世界年度车大奖 – 奥迪 A3
- 2010 年世界年度性能车大奖 – 奥迪 R8 V10
- 2008 年世界年度性能车大奖 – 奥迪 R8
- 2008 年世界年度设计车大奖 – 奥迪 R8
- 2007 年世界年度性能车大奖 – 奥迪 RS4
- 2007 年世界年度设计车大奖 – 奥迪 TT
- 2005 年世界年度车大奖 – 奥迪 A6

The **AUDI R8 COUPE** was chosen from an initial entry list of nine cars from all over the world, then a short list of ten, then three finalists: today's winner as well as the Honda Civic Type R and the Mercedes-Benz AMG C63 Coupé.

**奥迪 R8 COUPE** 从全球 9 辆入围车型经过层层筛选 – 入围 10 强再到前三甲（本田 Civic Type R，梅赛德斯-奔驰 AMG C63 Coupé，奥迪 R8 COUPE） – 并最终获得该奖项。

“We are delighted that the Audi R8 has been voted as the 2016 World Performance Car,” said Dietmar Voggenreiter, Board Member for Sales and Marketing at AUDI AG. “With its distinctive design, its driving dynamics and its closeness to racing, the R8 is one of the strongest calling cards for the four rings and is the flagship car from Audi Sport. The first generation of the R8 paved our way toward becoming a premium brand and raised the aura of Audi to a new level. The new R8 will continue this success story and further accelerate the growth strategy of Audi Sport.”

“我们很高兴奥迪 R8 被选为 2016 年世界年度性能车，” 奥迪公司管理董事会负责市场与销售的董事冯德睿博士（Dietmar Voggenreiter）说道，“凭借独特的设计、驾驶动态和接近赛车的性能，R8 成为了奥迪品牌最强的名片之一，也成为了奥迪运动部门的旗舰车型。第一代 R8 为奥迪成为一个豪华品牌奠定了道路，并将奥迪提升到了一个新高度。新 R8 将续写成功，并进一步加速推进奥迪运动部门的全球发展战略。”

The World Car Awards jurors observed: “Arguably, Audi’s Le Mans-inspired R8 has been the most desirable, head-turning supercar of the decade. And now the latest Coupe version has won the World Performance Car 2016 title, successfully claiming the crown after seeing off stiff competition from America, Asia and Europe. Yet despite its racing car heritage and cutting edge technology it’s a surprisingly easy and manageable car to drive - fast or slow.”

世界年度车评审这样描述这款车：“可以说，奥迪在勒芒大赛 10 年以来最引人注目的超跑就是 R8 了。如今最新的 Coupe 版获得了 2016 年世界性能车大奖的称号，成功地在美国，亚洲和欧洲称霸。尽管它有赛车的血统并采用了前沿技术，但是它驾驶起来非常简单并易于操控—可快可慢。

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.

世界性能车大奖候选车型除了要符合世界年度车的评奖标准外，还必须具备特定的运动/性能元素，候选车型会从世界年度车候选名单中挑选而来，或者是这些车型中同样符合评选标准的运动性能版，一般而言全新车型不会入选。此外，候选车型还必须符合年产 500 辆（最低）这一标准。

Vehicles 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 worldwide. The international accounting firm KPMG tabulates the jurors’ ballots.

世界年度车评审委员会由来自全球 23 个国家的 73 名顶尖汽车行业记者组成，由该评审委员会选择候选车型并对其投票。每位评审都是由世界年度车指导委员会根据其专业程度、履历、信誉度和影响力挑选而来，评审们定期对新车进行试驾并在他们各自所属的汽车行业媒体上发表文章，影响着全球成千上亿的读者。国际知名会计师事务所毕马威（KPMG）对评审们的投

票进行统计。

Previous World Performance Car winners were 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.

历届世界年度性能车大奖得主分别是：梅赛德斯-奔驰 AMG GT（2015），保时捷连续3年蝉联：保时捷 911 GTE（2014），保时捷 Boxster/Cayman（2013）以及保时捷 911（2012），法拉利 458 Italia（2011），奥迪 R8 V10（2010），日产 GT-R（2009），奥迪 R8（2008），奥迪 RS4（2007）和保时捷 Cayman S（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.

**世界年度车之旅**于去年9月15日在法兰克福开始，11月在洛杉矶停留四天半，对北美，日本以及瑞士的竞选车辆进行试驾，之后在日内瓦国际车展上公布入围名单，并于此次纽约国际车展最终宣布各奖项得主。

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.

2016年标志着世界年度车与纽约国际车展的合作已经进入了第十个年头，同时也是世界年度车大奖连续第三年成为国际媒体报道最多的汽车评选活动。

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.”

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#### **About the New York International Auto Show**

#### **关于纽约国际车展**

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由大纽约汽车经销商协会发起并举办的纽约国际车展汇集了各类新想法、技术创新、不同寻常的概念车和近 1,000 辆最新的汽车和卡车，今年预计有超过 100 万的参观者亲临现场目睹汽车行业未来的可能性。

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Public Sneak Preview, Friday, March 25

Public Show Dates, Friday, March 25 – Sunday, April 3

#### **2016 年纽约国际车展观展日期**

汽车论坛：3 月 22 日

媒体日：3 月 23 日及 3 月 24 日（要求身份验证）

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**CELEBRATING 10 YEARS WITH THE NEW YORK INTERNATIONAL AUTO SHOW**

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**WORLD CAR AWARDS**

Established 2004



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

**TOYOTA MIRAI WINS 2016 WORLD GREEN CAR AWARD**

**丰田 MIRAI 荣获 2016 世界年度环保车大奖**

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NEW YORK – March 24, 2016 – For Immediate Release

纽约——2016 年 3 月 24 日——即时发布

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.

今天，纽约国际车展、普利司通（Bridgestone）和欧拓（Autoneum）联合举办了世界年度车大奖新闻发布会，会上宣布**丰田 MIRAI** 荣获 2016 年世界年度环保车大奖。

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.

世界年度车大奖项目对于丰田汽车公司来说并不陌生--今年已经是其第 12 次参选。在 2010 年丰田 Prius 就曾入围由 70 多位国际汽车行业记者组成的汽车委员会投票选出的世界年度环保车和世界年度车的“前三甲”。此外，丰田 GT86 在 2013 年入围世界年度车“前三甲”；丰田 iQ 在 2009 年同样入围该奖项“前三甲”；丰田 Harrier Hybrid 在 2006 年入围世界年度环保车“前三甲”。

“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.”

“就如同 20 年前 Prius 改变了世界一样，Mirai 氢燃料汽车准备改写历史。”丰田集团副总裁兼总经理 Billy Fay 说，“每罐氢燃料可行驶超过 300 英里，而加燃料的时间不足 5 分钟，排放的仅仅只有水蒸汽，Mirai 将引领世界走向更加可持续的未来。”

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.

丰田 **MIRAI** 从全球 8 辆入围车型经过重重筛选 - 入围前三甲（雪佛兰 Volt，丰田 Prius Hybrid 和丰田 **MIRAI**）- 并最终夺得该奖项。

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.

有资格入选 2016 年世界年度环保车的车辆必须满足以下条件：自 2015 年 1 月 1 日至 2016 年 5 月 31 日期间生产的全新车型或经过大幅改动的改款车型，并至少在一个重要市场中向公众出售或租赁了不少于 10 辆车。在尾气排放、燃料消耗以及使用先进动力装置技术（不止发动机部件）方面考虑到车辆环保性的车型都会被纳入候选名单的考虑范畴。

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. 世界年度车评审委员会由来自全球 23 个国家的 73 名顶尖汽车行业记者组成，由该评审委员会选择候选车型并对其投票。每位评审都是由世界年度车指导委员会根据其专业程度、履历、信誉度和影响力挑选而来，评审们定期对新车进行试驾并在他们各自所属的汽车行业媒体上发表文章，影响着全球成千上亿的读者。国际知名会计师事务所毕马威（KPMG）对评审们的投票进行统计。

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).

历届世界年度环保车大奖得主分别是：宝马 i8(2015)，宝马 i3（2014），特斯拉 Model S（2013），梅赛德斯-奔驰 S 250 CDI BlueEFFICIENCY（2012），雪佛兰 Volt（2011），大众蓝驱（2010），本田 FCX Clarity（2009），宝马 118d 高效动力（2008），梅赛德斯-奔驰 E320 Bluetec（2007）以及本田 Civic Hybrid（2006）。

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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.

**世界年度车之旅**于去年 9 月 15 日在法兰克福开始，11 月在洛杉矶停留四天半，对北美，日本以及瑞士的竞选车辆进行试驾，之后在日内瓦国际车展上公布入围名单，并于此次纽约国际车展最终宣布各奖项得主。

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.



2016年标志着世界年度车与纽约国际车展的合作已经进入了第十个年头，同时也是世界年度车大奖连续第三年成为国际媒体报道最多的汽车评选活动。

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."

由璞锐（PRIME Research）和欧拓（Autoneum）联合发布的**全球趋势报告**（Global Trends Report）已于纽约车展新闻发布会之前发布。欧拓首席执行官 Martin Hirzel 说：“全球趋势报告清楚地表明驾驶室的声音对汽车的总体评价有着重大影响。数十年来，欧拓都是汽车降噪领域的专家。我们的轻量化、多功能产品可以帮助汽车制造商减轻排放量，噪音以及热量，从而使消费者拥有一个更舒适的驾驶环境。世界各地对我们产品的需求证明我们应当进一步创新以及专注于声学和热能管理问题。”

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."

在纽约国际车展上举行的世界年度车大奖媒体早餐会及宣布获胜者的新闻发布会是由普利司通（世界上最大的轮胎和橡胶公司）举办的，这已经是普利司通第八年赞助世界年度车大奖了。“未来的汽车行业将基于汽车制造商及其供应商的创新、表现和可持续发展，” Mike Martini（普利司通美国与加拿大消费轮胎销售业务部原始设备业务总裁）说，“普利司通在研究和产品开发上投入巨资，以确保我们继续提供世界一流的产品给我们的合作伙伴以及世界各地的汽车制造商。”

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. 随着汽车行业全球特性的不断加强，创新步伐不断加快，世界年度车很荣幸能够与纽约国际车展、璞锐（Prime Research）、普利司通（Bridgestone）、欧拓（Autoneum）、毕马威（KPMG）以及Newspress一起参与此次奇妙的旅程。

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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)

更多详情请登陆我们的官网 ([www.wcoty.com](http://www.wcoty.com)) 或者联系我们的执行经理 Beth Rhind ([beth@wcoty.com](mailto:beth@wcoty.com))

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## 关于世界年度车

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.

世界年度车（WCA）不止是普通的奖项评选活动。世界年度车评审团是由 73 名来自世界各地的资深业内记者组建而成的专业团队，不仅确保了奖项的公正度及可信度，同时成为了全球汽车行业关注卓越与创新的重要来源。

### About Autoneum

#### 关于欧拓

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 AUTN).

欧拓，其总部设在瑞士温特图尔，是车辆声学 and 热管理系统的全球领先制造商。该公司开发和制造元件，模块和完整的系统内部，发动机舱，隔热板和车身下部防护板。客户包括欧洲，北美，南美和亚洲主要市场领先的汽车制造商。欧拓在超过 20 个国家的 50 个地区设有代表，全球员工超过 11,000 人，其中约 5 % 是在瑞士。该公司在瑞士证券交易上市（股票代码 AUTN）。

### About the New York International Auto Show

#### 关于纽约国际车展

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.

由大纽约汽车经销商协会发起并举办的纽约国际车展汇集了各类新想法、技术创新、不同寻常的概念车和近 1,000 辆最新的汽车和卡车，今年预计有超过 100 万的参观者亲临现场目睹汽车行业未来的可能性。

### 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

#### 2016 年纽约国际车展观展日期

汽车论坛：3 月 22 日

媒体日：3 月 23 日及 3 月 24 日（要求身份验证）

专业观众日：3 月 25 日（周五）

观众日：3 月 25 日（周五）-- 4 月 3 日（周日）

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**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.**

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**庆祝与纽约国际车展合作 10 周年**

**世界年度车之旅：**

**于2015年9月15号在法兰克福开始，并在2016年3月24日于纽约结束。**

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**WORLD CAR AWARDS**

Established 2004



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

**MAZDA MX-5 WINS 2016 WORLD CAR DESIGN OF THE YEAR AWARD**  
**马自达 MX-5 荣获 2016 世界年度设计车大奖**

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NEW YORK – March 24, 2016 – For Immediate Release

纽约——2016 年 3 月 24 号——即使发布

The **MAZDA MX-5** was declared the 2016 World Car Design of the Year at a press conference hosted by the New York International Auto Show, Bridgestone Corporation, and Autoneum.

今天，纽约国际车展、普利司通（Bridgestone）和欧拓（Autoneum）联合举办了世界年度车大奖新闻发布会，会上宣布**马自达 MX-5** 荣获 2016 年世界年度设计车大奖。

Mazda Motor Corporation is no stranger to the World Car Awards program – now in its 12th year. The Mazda2/Mazda Demio was the 2008 World Car of the Year. While the Mazda3 (2014), Mazda6 (2013) and Mazda2/Mazda Demio (2008) have all earned “Top Three in the World” status in the World Car Design of the Year category as voted by our 70 plus international automotive journalists that made up the jury in those years.

世界年度车大奖项目对于马自达汽车公司来说并不陌生--今年已经是其第 12 次参选。马自达 2/马自达 Demio 曾在 2008 年荣获了世界年度车大奖。马自达 3、马自达 6、马自达 MX-5 都分别于 2013、2014 和 2016 入围由 70 多位国际汽车行业记者组成的汽车委员会投票选出的“世界年度车前三甲”。

“What a wonderful honor, to have the Mazda MX-5 named World Car Design of the Year,” said Masahiro Moro, president and CEO, Mazda North American Operations, and Managing Executive Officer, Mazda Motor Corporation. “As our iconic MX-5 roadster approaches one-million units of production, this award is proof that it is as young, vibrant, fun and relevant as ever. Our design team has pushed the boundaries of what people thought possible with our KODO – Soul of Motion language. While I accept this award on behalf of the company, I do so representing every Mazda employee, retail partner and customer around the world who has ever felt the joy of driving a pure roadster. We say ‘Driving Matters’ in our advertising, and we prove it in our cars.”

“马自达 MX-5 可以获得世界年度设计车大奖是多么荣耀的一件事。”马自达总裁兼首席执行官，北美运营和管理执行官毛笼胜弘（Masahiro Moro）说道，“作为我们标志性的敞篷跑车，MX-5 生产了将近一百万台，这个奖项证明了 MX-5 的年轻、活力以及前所未有的驾驶乐趣。我不仅代表我们公司接受这个奖项，我还代表着马自达公司的每一个员工，每一位零售合作商以及每一位驾驶敞篷跑车能够感到乐趣的消费者。正如我们在广告里所说的‘驾驶很重要’，我们用我们的车证明了这个理念。”

The World Car Design of the Year category, and the corresponding award, are meant to highlight new vehicles with innovation and style that push established boundaries.

世界年度设计车大奖旨在奖励拥有创新与独特风格的新车型，推动创新不断发展。

Candidates for the design award may be on the overall World Car of the Year list OR may be included as a stand-alone entry provided the vehicle is available in quantities of at least 10 in one major market during the period beginning January 1, 2015 and ending May 31, 2016. Candidates may be pre-production or all-new production.

该奖项的候选车型有部分来自世界年度车候选名单，也有名单外的，只需满足以下条件即可参选：自 2015 年 1 月 1 日至 2016 年 5 月 31 日期间在一个重要市场中卖出不少于 10 辆车，预生产或全新生产的车型皆可。

A design panel consisting of six highly respected world design experts was asked to first review each candidate, and then establish a short-list of recommendations for the jurors. The design experts were:

该奖项有一个设计评审团，由六位在全球设计领域备受尊敬的专家组成，先由他们考核每一辆候选车型并为世界年度车评审们提供推荐名单，这五位专家分别是：

Masatsugu Arimoto (Japan – Freelance design journalist)

Masatsugu Arimoto (日本 – 设计行业自由记者)

Anne Asensio (Vice-President, Design - Dassault Systemes)

Anne Asensio (副总裁，设计 - 达索系统)

Gernot Bracht (Germany – Pforzheim Design School)

Gernot Bracht (德国 - 普福尔茨海姆设计学院)

Patrick le Quément (Designer and President of the Strategy Committee, Sustainable Design School)

Patrick le Quément (可持续设计学院战略委员会设计总裁)

Sam Livingstone (U.K. - Car Design Research and Royal College of Art)

Sam Livingstone (英国 - 汽车设计研究和皇家艺术学院)

Tom Matano (USA - School of Industrial Design at Academy of Art University in San Francisco)

Tom Matano (美国 - 旧金山艺术大学工业设计学院)

The experts commented that, “The new MX5 design is exciting, distinct and fresh. It’s a design that wholly fits with being the unique small sports-car this Mazda is. It captures the spirit of the first

generation MX5 design but introduces a very leading twenty-teens aesthetic whilst remarkably also connecting visually to its sibling designs. An exceptional design in all ways. “

专家评论说，“全新 MX5 的设计是如此令人兴奋、独特的、新鲜。它完全符合马自达独一无二小型跑车的的设计理念。它抓住了第一代 MX5 的设计精神，但引入了非常领先的二十几岁年轻人的审美，同时在视觉上让人联想到其家族设计。它在所有方面的设计都与众不同。”

Mazda opted for modern, progressive direction to redefine the 4th generation MX-5. It visually communicates agility, light weight and maintained the MX-5 heritage. It still looks MX-5 100 meters away, only this one instantly recognizable as 4th generation at that distance.”

马自达选择了现代，进步的方向重新定义第四代 MX-5。它在视觉上传达了敏捷性、轻量化，保持了 MX-5 原有的传统。它看起来与 MX-5 有 100 米的距离，但那个距离正能让人在一瞬间认出是第 4 代。”

The 73 World Car Awards jurors then voted on the expert’s recommendations in February and their ballots were tabulated by the international accounting firm KPMG.

在 2 月，73 名世界年度车评审根据专家的建议进行投票表决，所有投票会由国际知名会计师事务所毕马威（KPMG）进行统计。

A short-list of three finalists was then announced earlier this month at the Geneva International Motor Show earlier this month: the Jaguar XE, the Mazda CX-3 and the Mazda MX-5.

在三月日内瓦国际车展上公布的前三甲名单是：捷豹 XE, 马自达 CX-3 和马自达 MX-5。

Previous winners of the World Car Design of the Year award were the Citroen C4 Cactus (2015), the BMW i3 (2014), the Jaguar F-Type(2013), the Range Rover Evoque (2012), the Aston Martin Rapide (2011), the Chevrolet Camaro (2010), the Fiat 500 (2009), the Audi R8 (2008), the Audi TT (2007) and the Citroen C4 (2006).

历届世界年度设计车大奖得主分别是：雪铁龙 C4 Cactus (2015)，宝马 i3 (2014)，捷豹 F-TYPE (2013)，路虎揽胜极光 (2012)，阿斯顿马丁 Rapide (2011)，雪佛兰科迈罗 (2010)，菲亚特 500 (2009)，奥迪 R8 (2008)，奥迪 TT (2007) 和雪铁龙 C4 (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.

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由璞锐（PRIME Research）和欧拓（Autoneum）联合发布的**全球趋势报告**（Global Trends Report）已于纽约车展新闻发布会之前发布。欧拓首席执行官 Martin Hirzel 说：“全球趋势报告清楚地表明驾驶室的声音对汽车的总体评价有着重大影响。数十年来，欧拓都是汽车降噪领域的专家。我们的轻量化、多功能产品可以帮助汽车制造商减轻排放量，噪音以及热量，从而使消费者拥有一个更舒适的驾驶环境。世界各地对我们产品的需求证明我们应当进一步创新以及专注于声学和热能管理问题。”

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."

在纽约国际车展上举行的世界年度车大奖媒体早餐会及宣布获胜者的新闻发布会是由普利司通（世界上最大的轮胎和橡胶公司）举办的，这已经是普利司通第八年赞助世界年度车大奖了。“未来的汽车行业将基于汽车制造商及其供应商的创新、表现和可持续发展，” Mike Martini（普利司通美国与加拿大消费轮胎销售业务部原始设备业务总裁）说，“普利司通在研究和产品开发上投入巨资，以确保我们继续提供世界一流的产品给我们的合作伙伴以及世界各地的汽车制造商。”

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. 随着汽车行业全球特性的不断加强，创新步伐不断加快，世界年度车很荣幸能够与纽约国际车展、璞锐（Prime Research）、普利司通（Bridgestone）、欧拓（Autoneum）、毕马威（KPMG）以及 Newspress 一起参与此次奇妙的旅程。

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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)

更多详情请登陆我们的官网（[www.wcoty.com](http://www.wcoty.com)）或者联系我们的执行经理 Beth Rhind（[beth@wcoty.com](mailto:beth@wcoty.com)）

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### **About World Car Awards**

#### 关于世界年度车

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.

世界年度车（WCA）不止是普通的奖项评选活动。世界年度车评审团是由 73 名来自世界各地的资深业内记者组建而成的专业团队，不仅确保了奖项的公正度及可信度，同时成为了全球汽车行业内关注卓越与创新的重要来源。

### **About Autoneum**

#### 关于欧拓

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 AUTN).

欧拓，其总部设在瑞士温特图尔，是车辆声学 and 热管理系统的全球领先制造商。该公司开发和制造元件，模块和完整的系统内部，发动机舱，隔热板和车身下部防护板。客户包括欧洲，北美，南美和亚洲主要市场领先的汽车制造商。欧拓在超过 20 个国家的 50 个地区设有代表，全球员工超过 11,000 人，其中约 5 % 是在瑞士。该公司在瑞士证券交易上市（股票代码 AUTN）。

### **About the New York International Auto Show**

#### 关于纽约国际车展

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.

由大纽约汽车经销商协会发起并举办的纽约国际车展汇集了各类新想法、技术创新、不同寻常的概念车和近 1,000 辆最新的汽车和卡车，今年预计有超过 100 万的参观者亲临现场目睹汽车行业未来的可能性。

### **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

#### 2016 年纽约国际车展观展日期

汽车论坛：3 月 22 日

媒体日：3 月 23 日及 3 月 24 日（要求身份验证）

专业观众日：3 月 25 日（周五）

观众日：3 月 25 日（周五）-- 4 月 3 日（周日）

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**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.**



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**庆祝与纽约国际车展合作 10 周年**

**世界年度车之旅 :**

**于 2015 年 9 月 15 号在法兰克福开始 , 并在 2016 年 3 月 24 日于纽约结束。**

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