

2009 WORLD CAR OF THE YEAR AWARDS

NEW YORK INTERNATIONAL
auto show™





WORLD CAR AWARDS

GLOBAL VILLAGE - GLOBAL AWARDS

The World Car Awards have grown in just six short years to become one of the world's most prestigious, credible, and significant programs of its kind.

We all know that globalization is the reality of today's automotive world. National borders are effectively non-existent in terms of where vehicles and their components are designed, engineered, developed, built, and sold. Accordingly, the World Car Awards program was initiated in 2003 to recognize that reality. At the same time, the intent is to recognize and reward automotive excellence on a global scale. After all, whether a car is called a Jazz in Europe or a Fit in Japan, it is still the same car and appeals to a worldwide audience for the same reasons.

From the outset, our goal has been to ensure that the awards process is carried out with the utmost objectivity, credibility and integrity. Our jurors are the cornerstone of this policy.

Fifty-nine (59) international automotive journalists make up the jury from twenty-five (25) different countries. Each juror is appointed on the basis of his/her expertise, experience, credibility, and influence. All hold significant stature within their own regions and countries. It is expected that each juror typically drives and evaluates new vehicles on a regular basis as part of their on-going full-time professional work. Through their respective outlets they collectively reach an audience of many millions world-wide.

The jury members are appointed by the World Car Steering Committee with the objective of creating a balance of representation from Asia, Europe, North America and South America and other parts of the world. The four Steering Committee directors are: Peter Lyon (co-chair, Japan); Gerry Malloy (co-chair, Canada); Matt Davis (director, Italy) and John McCormick (director, USA).

The jurors individually reviewed, evaluated, and voted on the World Car and World Performance Car candidates by secret ballot in two separate rounds of voting. For the World Green Car and World Car Design of the Year categories, a panel of experts in their fields reviewed the initial list of entrants and established a short-list for the jurors' review and vote in the second round of voting. Complete details on the voting process, as well as eligibility requirements and voting procedures are addressed in detail on the following pages. All ballots were tabulated by the international accounting firm KPMG, and the results remained confidential, even from jurors, until the actual awards ceremony in New York City. Our thanks to KPMG for their diligent service to the World Car Awards.

As co-chairs of the World Car Awards, we extend our thanks to our fellow Steering Committee directors and jurors for their dedication to this challenging endeavour, to our Executive Manager, Beth Rhind, for her diligence in administering the program, to the New York International Auto Show for hosting the awards presentation, and to Mobil 1 for its sponsorship of the awards press conference, media breakfast and the World Performance Car award.

Congratulations to the winners, and to all the fine cars, trucks and environmentally-conscious vehicles that made our diverse list of finalists.

Peter Lyon
Co-chair
Japan

Gerry Malloy
Co-chair
Canada



WORLD CAR AWARDS

About WCOTY

The World Car of the Year Association is a non-profit association whose sole objective is to organize, conduct, administer, and promote the World Car of the Year Awards program.

It is administered by a **Steering Committee** of four automotive journalists, comprising:

- Peter Lyon** – Co-chair – Japan
- Gerry Malloy** – Co-chair – Canada
- John McCormick** – Director – United States
- Matt Davis** – Director – Italy

The work of the Steering Committee and voting jurors is voluntary.



Beth Rhind is the Association's Executive Manager

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CLB Media is a wholly-owned subsidiary of Canada Law Book Inc. - a leading provider of information-driven services and solutions serving Canadian professionals since 1855.

Eligibility Requirements

2009 World Car of the Year

Vehicles are selected and voted on by an international jury panel comprised of fifty-nine (59) top-level automotive journalists from twenty-five (25) 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.

Because cars are introduced in different countries at different times, a new car must be available in a minimum number of markets before becoming eligible for World Car of the Year consideration. Specifically, for the 2009 award, the car had to be for sale on at least two continents before January 1, 2009.

In addition, each candidate needs to prove to the panel of international jurors that it is the best overall choice, based on multiple criteria. They include the usual parameters of styling, performance, handling, comfort, and utility, but also safety, environmental responsibility, significance, and the intangible but highly important "Wow" factor known as emotional appeal.

2009 World Performance Car

While the winner of the overall World Car of the Year Award must excel in a broad range of attributes, 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.

Entrants may be chosen from that 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.

2009 World Green Car

Candidates for the 2009 World Green Car award had to be available in at least one major market during 2008. The vehicle or the green technology could be in production or an experimental prototype with potential near-future application, provided that it was released for individual or press fleet evaluations in quantities of ten or more during 2008. 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.

Due to the complexity of some of the 'green' technologies, three (3) green experts were appointed by the World Car Steering Committee to extensively review all documentation and specifications associated with each candidate. They were asked to create a short-list of five finalists for review by the fifty-nine (59) jurors in their second round of voting in February.

2009 World Car Design of the Year

Contenders for this award are taken from the list of World Car candidates.

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

- Silvia Baruffaldi: Managing Editor, Auto & Design magazine
- Robert Cumberland: design critic, Automobile and Auto & Design magazines
- Akira Fujimoto: Editor-in-Chief, Car Styling magazine.
- Tom Matano: Executive Director, School of Industrial Design, Academy of Art University, San Francisco, USA

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From the outset, our objective was to ensure that the 2009 World Car would be the product of a fair and thorough assessment process that considered the needs and wants of consumers the world over – not just the winner of a subjective popularity contest.

The process began with individual voters evaluating and rating the candidates, as they drove them during the year. To help standardize that rating process, they were provided with WCOTY Rating Forms, delineating 20 separate parameters to be considered – everything from styling and quality to performance and safety.

Each parameter was rated from 1-10, in 1/2-point increments, using a standardized Subjective Rating Scale, to promote consistency. Adoption of this scale was not intended to remove individual subjectivity from the ratings. To the contrary, different journalists may have different opinions, for example, of what constitutes “good” performance for a particular parameter.

Based on those personal assessments, each juror was asked to submit a short-list of the ten eligible vehicles he or she rated most highly. Those individual short-lists were then compiled to establish the Top-Ten list of finalists from which the overall winners would ultimately be selected.

It was then back to work again, as the jurors were asked to give the top-ten a final assessment and to vote on each for one last time, rating them from six different perspectives, using the same rating scale. Each of those ratings would count for a portion of the final score, as follows:

SUBJECTIVE RATING SCALE		
RATING	PERFORMANCE	DISTURBANCE
10	PERFECT	NONE
9	EXCELLENT	
8	VERY GOOD	TRACE
7	GOOD	
6	FAIR	LIGHT
5	FAIR TO POOR	
4	POOR	MODERATE
3	VERY POOR	
2	BAD	SEVERE
1	TERRIBLE	
0	NOT APPLICABLE	NOT APPLICABLE

2009 World Car Ballot

	Merit	Value	Safety	Environment	Significance	Emotion
- Audi A4 / Avant						
- BMW 7 Series						
- Citroën C5 Sedan / C5 Tourer						
- Fiat 500						
- Ford Fiesta						
- Honda Fit / Jazz						
- Jaguar XF						
- Mazda Atenza / Mazda6						
- Toyota iQ						
- Volkswagen Golf VI						

Merit – a measure of how good the car is in all its consumer-relevant characteristics, such as performance, ride, handling, comfort, styling, quality, NVH, etc – most of the factors on the initial rating sheets. Price should not be a factor here, just absolute merit. (40% of the total score.)

Value – a measure of the car’s value, both short and long term; in essence, how much do you get for what you pay? (20% of the total score.)

Safety – a measure of the car’s safety features and performance, including active and passive safety features and crash test results, and innovative technologies applied to address those issues. (10% of the total score.)

Environment – a measure of the car’s environmental responsibility; consider fuel economy/CO2 output, emissions, recyclability, and innovative technologies applied to address those issues. (10% of the total score.)

Significance – a measure of the car’s significance, or importance, to the market, the industry, or its manufacturer. (10% of the total score.)

Emotional Appeal – the Wow Factor! Apart from all its practical considerations, how does the car make you feel? (10% of the total score.)

Pushing the envelope of what's possible



The World Car Awards Association is pleased to honour Mobil 1 as the official sponsor of the World Car of the Year Awards press conference, held at the 2009 New York International Auto Show, as well as the World Performance Car Award.

“As the world’s leading synthetic motor oil brand, Mobil 1 has a longstanding global reputation for excellence and innovation,” says World Car’s executive manager, Beth Rhind. “That’s why we are so pleased to have Mobil 1 as a sponsor for this year’s award and believe the Mobil 1 brand represents such an ideal alliance for the World Car Awards program.”

An original pioneer in synthetic lubricants, Mobil 1 has been on the market since 1975. But its origins date back much further, to the invention of poly-alpha-olefin (PAO) at ExxonMobil’s Pausboro, New Jersey Research Laboratories in the late 1940s. Those synthesized lubricants, which displayed exceptional performance characteristics at both low- and high-temperature extremes, ultimately led to the development of Mobil 1 – the world’s first genuine, globally-marketed, fully-synthetic automotive engine oil.

Designed to exceed industry performance specifications, Mobil 1 set new standards in lubrication technology and continues to do so today.

From the beginning, the challenge was to develop an oil that doesn’t just excel in one or two characteristics but

provides outstanding performance in all areas, explains Ray McDonald, Global Technical Advisor for Synthetic Passenger Vehicle Lubricants, ExxonMobil Lubricants & Petroleum Specialties Company.

“It is much easier to put together an oil that performs well in one specific area,” says McDonald. “To perform well across the whole horizon from ‘Aunt Minnie’ (low-speed, stop-and-go) service to racing is much more difficult.”

To that end, ExxonMobil engineers are continually evolving the chemistry of the synthetic base stocks and the various additive components that comprise Mobil 1. “The goal,” McDonald says, “is to engineer an oil that combines the highest quality base fluid with a variety of carefully selected additives – each with a specific function – in just the right balance.”

That all-round performance capability is especially important in today’s environment, where the conflicting demands of more power, greater fuel economy and lower emissions demand more of an engine oil than ever before. Consequently, engine oil specifications are continually evolving upward.

Maintaining a close collaboration with the world’s automakers is one way of ensuring that Mobil 1 oils stay ahead of the curve and at the forefront of advanced lubricant technology.

“For more than 30 years, Mobil 1 synthetic motor oil has been the recommended oil for many of the world’s top

high performance vehicles,” says Nancy Carlson, Strategic Global Alliances Manager, ExxonMobil Lubricants & Petroleum Specialties Company. Today, Mobil 1 is the original equipment engine oil in more than 50 global applications.

Indeed, Mobil 1 oil is also the specified engine oil for all three of the World Performance Car finalists, as well as many others in the top-ten list.

The close relationship between the Mobil 1 team and leading automakers around the world is a two-way street in terms of technology transfer, says Carlson. So is the relationship that the Mobil 1 brand has with various motorsports teams around the globe.

“The Mobil 1 brand has long enjoyed a major presence in the world of motorsports and has been the lubricant of choice for many successful racing teams around the globe,” says Carlson.

Along with the Mobil 1 brand’s status as the “Official Motor Oil of NASCAR”, the brand has also had long-time associations with Vodafone McLaren Mercedes’ F1 team and Penske Racing’s IRL and NASCAR teams.

“The track has long been the proving ground and lab for our next-generation products,” says Carlson, citing the example of molecules tested in McLaren Formula 1 cars in the ‘90s which were introduced in Mobil 1 with SuperSyn in 2002.

As for the future, “market needs are redefining what Mobil 1 will be,” says Carlson. The need to improve fuel economy and reduce emissions will continue to be important factors.

Both Carlson and McDonald agree that, as it has been until now, continued innovation will be the goal for Mobil 1 synthetic motor oils – pushing the envelope of what’s possible.

Synthetics 101

Exactly what is a synthetic engine oil? How is it made? How does it differ from conventional oils? What are its characteristics and benefits?

To find the answer to those questions and more, click here in the Digital Edition of this magazine on the World Car website, www.wcoty.com.



GERRY MALLOY - Co-Chair
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Robert Collin
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United Arab Emirates
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Perry Stern
(MSN Autos)



Barry Winfield
(Popular Mechanics, Inside Line (edmunds.com), Robb Report, CAR and DRIVER, motorcycledaily.com)

FINALISTS - WORLD CAR



Audi A4 / Avant



Honda Fit / Jazz



BMW 7 Series



Jaguar XF



Citroën C5 Sedan / C5 Tourer



Mazda Atenza / Mazda6



Fiat 500



Toyota iQ



Ford Fiesta



Volkswagen Golf VI



Ford Fiesta

Boasting stylish distinctive looks, a superb engine range and class-leading driving dynamics, the Fiesta is one of the best superminis on the market today. From the entry-level 1.25-litre Fiesta to the punchy 1.6-litre petrol model, the Ford lineup delivers nippy response around town and plenty of pulling power on the highway. Just as stylish as the exterior, the cabin employs an eye-catching centre console layout that takes its cues from mobile phones, while cowed dials are similar to those found in the Mondeo. The all-new electrically assisted steering is well weighted and direct, while the faultless chassis demonstrates excellent poise and agility. It's comfortable too, the supple ride easily coping with bumpy and pot holed road surfaces. All models get five airbags as standard with curtain bags optional while Ford's Intelligent Protection System ensures that the car's structure maintains integrity. And the new ECOnetic variant offers outstanding CO2 emissions and fuel economy from its 1.6-litre TDCi diesel.

Toyota iQ

We've seen tiny cars before, but nothing like this. The Toyota iQ is a genuinely unique hatchback. Billed as a 4-seater – only realistically seats three-measuring less than 3m long, the iQ is a packaging marvel. There's a surprising amount of space, with neat features such as a flat, under-floor fuel tank, ultra-compact air-conditioning unit and super-thin seats that help to make the most of the tiny dimensions. An asymmetrical instrument panel design allows the front passenger seat to be positioned further forward, which frees legroom in the rear. Emitting just 99g/km of CO2, the revvy 1.0 litre engine is characterful, while tall gearing makes it surprisingly refined at highway speeds. But where the iQ really scores is at the pumps, where it consumes just 4.3L/100 km (54mpg US). A turning circle of just 7.8m will help to make three-point turns a thing of the past, while its entertaining handling and smooth suspension combine to deliver an impressive drive.



VW Golf VI

When you're on a good thing... seems to be VW's philosophy with the new Golf. Making only minor cosmetic modifications to its predecessor, the new model employs Scirocco styled grille and headlights and larger tail lights. However, it also feels more expensive than other family hatches, thanks to its solid build and high quality cabin. Customers get a choice of nothing less than six engines including the punchy and efficient 158hp 1.4-litre TSI unit that features both a turbo and supercharger. The Golf is also available with the firm's new 2.0-litre common-rail diesel engine with either 108 or 138hp. It goes without saying that choosing between the slick 6-speed manual and superb DSG twin-clutch gearbox can be difficult. Sitting on an outstanding chassis, the VW is more refined than its rivals, especially when highway cruising. Wind, road and engine noise are kept to a minimum, making the Golf a relaxing long distance companion.





Oil, evidently, is not just oil.



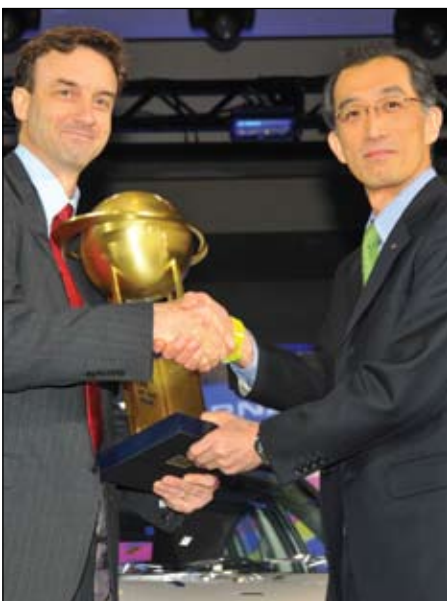


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Mobil 1 is the original equipment factory fill and recommended choice of many of the world's most prestigious carmakers. Why? Because it provides outstanding protection, proven on both the track and the road. No wonder Mobil 1 is the world's leading synthetic motor oil brand. To learn more, visit mobil1.com.

Mobil 1

NEW YORK INTERNATIONAL AUTO SHOW – 2008



NEW YORK INTERNATIONAL AUTO SHOW

Announcing the annual World Car Awards at the New York International Auto Show (NYIAS) is a fitting finale to the auto show season that begins each fall with either the Paris or Frankfurt motor shows. Next, it's on to Tokyo in alternating years. The Detroit show takes centre stage in January while Geneva claims the spotlight in March. Finally, in early spring, the season reaches its exciting climax at New York.

When selecting a suitable venue for the World Car Awards presentation, the Steering Committee members were unanimous in their choice of the New York International Auto Show as the most appropriate site.

Firstly, the NYIAS' status as a major international auto show continues to grow year by year. An increasing number of manufacturers, both domestic and foreign, target New York as a venue to reveal new product and concepts. This makes the high level of media exposure an alluring prospect for our World Car Awards.

With several, significant new vehicle launches, the New York International Auto Show also gives jurors an early chance to review models that will potentially become next

year's World Car Awards champ.

Commonly known as the most culturally active melting pot of nationalities in the world, New York City (NYC) generates a no-nonsense, can-do atmosphere of international co-operation and five-star organizational capabilities that enable it to expertly host countless world-class events and shows. This very feature fits right in with the World Car Awards philosophy.

We see New York as holding a dual role: in addition to it being the global barometer of design, fashion, music and entertainment trends, it is also the global launch-pad for such trends. The bottom line? The world sits up and pays attention to what happens in NYC.

As World Car Awards is a relatively new awards program on the international scene – launched in 2003 and first presented in 2005 – we are convinced that New York is not only the right place to disperse word of our award presentations to the world, but in an indirect way, to add status and prestige to the program as well. Put simply, the world is addicted to what happens in New York and that makes it the prime location for the World Car Awards.



***Congratulations
to the World Car
of the Year
Award Finalists!***



autoshowNY.com

**NEW YORK international
auto show**

april 10-19

Jacob Javits Center



Audi RS 6 Avant



Mercedes-Benz SL 63 AMG



BMW 135i Coupe / Cabriolet



Mitsubishi Evo X / Evo MR



Corvette ZR1



Nissan GT-R



Lamborghini LP560-4 Gallardo



Porsche 911 Carrera



Mercedes-Benz C63 AMG



Subaru Impreza WRX STI



Corvette ZR1

Nothing in the American car experience outranks the launch of the best Corvette of each generation, in this case the mighty limited-edition ZR1 C6 Corvette. Finally – and just when it seems GM might go belly up any day now – the Corvette goes beyond being America’s sports car and becomes a certified worldwide supercar. The supercharged 638-horsepower 6.2-liter LS9 V-8 is a supreme powerplant, flinging you to 60 mph in just over three seconds, the power maxing right at the 6500-rpm redline. The torque isn’t shabby either at 608 pound-feet right in the center of the rev range. Not only can the ZR1 go panel-to-panel with the Ferrari 430 Scuderia and Porsche GT2 in straight lines, but this one also holds its own in curves with standard MagneRide dampers and big Brembo ceramic discs. The voice of the car inside or outside is remarkable. At this level for \$102k (US), nothing else compares.

Nissan GT-R

The Nissan GT-R stole the headlines in the sports car world in 2008. We had gone for years without a successor to the Skyline GT-R, and North America had never been allowed to have them through the common market. This GT-R – the R35 – throws even former GT-Rs into the weeds via an all-new 3.6-liter bi-turbo V-8 providing 480 horsepower and 430 pound-feet of torque. The drive of the GT-R, especially on a track, reveals an incredibly flexible all-wheel-drive chassis that lays down the rubber whenever you request it. Acceleration to 60 mph from a stop takes just 3.5 seconds, or a tick behind fellow Performance finalist the Corvette ZR1. This is a complete effort put forth by the normally conservative Nissan and the pleasure is in doing laps of a favorite circuit and feeling the sheer capabilities of the car. For \$77,000 (US) it may be the world’s best enthusiast car.



Porsche 911 Carrera

With a new generation of direct-injection engines and the long-awaited arrival of the seven-speed PDK dual-clutch gearbox, the 2009 997 Porsche 911 experience hits a new level of pleasure with more power and responsiveness, greater fuel efficiency, and lower emissions. In this league of serious sports cars, the latest 911 Carrera continues to be the most consistently happiness-inducing performer. One key is the latest generation of 3.6 and 3.8-liter flat-six engines now offering respectively 341 and 380 horsepower while reducing fuel consumption by 12.5 percent in the Carrera and by 12.8 percent in the Carrera S. Combining this gasoline direct-injection technology with the optional PDK dual-clutch seven-speed gearbox not only enhances efficiency and smoothness under all conditions, but makes the 911 quicker to 60 mph – 4.5 seconds with the 911 Carrera PDK and 4.3 seconds with the Carrera S PDK. Thus, Porsche secures its spot as the performance technology guru.



WORLD GREEN CAR 2009

Eligibility Criteria

1. The candidates must be all-new or substantially revised and in production and introduced for sale in at least one major market between January 1 - December 31, 2008.
2. OR the vehicle/technology may be a prototype or experimental vehicle with potential near-future application provided that it has been released for individual or press fleet evaluations in quantities of ten or more.
3. AND one or more of the following "green" criteria must be satisfied:
 - a. Tailpipe emissions equal to or better than California PZEV or US EPA Tier 2, Bin2, or Euro VI regulations, or equivalent.
 - b. Fuel consumption equal to or lower than 4.5 L/100km (52.3 mpg US) combined (55% City + 45% Highway) or equivalent (blended fuel volume if flex-fuel).
 - c. Use of a major advanced powerplant technology (beyond engine componentry) aimed specifically at increasing the vehicle's environmental responsibility (e.g. hybrid, fuel cell, etc.)

(NOTE: Flex-fuel technologies will be considered only in cases where the vehicles are available in countries where the infrastructure for both fuels is broadly established.)

List of Candidates

Audi Q7 3.0TDI	Mitsubishi iMiEV
BMW 335d BluePerformance	Nissan X-Trail 20 GT
Chevrolet Tahoe / GMC Yukon Hybrid	smart ed
Citroën C1	Subaru Legacy/ Outback PZEV
Fiat Palio Weekend Electric	Tesla Electric Roadster
Fiat Siena Tetrafuel model	Toyota iQ
Honda FCX Clarity	Volvo S40 1.6D DRIVE
Mazda Hydrogen Rotary RX8	Volvo C30 1.6D DRIVE
Mercedes-Benz ML/R/GL 320 BlueTEC	Volvo V50 1.6D DRIVE
MINI Cooper D	Volvo V70 2.5 FT (Flexifuel)
MINI E	Volvo S80 2.5 FT (Flexifuel)

Green Experts

Due to the complexity of some of the 'green' technologies, three (3) green experts were appointed by the World Car Steering Committee to extensively review all documentation and specifications associated with each candidate. They were asked to create a short-list of five finalists for review by the fifty-nine (59) jurors in their second round of voting in February.



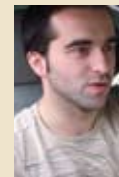
Sam Abuelsamid
representing North America

Sam is the technical editor of several 'green' web sites including GreenFuelsForecast.com, DieselForecast.com and HydrogenForecast.com. Sam has a degree in mechanical engineering and spent 17 years as an engineer with Delco, Kelsey Hayes and TRW developing and testing control algorithms and software for anti-lock brake, traction control and electronic stability control systems. In 2006, he began writing for AutoblogGreen.com and Autoblog.com; becoming a full-time writer and photographer and editor in 2007.



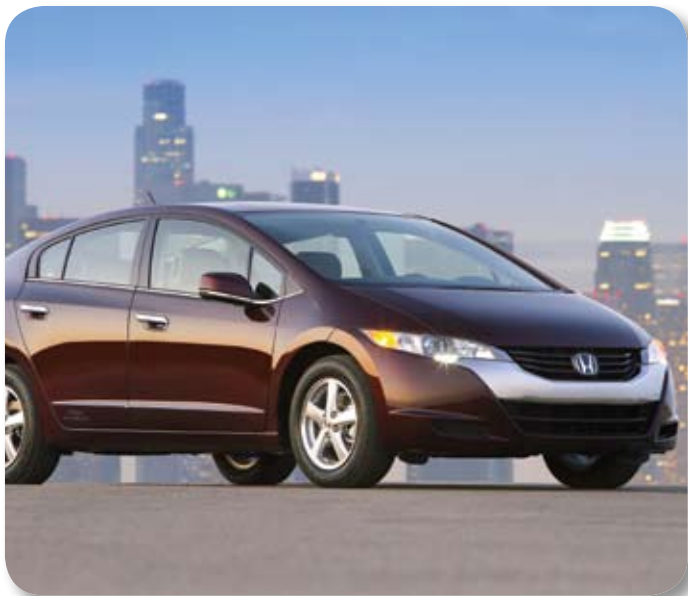
Tadashi Tateuchi
representing Asia

Tadashi worked as an engineer at Tokyo University's Institute of Space and Aeronautical Science before taking up a position as Kunimitsu Takahashi's chief race engineer for the 1977 Japan F1 Grand Prix. In 1994, he designed and built his own Zero Emission Formula (ZEF) car and placed third in the American electric vehicle race of that year. This result spurred him on to create the Japan Electric Vehicle (EV) Club later that year, an organisation of which he is chairman. Tateuchi was awarded the Environment Minister's medal in 1998. He has authored over a dozen books on topics ranging from "A trend towards high performance engines," to "The day gasoline-powered cars disappear" to "EV Le Mans 24-hours." He currently contributes to Car Graphic magazine and the Japan Automobile Federation's monthly magazine, and is a juror on the Japan Car of the Year panel.



Dean Slavnich
representing Europe

Dean has been editor of Engine Technology International (ETI) and its sister publication, Electric & Hybrid Vehicle Technology International (E&H), for the past four years. Both publications are seen as leaders in their respective field. Published four times a year, Engine Technology International is widely regarded as the most readable, passionate and informative publication currently produced on the subject of OE engine and powertrain design, development and manufacture. As from next year, (E&H) - which covers every aspect of sustainable transportation development - will increase its frequency to become a bi-annual publication.



Honda FCX Clarity

The FCX clarity is an utterly real, hydrogen-fuelled luxury sedan that provides the amenities people expect in a premium car with 430 km range, fuel consumption of about 3.3 litres/100 km (72 mpg US) equivalent and zero tailpipe emissions. While there is only so much the automotive industry can do when it comes to this technology – governments need to come onboard to help create a true refuelling infrastructure – Honda must be credited for taking a bold step in leasing FCX Clarity to customers in California for \$600 (US) per month. There's still a long way to go before fuel-cell cars will become a commercial success, but hats off to Honda for continuing to advance this expensive technology during a time when every cent counts.

Mitsubishi iMiEV

The once-moribund concept of pure electric vehicles is enjoying a resurgence these days, primarily because of the potential provided by Lithium-ion battery technology. The Mitsubishi iMiEV, which is now in limited distribution in several markets, is at the forefront of this movement. A very practical four-seat car with an impressive power output, a driving range of up to 160 km, zero local emissions and attractive styling, too, the iMiEV might just be what the automotive industry has been waiting for. But while the Japanese car maker will be one of the first to mass produce an EV, early indicators suggest that cost is still an issue with this technology as it will not be cheap to either buy or lease the vehicle.



Toyota iQ

Brilliantly packaged, with four seats and a three-door hatch style, the Toyota iQ micro-car demonstrates that it is not essential to adopt exotic and expensive alternative technologies to reduce a car's environmental impact. Thanks to its tiny size – under three metres in length – and its high-tech 1.0 litre, three-cylinder gasoline engine, it consumes just 4.3 litres/100 km (54 mpg US) and emits only 99 g/km of CO₂. And both auto stop/start and diesel versions are said to be on the way. It doesn't skimp on safety either, with nine standard airbags – including a world-first, rear window curtain shield airbag – ABS, Electronic Brakeforce Distribution, Vehicle Stability Control and Traction Control. Amazingly, for a micro-car, it achieves a five-star Euro NCAP rating.





Citroën C5 Sedan / C5 Tourer



Jaguar XF



Fiat 500



Toyota iQ

Design Experts

A panel of four design experts established a short-list from the initial list of fifty-one World Car of the Year candidates. The jurors then voted on the short-list.



Silvia Baruffaldi
Auto & Design
magazine

Since 1988, Ms. Baruffaldi has been working for the bimonthly magazine *Auto & Design*, where she is currently Managing Editor. Thanks to *Auto & Design*, she has contacts with design centres of car makers and consultant studios from all over the world. Based in Turin (Italian car design's capital), *Auto & Design* is published in a bilingual edition, English and Italian, and it is sold in over 50 different countries worldwide. Ms. Baruffaldi also contributes design articles to *Il Sole 24 Ore*, an Italian financial daily newspaper, and to *Autokampioen* in The Netherlands.



Akira Fujimoto
Car Styling magazine

Since 1979, Akira Fujimoto has been the Editor-in-chief of the bimonthly design magazine *Car Styling*. Mr. Fujimoto has a long and distinguished career as a judge: Japan's Car Design Award; International Car Design Competition; Car of the Century; Concept Car of the Year by Automotive News International; and the World Automotive Design Competition sponsored by Alias (now Autodesk) and hosted by the Canadian International Auto Show. Mr. Fujimoto also acted as a consultant in the 2004 set-up of the World Car of the Year Awards.



Robert Cumberland
Automobile and Auto
& Design magazines

Both a car designer and a writer specializing in design, the first car made to his sketches - a one-off special body for a Jaguar chassis - was built when he was 15 years old. At 19 he was a designer for General Motors, working chiefly on Chevrolet Corvettes. From 1958 onward he has worked for major car manufacturers in Europe and the US. He taught transportation design at the Art Center College of Design, is the editorialist for *Auto & Design* magazine and has written a popular column on car design for *Automobile Magazine* for 21 years.



Tom Matano
Executive Director,
School of Industrial
Design, Academy of Art
University, San Francisco

Matano has thirty years of experience in the automotive design industry. He began his design career at General Motors Design in the USA, then GM's Holden in Australia, followed by BMW in Germany. In 1983, he became a Chief Designer at Mazda North America. He eventually moved up to Executive Designer in the Global Advance Studio and the General Manager of Mazda Design when he worked for Mazda in Japan from 1999 to 2002. His accomplishments at Mazda include the MPV, MX 5, RX 7, Miata "M-Coupe" concept car, Miata "M-Speedster" concept car along with many other projects.



Citroën C5 Sedan / C5 Tourer

Distinctive design has long been a facet of Citroën's character and the latest C5 family reasserts the marque's reputation for compelling aesthetics. Competing in the heart of the European family/business car market segment with the C5 Sedan and Tourer, the French automaker has created upscale, sculpted and imposing designs. The C5's long, sleek and muscular forms have great presence and to some eyes even a hint of German influence in some elements of their styling. Notable design features include the long front overhang, high waistline and the concave rear window. Design consultant Tom Matano says: "At first sight, it tends to look a little on a gimmicky side. However, the longer you look at this car, it has a very good stance, substance, personality and exhibits high quality through its surface development. It is a breath of fresh air to see a car like this among many mundane mid-size sedans."

Fiat 500

Icon is an overused word in the automotive world, but the Fiat 500 dating from 1957 genuinely deserves the sobriquet. Revived by Fiat last year, the new Cinquecento is larger than its predecessor but still smaller than a Mini. Cheerful and cheeky, it does a brilliant job of capturing the visual appeal of the original version while meeting modern design and engineering standards. Design consultant Robert Cumberland says the new 500 "pushes the emotional hot buttons of several generations of people who might never have driven one of the early models, but who admired them on European streets. Built on the Panda platform, the 500 keeps the original's charm, adding two more seats and all contemporary safety, anti-pollution and driving aids." In Tom Matano's opinion the Fiat possesses "heart-warming style. It is genuine, straightforward, without gim micks. It is a welcome addition to a car world full of non-humanistic designs."



Jaguar XF

Jaguar has had its share of problems over the years but few would argue with its history of ground-breaking and influential designs. However, that success was itself an impediment to progress in the design department. Led by Ian Callum, Jaguar designers wrestled with the challenge of moving in a fresh direction while maintaining the brand's spirit. Their answer is today's XF sedan. Since its launch, this Jaguar has been well received by critics and buyers and has struck a chord with fans of the brand, old and new. Our design consultant, Silvia Baruffaldi describes the XF as "a very contemporary, but timeless shape, easy on the eye and extremely elegant in its dynamic profile." Tom Matano adds: "Previous models were slightly retro, but reset Jaguar design. XF has successfully moved out of literal translation of the traditional Jaguar cues to interpretation of Jaguar essence. This will open the door to newer rendition for future Jaguar models."





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