

“The Car of the Year 2021”: And the winner is the Toyota Yaris

Geneva, 1 March 2021

The Toyota Yaris is “The Car of the Year 2021”. The award ceremony took place in Geneva on Monday 1 March 2021, and was broadcast live on the Geneva International Motor Show website, whose team organised the ceremony for the tenth year in a row.

A 59-member jury, composed of automotive journalists from 22 countries, selected the winner from seven models that had made it to the round of finalists in the first round of voting. With the trophy for “The Car of the Year 2021”, the Toyota Yaris wins the most prestigious and coveted award in the automotive world, which has been presented since 1964. “A worthy winner of this year's election, who deservedly prevailed against six top-class competitors,” said “The Car of the Year” President **Frank Janssen** after announcing the results.

Matt Harrison, Executive Vice President, Toyota Motor Europe: “This is a great honour for Toyota and I’d like to thank the jury for their consideration and recognition. I’d also like to take this opportunity to recognise the passion of our development teams in Europe and Japan. This is the best ever Yaris, and just as Akio Toyoda intended, it is already putting a smile on the face of our customers.”

This year, the election took place under special conditions. Instead of the usual opening event on the press days of the Geneva International Motor Show (GIMS), the ceremony was broadcast as a pure livestream on the internet, as it was in 2020. The organisers of “The Car of the Year” once again drew on the know-how and experience of the GIMS team.

The voting results of the seven finalists of “The Car of the Year 2021”:

- Toyota Yaris: 266 points
- Fiat New 500: 240 points
- Cupra Formentor: 239 points
- Volkswagen ID.3.: 224 points
- Škoda Octavia: 199 points
- Land Rover Defender: 164 points
- Citroën C4: 143 points

“The Car of the Year 2021” award ceremony was supported by the Touring Club Switzerland TCS, which celebrates its 125th anniversary this year.

A video of “The Car of the Year” award ceremony will soon be available on the website of the Geneva International Motor Show www.gims.swiss.

Contact:

Frank Janssen, President “The Car of the Year” jury

T. +49 171 548 68 48

coty@frankpauljanssen.com

Sandro Mesquita, CEO Geneva International Motor Show

T. +41 79 680 88 77

sandro.mesquita@gims.swiss

About “The Car of the Year”

“The Car of the Year” trophy, which has been awarded since 1964, is the most prestigious and coveted award in the automotive world. “The Car of the Year” is organised by seven major magazines in Europe: “Auto” from Italy, “Autocar” from the UK, “Automobil Revue/Revue Automobile” from Switzerland, “Autopista” from Spain, “AutoTrends” from Belgium, “Autovisie” from the Netherlands, “Firmenauto” from Germany, “L’Automobile Magazine” from France and “Vi Bilägare” from Sweden. The 2021 jury comprises 59 automotive journalists from 22 countries who individually test and evaluate the seven models in the final. These had previously been selected from a total of 29 novelties in a first round of voting.

About the Geneva International Motor Show (GIMS)

Originally known as the “Salon international de l’automobile”, the Geneva International Motor Show is one of the most important automobile exhibitions in the world. The show has been organised 90 times since 1905 and attracts over 10,000 journalists and more than 600,000 visitors to Geneva each time it is held. The 2020 and 2021 editions had to be cancelled due to the coronavirus pandemic. The organiser and rights holder of the GIMS is the Geneva-based foundation “Comité permanent du Salon international de l’automobile”.

About the Touring Club Switzerland TCS – always by my side

Switzerland’s number 1 mobility club | founded in 1896 | 23 sections within Switzerland | ~1.5 million members | 1,700 employees | 210 road patrol staff members | 360,000 roadside repairs | 81% rate of journeys | 55’000 assistance interventions by the ETI unit | 5’700 medical assessments and 1’300 patient transport journeys | 21 technical centres | 143’000 technical checks on vehicles | 15 driving centres | 9’000 driver trainings with over 123’000 participants | 8 legal protection centres | 40’000 legal cases and over 7’000 legal consultations over the phone | 29 camping sites with 650’000 tourist overnight stays | 80’000 safety vests distributed to first-year primary school pupils