**THE ROAD TO WORLD CAR 2027 STARTS HERE**

World's number one automotive awards program begins its 23rd season
as 100 international jurors start the journey to New York

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***The Road to World Car 2027*** officially starts today, beginning a new season for the world's number one automotive awards program and its 100 international jurors.

The World Car Awards begins its 23rd season from a position of real strength. Independent media intelligence platform AITASTIC recently confirmed the World Car Awards as the most visible automotive awards program globally for the 14th consecutive year, with more reach than any other global, regional or national automotive awards programme.

World Car also leads the automotive awards visibility rankings in the US, Asia, Europe, Africa and Australia, with more than 493 million people reached during the 2026 season.

Now the focus turns back to the cars and over the coming months, World Car's highly respected automotive journalists will test and evaluate the eligible vehicles in markets around the world before voting to determine the winners of the 2027 World Car Awards.

The Road to World Car will take the jury through a series of key milestones, starting with today's announcement of eligible vehicles, prior to the annual LA Test Drives in November, providing jurors another opportunity to get behind the wheel of many of the contenders.

The first major results will arrive in January when the Top 10 finalists for World Car of the Year and the Top 5 finalists for World Luxury Car, World Performance Car, World Urban Car, and World Car Design of the Year are revealed.

**World Car Person of the Year** will follow in February before the car field is narrowed again with the announcement of the ***Top Three in the World*** finalists at the beginning of March.

Then it's on to New York, where the journey reaches its climax and the 2027 World Car Award winners will be revealed at the New York International Auto Show.

Chair of the World Car Steering Committee, Steve Fowler, said: “There’s always something special about the start of a new World Car season because, after all the planning, it’s time to get back to what World Car is really about – driving, evaluating and celebrating the very best new cars from around the world.

“We’re starting the Road to World Car 2027 in a very strong position, having once again been independently confirmed as the world’s number one automotive awards programme. That’s something everyone involved with World Car can be immensely proud of, but we’re always looking forward.

“Our jurors are among the most respected and influential automotive journalists in the world, and they bring an enormous amount of experience, knowledge and, importantly, different perspectives from different markets. I’m really looking forward to seeing which cars rise to the top as the journey unfolds over the coming months.”

The 2027 season also sees World Car continuing with its revised jury panel and Steering Committee. Fowler chairs the World Car Steering Committee alongside Ryan Blair, Vice-President, World Car Awards; Jens Meiners, chair emeritus; Siddharth Vinayak Patankar, senior director; Jenni Newman, director of juror relations; and Carlos Sandoval, director, LATAM.

The Road to World Car 2027 begins today and ends in New York in March 2027. Along the way, 100 jurors around the world will drive, assess and vote on the cars competing to become the next World Car Award winners.

The 2027 provisional list of all eligible vehicles is now posted to our web site.

Follow ***The Road to World Car 2027:*** Timeline

You can view our 2027 launch video on World Car TV (published within the next 24 hours): https://www.youtube.com/worldcartv

*The Road to the World Car Awards* annual journey would not be possible without the support of our official partners: AITASTIC Research & Consult AG, Brembo, KPMG, the New York International Auto Show, and Newspress (Official Media Partner). Thank you to our partners.

**FOLLOW OUR 100 INTERNATIONAL JURORS:**
**World Car TV:** YouTube.com/worldcartv
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**Facebook:** www.facebook.com/WorldCarAwards #wcoty #wca2027 #WorldCarAwards

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For additional information please visit 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 the jury panel test drive and evaluate new or fully redesigned vehicles that are for sale in multiple markets on more than one continent each year, and voting to determine the World Car Award winners.*

*Now in their 23rd year, the annual World Car Awards are the number one awards program in the world for the 14th consecutive year in terms of media reach and analysis of the 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.*

***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.*

***2027 Auto Show Dates***

*Press Preview: March 24 and 25, 2027 (credentials required)*
*Public Show Date: March 26 – April 4, 2027*
*Social Media: Twitter: @NYAutoShow Facebook: nyautoshow Instagram: nyautoshow #nyauto #nyias #RoadtoNYC*