

2010 WORLD CAR AWARDS

NEW YORK INTERNATIONAL
auto show™





WORLD CAR AWARDS

2010 WORLD CAR AWARDS

The 2010 World Car Awards marks the seventh year of what continues to be the global automotive industry's only award voting process that truly reflects the ever more worldwide nature of surviving and thriving in the modern automotive business. Our mission, more than ever before, is to reward the efforts of those automobile manufacturers who are responding best to the challenging realities of engineering world cars that appeal to both buyers and dreamers.

Back at the start of 2004 when the WCAs were announced for the first time, something just felt right about the timing of it all. Little did we know, back then, just how timely the decision to get this ball rolling would be today. Our instincts have now long since been validated: the WCAs are exactly the type of awards program whose time has come. The manufacturers and our sponsors recognize this and have embraced these awards wholeheartedly. Each year the WCAs have taken on greater and greater significance.

From the new kid on the block handing out a single World Car of the Year award to the new Audi A6 at the Canadian International Auto Show in Toronto in February 2005, the WCAs have grown dramatically to the point where we are now the world's second most covered and recognized industry awards in terms of total media splash of all forms. There is not a continent or country left where these now four World Car awards - Green, Design, Performance, and overall WCOTY - are not known and respected. We can thank the media tracking gurus at Prime Research - the WCA's official and always refreshingly objective media tracking partner - for demonstrating to us just how much we are growing in influence in all key regions of the world automotive market.

For the first time, this year, the WCA held a pre-New York press conference in March on the first day of the prestigious Geneva International Motor Show. We announced the final three candidates in each of the four hotly contested categories - all of which you see around you here today in New York's Javits Center. This is a major milestone as we enter our second five-year phase of growth. What better two cities than Geneva and New York - both homes of the United Nations?

As we look forward into our eighth year and the 2011 World Car Awards, we are ambitious. One key initiative regarded as fundamental by not just us but also by manufacturers and sponsors is the creation of an annual WCA Test Fest to take place in late winter each year at and around a track facility in southern Europe. This annual event will bring together all WCA jurors and all of the top ten category finalists as voted in the first elimination round. From this two- to three-day gathering will then come the Final Three contenders that will be announced at the Geneva auto show.

A second key initiative is the creation of a three-issues-per-year newsletter to be sent out to all manufacturers, sponsors, and other prospective partners, to keep them up-to-date on the goings-on that effect the WCAs, as well as anyone seriously involved in the new and always rapidly-changing world of the automobile business. As an example of how fast this world is changing, when we officially launched the WCAs in 2004, the whole Chinese phenomenon was embryonic and now China is the world's number one car market and Chinese cars are claiming a place on the world stage.

Change is the new stasis in the automotive world. Without the ability to change and improve quickly and intelligently, companies die as we have seen frequently over the years of the WCAs.

The WCAs are changing, too. And this next five years promise big things for us, for the manufacturers who use us increasingly as a point of reference, and for our sponsoring partners.

Welcome to the 2010 World Car Awards.

Matt Davis
Co-Chair

Peter Lyon
Co-chair

World Car Awards Steering Committee



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 Awards program.

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

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

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



Beth Rhind is the Association's Executive Manager

Contact Information:
 World Car of the Year Awards Association
 PO BOX 851, M.P.O.
 Cobourg, Ontario, K9A 4L1, Canada
 Telephone: +1+ 705.924.3444
 Email: beth@wcoty.com

Publisher: Niel Hiscox, CLB Media Inc.
Executive Editor / Executive Manager: Beth Rhind
Editor: Gerry Malloy
Website Manager: Ryan Blair, IntraNet Consulting
 142 BlackDuck Terr., Hammonds Plains
 Nova Scotia, Canada, B4B 1Z6
 Telephone: +1 + 902.830.6398 Email: rblair@inext.ca
Website: www.wcoty.com
Creative Director: Einar Rice
Art Director: Graham Jeffrey

Acknowledgements:
 New York International Auto Show
 KPMG LLP
 Mobil 1



CLB Media Inc., is one of Canada's leading providers of information and marketing services to business professionals in a number of industry sectors. Our media properties include more than 20 business-to-business publications, web sites and a range of services including custom publishing, business lists, research, web development and industry events.

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

2010 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 2010 award, the car had to be for sale on at least two continents before January 1, 2010.

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.

2010 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.

2010 World Green Car

Candidates for the 2010 World Green Car award had to be in production and available to the public in at least one major market and released for individual or press fleet evaluations in quantities of ten or more during 2009. 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.

2010 World Car Design of the Year

A design panel consisting of five 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:

Masatsugu Arimoto: chairman - Japan Auto Colour Award; juror Japan's "Good Design Award" and Car Styling's "Car Design Awards"

Silvia Baruffaldi: Managing Editor of Auto & Design magazine, Italy

Gernot Bracht: former designer at Renault, now teaches at Pforzheim design school in Germany

Sam Livingstone: an Associate Editor of Car Design News; Senior Tutor in Vehicle Design at the Royal College of Art, UK

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

Table of Contents

Introduction.....	2	The Top Three - Performance Car.....	9
Eligibility Requirements.....	3	New York International Auto Show-2009 Photos.....	12
The Jurors.....	4-5	Awards Venue.....	13
Finalists - World Car.....	6	Finalists - Green Car.....	14
The Top Three -World Car.....	7	The Top Three - Green Car.....	15
Finalists - Performance Car.....	8	Finalists - World Car Design.....	16
		The Top Three - World Car Design.....	17

2010 Steering Committee



PETER LYON - Co-Chair
Japan-based contributor to Motor Trend (US), Quattroruote (It), Auto Bild (Ger), Herald Sun (Aus), Auto Express (UK), Evo (UK) and more
Japan



MATT DAVIS - Co-Chair
Winding Road, Edmonds Inside Line, European Car, Auto Express UK, Sunday Times UK, Octane UK, Omni Auto Italy
Italy



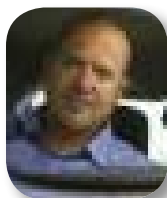
GERRY MALLOY - Technical Director
EDITOR: Canadian Auto Dealer
Canada



JOHN MCCORMICK - Director
Detroit News, Consumers Digest, Bloomberg Markets magazine, Top Gear, Die Welt, Automobil Produktion
United States



JENS MEINERS - Director
Owner: SpotPress Services; contributor to a number of national and international publications.
Germany



Australia
Joshua Dowling
(Sydney Morning Herald, Top Gear Australia, Popular Science Australia)



Paul Gover
Herald Sun.
Syndicated across Australia to five major metropolitan newspapers.



Bill McKinnon
The Australian, Top Gear Australia, Open Road Magazine, Royalauto magazine. Editor: Australian New Car Buyer, Australian 4WD and SUV Buyer's Guide magazines



Samantha Stevens
(Sunday Telegraph, Wheels Magazine)



Austria
Maria Brandl
(Kurier newspaper)



Belgium
Xavier Daffe
(Le Moniteur automobile)



Brazil
Jason Vogel
(O Globo newspaper, Diario de S. Paulo, Extra, Espresso newspapers)



Canada
John LeBlanc
(Toronto Star and MSN Autos)



China
Bao Qing Dong
(Auto Magazine)



Xia Dong
(Auto Motor and Sport, Car For You, Auto Catalogue, Auto Power magazine)



William Wang Kun
(Automotive Weekly, Bitauto.com)



Sean X.H. Qiu
(Auto World)



Sven Xu
(Publisher and Editorial Director: Car and Driver China, BMW Magazine China and MINI International China)



England
Nat Barnes
(Daily & Sunday Express)



Peter Burgess
MSN - UK, Car Dealer Magazine, Which? - UK version of Consumer Reports



Mike Rutherford
Daily Telegraph, Auto Express, AOL Motoring, BBC News, Telegraph TV



France
Luc Bazizin
France 2 (TV)



Renaud Roubaudi
(Air France magazine, l'Optimum, Citizen K, Ideat, l'Expansion Tendances)



Germany
Thomas Geiger
(Welt am Sonntag, Frankfurter Allgemeine Zeitung, Deutsche Presse Agentur, Der Spiegel on-line)



Greg Kable
AutoCar UK, CAR UK, Top Gear, MSN Autos, Diesel Car, Evo, What MPV)



Yoshihiro Kimura
(Auto Motor and Sport, Frankfurter Allgemeine Zeitung newspaper)



Juergen Zoellter (Autobild, Autozeitung, Focus, Welt am Sonntag plus international outlets)



Greece
Michael Stavropoulos
(4Wheels)



India
Hormazd Sorabjee
(Autocar India)



Renuka Kirpalani
(UTVi-TV)



Ireland
Pdraic Deane
(Automotive Publications - Ireland)



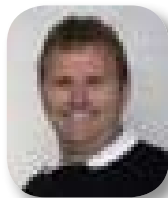
Italy
Alessandro Lago
(Omni Auto)



Marco Marelli
Channel 1 - RAI TV, La Stampa newspaper, Il Gazzettino, Quattroruote, Epolis newspaper Polizia Moderna magazine, Italiaracing.net



Milena Ripellino
(Easy Driver, RAI Network)



Michael Taylor
(Italy based contributor to:
Haymarket's Autocar magazine
syndication, Motor magazine
(Australia), AutoWeek (US),
Engine magazine (Japan),



Japan
Yasuhiko Kawamura
Car and Driver Japan, Autoc One,
Motor Magazine Japan, Motor Fan
Japan, Rosso Japan, Car Graphic
Japan



Hideshi Matsuda
(Best Car, Holiday Auto, Motor
Magazine, Navi, J's Tip, Car
Sensor, Xacar, Genroq, Response)



Peter Nunn
Car and Driver Japan, Autoc One,
Motor Magazine Japan, Motor Fan
Japan, Rosso Japan, Car Graphic
Japan



Goro Okazaki
TV Host and Contributor: weekly
TV Show - Goro Okazaki's Car Talk,
Car & Driver - Japan, CarView,
Goods Press, Car Graphic - Japan



Koji Ozawa
(Best Car, Engine, Lapita,
webCarGraphic, Smart, Begin,
Takarajima, Form, nikkeibp.jp)



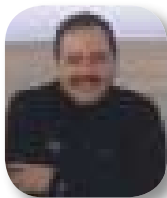
Kazunori Yamauchi
(creator of "Gran Turismo" driving
simulator game and Gran Turismo
TV)



Korea
JooSik Choi
(AutoCar Korea)



Mexico
Fernando Carrion
(Motorpress Televisa, Automovil
magazine)



Alejandro Guilbert
(TDA Todo de Autos)



Poland
Maciej Pertynski
Auto Moto and Motor Magazines



Robert Przybylski
(Rzeczpospolita)



Russia
Leonid Golovanov
(AutoReview)



Vladimir Soloviev
(Za Rulem magazine)



Yury Uryukov
(Klaxon newspaper)



Saudi Arabia
Bakur Azher
(Azher Information Technology
Group)



South Africa
Hannes Oosthuizen
(CAR)



Sweden
Robert Collin
(Aftonblade newspaper)



USA
Mike Allen
(Popular Mechanics)



Phil Berg
(AutoWeek, Road & Track
Buyers Guides, Car Collector,
Automobile Quarterly, Maxim,
Garage Style, New Car Test Drive,
TheCarConnection.com



Jamie Kitman
(Automobile magazine - New
York Bureau Chief; Top Gear (UK)
- US Editor)



Jorge Koechlin
(AutoMundo)



John Rettie
Contributor: Autotrader.com, New
Car Test Drive US, Road & Track
Buyers Guide, European Car, The
Car Connection, Auto Express - UK



Jim Scoutten
(Car and Driver Radio, Tier One
Media)



Perry Stern
(MSN Autos)



Barry Winfield
Popular Mechanics, Edmunds
Insideline, Robb Report, Car and
Driver

FINALISTS - WORLD CAR



Audi Q5



Mercedes-Benz E-Class



BMW X1



Opel/Vauxhall Insignia / Buick Regal



Chevrolet Cruze



Porsche Panamera



Kia Soul



Toyota Prius



Mazda3



Volkswagen Polo



Mercedes-Benz E-Class

Restyled with an elegant new face, the all-new fourth generation E-Class delivers class-topping performance and packaging through an expanding range that now includes a sedan, an estate, a coupe and a cabriolet. With these four body types, the E-Class lineup is available with no less than nine engine choices including the petrol E200 CGI, E250 CGI, E350 CGI BlueEFFICIENCY units, as well as the high performance V8 configured E500 and the scorching E63 AMG boasting 518hp. But it is the eco-friendly E200, as well as the 49mpg-achieving E220 CDI, E250 CDI and the E350 CDI BlueEFFICIENCY diesels that are garnering attention on a global scale. And for good reason. Simply put, this technology encapsulates a wide range of measures to reduce fuel use without sacrificing comfort and performance by minimizing weight, drag and rolling resistance while optimizing engine management. Restyled, higher in quality and more fun to drive, the new E is a significant successor to its predecessor and a true class leader.

Toyota Prius

When you say 'hybrid' most motorists automatically think of the Prius. Since it first debuted some 12 years ago, it has been the backbone of the petrol-electric powered movement and holds a unique place in automotive history. So when Toyota came to create the third generation model, it did not want to play around too much with that successful formula. With its shape honed in the wind tunnel to minimise drag, the new model takes the second generation to the next level in terms of aerodynamics and styling. Distinctive headlamps and a sharper overall wedge-shaped look give the Prius a more upmarket presence than any hybrid rival today. Press the dedicated EV switch on the dash and the Prius will drive in silent stealth mode, under electric power only, for around 3kms at speeds of up to 40km/h. Accelerate hard however, and the engine kicks in, generating a zero to 60mph time of around 10 seconds. The Toyota offers the best combination of handling, performance, comfort, fuel efficiency and packaging in its class.



Volkswagen Polo

Holding its own in the most competitive market segment, the all-new Polo MkV is one of VW's star performers. Boasting best-in-segment packaging and handling, this supermini's blend of classy looks, reliability and quality has meant it's consistently been one of the market's best-sellers.

Draped in head-turning stylish curves, the Polo is certainly one of the classiest small VWs ever built. It gets a neat horizontal grille and sleek headlight arrangement from the Golf and Scirocco, which is mixed with chunky tail-lights and clean surfaces. And it's much bigger than the old model, too. It's also safe; generating a maximum five-star Euro NCAP crash-test rating.

Behind the wheel, the Polo demonstrates mature manners and boasts a superb driving position that's adjustable and, in common with the latest Golf, all the controls are well weighted and precise. It feels more planted and stable and turns into corners quickly and, thanks to a wider track, and grips strongly.

The Polo is just one brilliant supermini.



FINALISTS - PERFORMANCE CAR



Aston Martin V12 Vantage



Jaguar XFR



Audi R8 V10



Mercedes-Benz E 63 AMG



Audi TT RS Coupé / Roadster



Nissan 370 Z



BMW Z4



Porsche 911 GT3



Ferrari California



Porsche Boxster / Cayman

Lotus Evora (not pictured)



Audi R8 V10

In the opinion of many a judge on the World Car Awards jury, Audi has at long last satisfied our hunger for a street car that lives up to the excitement of the original Le Mans series-dominating R8 LMP1 car that changed the endurance racing game starting in the 2000 season. This civilian trim über R8 shares the 5.2-liter engine and chassis of the more powerful and lighter Lamborghini Gallardo LP560-4, so that we all really liked driving it this year should come as little surprise. With 525 metric horsepower and a big exhaust note, this Audi has been clocked to a 60-mph acceleration time of just 3.4 seconds by several publications worldwide. Almost as impressive as the minimum \$150,000 those fortunate enough get to pay for one.

Ferrari California

This new, if you like, “baby” Ferrari aimed at first-time clients has been controversial since its inception a few years ago. There are those who like the look and those who like it a little less, regarding this coupe-cabriolet with folding hard-top – an absolute first for a Ferrari. One thing none of us can deny is that driving this prancing horse is nothing less than spectacular and in keeping with Ferrari traditions. The latest 460-horsepower 4.3-liter high-revving V8 engine now comes with more efficient direct injection, yet another major first. If you want one, Ferrari tells us, also as per tradition, you’ll have to wait at least a year for delivery before accelerating to 60 mph in 3.5 seconds. Average selling price hovers around \$205,000.



Porsche 911 GT3

The argument that gets raised each time a Porsche 911 comes up for WCA nominations has to do with whether or not the car is actually “new” enough. The challenge is that it’s a 911, it’s the icon of the performance car world, and the nuances are therefore always subtler, though no less numerous for being so. This 997-generation GT3 wowed one and all who drove it. Fitted with Porsche Active Suspension Management, Porsche Stability Management, plus the company’s satisfying six-speed manual gearbox, this GT3 retains all of the sports car excitement while also becoming more manageable. Good thing, too, as 60 mph arrives in less than four seconds with the new 435-horsepower 3.8-liter flat-six engine and your average bill of sale arrives near \$125,000.

ecology loves economy

Car parts made with BASF plastics can be used instead of metal parts to make vehicles lighter and therefore more fuel-efficient. This means lower emissions, less fuel consumption and less money out of people's pockets. When preserving the environment agrees with not upsetting your finances, it's because at BASF, we create chemistry.

www.basf.com/chemistry



 **BASF**

The Chemical Company

One Team, One Planet.™

It's a promise by the Bridgestone family of companies across the globe to set the standard for environmental performance. Our teammates across the Americas are recycling, reducing waste and maximizing efficiencies at our facilities. We're working with our communities to protect our natural resources. When it comes to finding better ways to care for our planet, we're all in this together.



▲
The Bridgestone Firestone Centennial Wilderness, which includes the spectacular Scott's Gulf, provides a protected habitat for many birds and animals. The 10,000 acres, donated to the State of Tennessee and located just 80 miles east of Nashville along the Caney Fork River, includes hardwood forests, waterfalls and hiking trails for people to also enjoy.

▲
Our Warren County, Tennessee plant has replaced conventional batteries in our materials movers with hydrogen fuel cells. We're improving energy efficiency and reducing waste by using this high-tech, clean energy supply.



▶
Our retail stores in Tennessee and across the U.S. are the first in the automotive repair industry to replace millions of pounds of lead wheel weights with ecologically sensitive steel wheel weights.



◀
In Aiken County, South Carolina, students and teammates planted 15,000 long leaf pines, habitat for the Red Cockaded woodpecker, a threatened native species.



▼
In Wilson, North Carolina, Boy Scouts learn to care for the environment and enjoy the great outdoors during a Field Day at the plant's 350-acre certified Wildlife Habitat.



▼
 Boy Scouts plant an American Chestnut Tree in the wildlife habitat area at the Bridgestone Firestone tire plant in Warren County, TN.



Six Bridgestone Firestone North American Tire plants and four Firestone Building Products plants have been granted NEPT status. The voluntary EPA program recognizes companies that go above and beyond current requirements and have a proven track record of improving the environment.



1. Aiken County, SC
2. Warren County, TN
3. Des Moines, IA
4. Bloomington, IL
5. La Vergne, TN
6. Wilson, NC
7. Salt Lake City, UT
8. DeForest, WI
9. Youngwood, PA
10. Corsicana, TX

At Bridgestone Americas, great products and great people are at the heart of everything we do.



NEW YORK INTERNATIONAL AUTO SHOW – 2009



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.



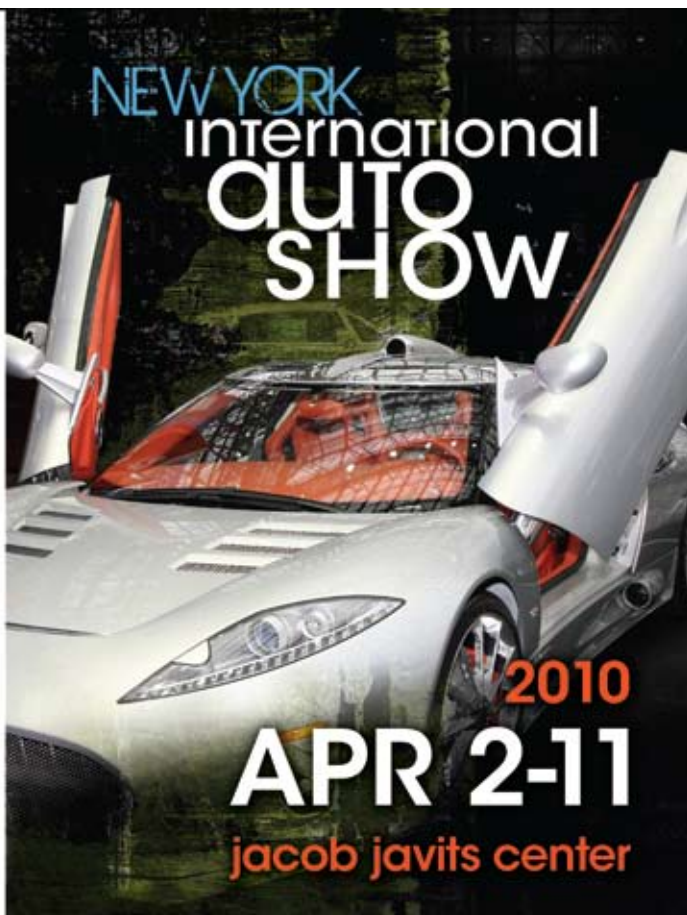
We see New York as holding a dual role: in addition to it being the global barometer of design, fashion, music and entertainment trends, it is also the global launch-pad for such trends. The bottom line? The world sits up and pays attention to what happens in NYC.

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!



www.autoshowny.com



2010 WORLD GREEN CAR

Eligibility Criteria

1. The candidates must be all-new or substantially revised and in production and introduced for sale or lease to the public in quantities of at least 10 in at least one major market between January 1 - December 31, 2009.
2. 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) or CO2 emissions of 105 g/km or less.
 - 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

BMW 7
 BMW X6 Active Hybrid
 Ford Fusion Hybrid
 Honda Insight
 Hyundai Elantra (Avante) LPI Hybrid
 Kia Forte LPI Hybrid
 Lexus HS 250h
 Lexus RX 450h
 Mercedes-Benz S400 Hybrid
 Skoda GreenLine Series
 Toyota Prius
 Volkswagen BlueMotion (Golf, Passat, Polo)
 Volvo 10 C30 BEV

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.



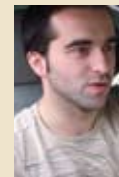
Sam Abuelsamid
representing North America

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 Insight

The least expensive hybrid on the North American market is actually a mild hybrid - with an electric motor providing extra boost but without the option to drive in fully electric mode. Its compact size, futuristic shape and affordable price have made it one of the best selling cars in Japan last year. The Insight's potential is proven by the CR-Z coupé, which relies heavily on the four-door's technological architecture.

Toyota Prius

If one single car has forced the industry to focus on "green" topics, it undoubtedly is the Toyota Prius. It's not particularly fast and not truly a styling icon. But it is the quintessential eco-car - and its dedicated concept has set it apart from everything else on the market. Sticking to the hybrid technology against the initial odds has given Toyota a strong head in today's eco-conscious market. Presently, other carmakers are still struggling to catch up.



Volkswagen BlueMotion (Golf, Passat, Polo)

It is not necessary to add an electric motor and a heavy battery pack to achieve class-leading efficiency. Based on Volkswagen's common-rail diesel engines, the BlueMotion models are among the most fuel-efficient vehicles on the market. In fact, the Passat BlueMotion can travel just about 1,000 miles on one tank of fuel in the European cycle. As far as internal combustion engines go today, these models are the ultimate you can get.





Chevrolet Camaro



Kia Soul



Citroen C3 Picasso



Toyota Prius.

Design Experts

A panel of five 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*.



Masatsugu Arimoto

After working as a vehicle designer at Nissan, then taking a senior editorial position at Japan's prestigious *Car Styling* magazine, Masatsugu Arimoto turned to freelance design journalism and consultancy in 1988. As Japan's foremost automotive design commentator, he is chairman of the Japan Auto Colour Award program, and a juror on Japan's governmental "Good Design Award" committee, *Car Styling's* "Car Design Awards" and the Japan Car of the Year.



Gernot Bracht

Former designer at Renault, now teaching at FH Pforzheim design school and a consultant. Married to Anja, former BMW designer and also a design teacher at Pforzheim.



Tom Matano
Executive Director, School of Industrial

Design, Academy of Art University, San Francisco
Matano has 30 years 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 in Japan.



Sam Livingstone
Director, Car Design Research Ltd Associate

Editor, Car Design News
Sam Livingstone is an automotive design research consultant and commentator on car design.

As Director of the consultancy Car Design Research Ltd (www.carsdesignresearch.com) since 2000, Sam has managed research projects for the design groups of car companies such as Mercedes Benz, Toyota, Yamaha, Fiat and Pininfarina.



Chevrolet Camaro

The new Camaro leans on its heritage but does so in an artful, modern fashion, argue our design experts. “Although it borrows some of its styling cues from the first generation Camaro, they all contribute to a simple, pure and modern appearance. It is the most dynamic Camaro ever,” says Masatugu Arimoto.

Sam Livingstone appreciates the “innately seductive exterior and interior. It’s well resolved and I’d argue evidence that General Motors strikes a better balance than Ford and Chrysler do in their pony cars.”

Citroen C3 Picasso

Citroen designers broke the mold with C3, says Silvia Baruffaldi. “They reconciled form and function, with a clear message: what you see is what you get,” she notes.

“Looking at the car, you immediately perceive the roomy and versatile interior, the passenger compartment full of light thanks to the large glass area, the robust exterior look. In a very French style.”

For Sam Livingstone the C3 is “an object lesson in treading the tightrope between conventional and avante-guard, and between being cool and being practical. It’s also packed full of clever design details inside and out.”



Kia Soul

“It’s a perfect, boxy toy,” says Gernot Bracht, “with a Lancia Stratos-like daylight opening and rear glass like a flat-screen monitor. It’s a car that makes you turn your head, something of a Land Rover-inspired Play Station.”

Tom Matano feels the Soul is a “bold statement, yet well executed throughout. Every detail is laid out in harmony with volume and surface tension.”

In Silvia Baruffaldi’s view, the Soul “offers an intelligent and appealing alternative to those customers who still want a robust and spacious vehicle with a raised driving position, but in a compact, trendy car.”



WORLD CAR AWARDS



 **BASF**

The Chemical Company

BRIDGESTONE

PRIME  RESEARCH


KPMG

www.wcoty.com