Lexus LS 460 named 2007 World Car of the Year

by Bend_Weekly_News_Sources

At a press conference presented by the Midway Group and hosted by the New York International Auto Show at the Jacob Javits Center in Manhattan, New York, the Lexus LS 460 was declared the 2007 World Car of the Year.

Lexus LS 460 The Lexus LS 460 was chosen from an initial entry list of twenty-eight (28) contenders nominated by World Car jurors from 22 countries throughout the world.

Rather than being just a popularity contest, the objective was to ensure that the World Car of the Year would be the product of a fair and thorough assessment process that considered the needs and wants of consumers the world over. The process began with individual jurors evaluating and rating the candidates using a variety of standardized parameters -- everything from styling and quality, to performance and safety. The jurors then voted in January 2007 in order to establish a top ten shortlist. The World Car of the Year was chosen from those finalists as tabulated by the international accounting firm KPMG.

WCOTY jurors considered the prestigious LS 460 to be the embodiment of the Lexus brand's "pursuit of perfection." Still new in some markets, Lexus continues to build its resume with this luxury flagship boasting many firsts, including a novel automatic parking system and an 8-speed automatic transmission. Classically luxurious, with modern execution, unquestioned quality, and more than ample power it also offers a green alternative in the form of the LS 600h hybrid variant for those who seek guilt-free indulgence.

The top three contenders for the third annual World Car of the Year in addition to the Lexus LS 460 were the Audi TT and the MINI.

"We are honored to receive this prestigious award recognizing the LS 460 as the '2007 World Car of the Year,'" said Bob Carter, Lexus group vice president and general manager. "From the outset, it was our goal to develop a luxury flagship vehicle that would be recognized as one of the finest cars in the world. The response to the LS 460 by our customers and awards such as this go a long way towards realizing our goal."

Other World Car Category Winners: Performance, Design, Green

While the winner of the overall World Car of the Year award must excel in a broad range of attributes, there is a segment of the car-buying public for whom performance -- in its broadest sense -- overrides all other priorities. Vehicles appealing to that clientele may be too narrowly focused to appeal to the masses, but it is an important element in the overall automotive mix. It is for that reason that we created the World Performance Car award in 2005.

The Audi RS4 was chosen from an initial entry list of seventeen (17) contenders nominated by World Car jurors from 22 countries throughout the world for 2007 World Performance Car of the Year.

Style sells. No matter how rational a buyer's approach to a new car purchase may be, the ultimate decision is typically based as much on emotion as on reason -- perhaps more so. Nothing evokes that emotion more strongly than the vehicle's appearance, be it a sports car or a minivan or anything in between. Good design knows no boundaries or borders, which is why we established an award for the World Car Design of the Year in 2005.

The Audi TT was chosen from an initial entry list of twenty-eight (28) contenders nominated by World Car jurors from 22 countries throughout the world for the 2007 World Car Design of the Year.

The World Car of the Year Awards are intended to reflect today's auto industry and market trends. In that respect, nothing is more au courant than concern for the environment -- hence the creation of World Green Car of the Year.

The MERCEDES-BENZ E320 BLUETEC was chosen from an initial entry list of fourteen (14) contenders nominated by World Car jurors from 22 countries throughout the world for the 2007 World Green Car of the Year.

Background

The global marketplace is a reality. Nowhere is that global reality more apparent than in the automotive industry. European vehicles engineered in South Korea ... North American vehicles developed in Australia ... Japanese vehicles designed in Europe ... American vehicles built in China. And that is just the beginning. Cars from everywhere are being sold everywhere else.

The World Car of the Year (WCOTY) awards were inaugurated to reflect that reality, to recognize and reward automotive excellence on a global scale, and to create consumer awareness of that recognition. This award is intended to complement, not compete with existing national and regional Car of the Year programs.

The inaugural World Car of the Year in 2005 was the Audi A6. In 2006, the BMW 3 Series won the World Car of the Year title.

Announcing the annual World Car of the Year awards at the New York show is a fitting finish 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 center stage in January while Geneva claims the spotlight in March. Finally, in April, the international auto show season concludes with its grande finale at the New York International Auto Show.

The World Car of the Year Awards Association acknowledges the support of the Midway Group in the presentation of the awards press conference and thanks them for their contribution.