



2024 WORLD CAR FINALS POWERED BY BREMBO

AND NOW THERE IS ONE

TOYOTA PRIUS – 2024 WORLD CAR DESIGN OF THE YEAR

NEW YORK CITY, New York, USA – Wednesday, March 27, 2024 – For Immediate Release

THE ROAD TO WORLD CAR 2024 and the **WORLD CAR FINALS POWERED BY BREMBO** concluded today with the live announcement of the winners in six award categories at the [New York International Auto Show](#).

The **TOYOTA PRIUS** is the **2024 World Car Design of the Year**.

“We went back to drawing board to reimagine the Prius, considering whether to create a commodity, turning it into more of a taxi or creating something that would capture hearts. Ultimately, we choose to create something people can love not only for its rational benefits, but also emotional experience,” said **Yasushi Ueda, Chief Engineer for Prius**. “It is an honor to receive the Best Design award – inside and out, the new Prius is a car that not only looks great, but also is fun to drive.”

A [jury of 100 distinguished international automotive journalists](#) from 29 countries selected the winners by secret ballot based on their evaluation of each eligible vehicle as part of their on-going professional work. The vote results were tabulated by [KPMG](#).

All vehicles eligible for other World Car award categories are automatically eligible for World Car Design of the Year. This year there were **seventy (70) eligible vehicles** in total.

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’ final vote. The design experts are in alphabetical order: **Gert Hildebrand** (Germany – Owner, Hildebrand-Design), **Patrick le Quément** (France - Designer and President of the Strategy Committee - The Sustainable Design School), **Tom Matano** (USA – Academy of Art University, Former Head of Design – Mazda), **Victor Nacif** (USA - Chief Creative Officer, Brojure.com and Design instructor, NewSchool of Architecture and Design), **Shiro Nakamura** (Japan - CEO, Shiro Nakamura Design Associates Inc.) and **Frank Stephenson** (UK - Founder, Frank Stephenson Design).

The short list of finalists was then announced on February 26, 2024 at the [Geneva International Motor Show](#) (GIMS). The 2024 **Top Three in the World DESIGN** finalists are the Ford Bronco, the Ferrari Purosangue and the Toyota Prius.

For a complete list of previous winners in all categories, please visit our [web site](#).

2024 marks the 19th year of the World Car Awards' partnership with the the [New York International Auto Show](#).

"We're pleased to kick off the New York Auto Show each year by celebrating the winners of the World Car Awards," said **Mark Schienberg, president of NYIAS**. Receiving this distinction from 100 of the world's top automotive journalists is a major victory for all those involved and is a perfect way to open North America's first and largest-attended auto show. Congratulations to the World Car team on 20 years of excellence, and congratulations as well to all the 2024 winners."

"Congratulations to the winners of the prestigious World Car Awards," says **Daniele Schillaci, Brembo's Chief Executive Officer**. "Today, more than ever, cutting-edge technologies and megatrends are shaping the automotive landscape. For Brembo, being forward-looking has always made a difference, and your special achievement embodies exactly this spirit of innovation. We extend our best wishes to all of the winners."

The Road to the World Car Awards is an annual journey that follows 100+ of our international jurors as they test-drive, and vote on, the eligible vehicles for the awards' season. The jurors' road-test journey is captured virtually on [World Car TV](#). The jurors provide viewers with reviews and commentary on the awards' eligible vehicles in the six categories listed above.

The World Car Awards program would not be possible without the support of our official 20th Anniversary Partners: [AITASTIC Research & Consult](#), [BREMBO](#), the [Geneva International Motor Show](#), the [NEW YORK International Auto Show](#), [KPMG](#) and [Newspress](#). Thank you to our partners.

[PHOTOS](#) and **VIDEO** – [WORLD CAR TV](#)

**CELEBRATING THE BEST OF TODAY FOR 20 YEARS
EMBRACING THE BEST OF TOMORROW FOR 20 YEARS**

THE ROAD TO WORLD CAR 2024

Began September 22, 2023

Ended today
at the New York International Auto Show #RoadtoNYC
March 27, 2024

FOLLOW OUR 100+ INTERNATIONAL JURORS:

[YouTube](#): @WorldCarTV - 135K subscribers

[Instagram](#): @theworldcarawards - 7.7K followers

[Facebook](#): @WorldCarAwards - 7.3K followers

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Use hashtags #worldcarawards and #wcoty when posting and sharing.

For additional information please visit www.worldcarawards.com or

contact us at: info@worldcarawards.com

ABOUT

World Car Awards

It is the mission of the World Car Awards and its 100+ global journalists on the jury panel to recognize, reward and inspire automotive excellence, leadership and innovation in a rapidly changing automotive industry on a global scale.

To that end we test drive and evaluate new or fully redesigned vehicles that are for sale in multiple markets on more than one continent each year, voting to determine the World Car Design, World Luxury Car, World Performance Car, World Urban Car, World Electric Vehicle and World Car of the Year. Full vehicle eligibility requirements and our annual timeline can be found on our website.

Now in their 20th year, the annual World Car Awards are the number one awards program in the world for the 11th consecutive year in terms of media reach and analysis of forty-seven top global markets.

The awards were inaugurated in 2003, and officially launched in January 2004, to reflect the reality of the global marketplace.

The awards are intended to complement, not compete with, existing national and regional Car of the Year programs.

Geneva International Motor Show

GIMS 2024: February 26 – March 3, 2024 in Geneva

The Geneva International Motor Show has been a springboard for the future of mobility since 1905. It is widely recognized as the most important motor show in Europe and is one of the most prestigious and influential shows in the world. With the launch of GIMS Qatar, the Geneva International Motor Show is extending its brand to a new location. The organiser and rights holder of the GIMS is the Geneva-based Comité permanent du Salon international de l'automobile Foundation.

New York International Auto Show

The New York International Automobile Show, North America's first and largest-attended auto show, is an amazing combination of new ideas, technological innovation, and nearly 1,000 of the latest new cars and trucks on display. The Show is owned and produced by the Greater New York Automobile Dealers Association each spring in Manhattan.

2024 Auto Show Dates

Press Preview: March 27 and 28, 2024 (credentials required)

Public Show Date: March 29 – April 7, 2024

Social Media: Twitter: @NYAutoShow Facebook: nyautoshow Instagram: nyautoshow #nyauto #nyias #RoadtoNYC
