

## Save the date: “The Car of the Year 2021” also comes from Geneva

Geneva, 11 February 2021

**“The Car of the Year 2021” award ceremony will be broadcast live from Geneva on the internet on Monday, 1 March 2021, starting at 3.00 p.m. The date also marks an anniversary: for the tenth time since 2012, the team of the Geneva International Motor Show is organising the voting ceremony for the most coveted award in the automotive world together with its jury. This is despite the fact that the show itself cannot take place this year due to the coronavirus pandemic.**

“The Car of the Year” trophy, which has been awarded since 1964, is the most prestigious and coveted award in the automotive world. A 59-member jury, made up of automotive journalists from 22 countries, selects the winner from seven models that have made it to the round of finalists in the first round of voting. The finalists are: Citroën C4, Cupra Formentor, Fiat 500, Land Rover Defender, Škoda Octavia, Toyota Yaris and Volkswagen ID.3. This year, the voting takes place under special conditions. Instead of the usual opening ceremony on the press days of the Geneva International Motor Show (GIMS), the ceremony will be broadcast as a pure livestream on the Internet, as it was in 2020. And the organisers of “The Car of the Year” are once again drawing on the know-how and experience of the GIMS team.

“We are very happy that the ceremony and awards presentation are to be hosted in Geneva again this year,” says the President of “The Car of the Year”, **Frank Janssen**. “We are fully committed to our partnership with GIMS. In difficult times it is particularly important to stick together. Because the format of an internet-only broadcast is also an opportunity – it gives us completely new possibilities in presenting the seven finalists. I can hardly wait to go to Geneva and choose 'The Car of the Year 2021',” says Frank Janssen. “And in 2022 we want to do another live event at the Geneva International Motor Show.”

**Sandro Mesquita**, CEO of the Geneva International Motor Show, is also looking forward to 1 March 2021: “It's great that 'The Car of the Year' will also come from Geneva in 2021. We would like to thank the jury for their trust and take full advantage of the opportunities offered by the format of a pure live broadcast. Automotive fans can look forward to an exciting awards ceremony and unprecedented staging.” Behind the scenes, preparatory work is already underway for the 91<sup>st</sup> edition of Europe's most important mobility show, Mesquita continued: “We are doing everything in our power to ensure that we can soon start preparations for the Geneva International Motor Show 2022. In doing so, we are of course also dependent on the further course of the COVID pandemic.”

The award ceremony "The Car of the Year 2021" is supported by the Touring Club Switzerland, which celebrates its 125th anniversary this year. "The TCS was present at the first Geneva International Motor Show because our members have always been fond of the technological innovations that drive the automotive world. It is therefore natural for us to support The Car of the Year 2021 award, which is presented every year to the best products in this industry, and we look forward to the next edition of GIMS", says **Jürg Wittwer**, CEO of the Touring Club Switzerland.

"The Car of the Year" awards ceremony will be broadcast via live stream on the Geneva International Motor Show website [www.gims.swiss](http://www.gims.swiss) at 3.00 p.m. on Monday, 1 March 2021.

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**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" in Italy, "Autocar" in the UK, "Autopista" in Spain, "Autovisie" in the Netherlands, "L'Automobile Magazine" in France, "Stern" in Germany and "Vi Bilägare" in 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".

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