CAR OF THE YEAR 2021

DURATION: 14:00

Toyota Yaris wins 2021 Car of the Year award.

SHOWS: GENEVA, SWITZERLAND (MARCH 1, 2021) (GENEVA INTERNATIONAL MOTOR SHOW – ACCESS ALL)

CEREMONY

1. MELANIE FREYMOND OPENING THE CEREMONY
2. FRANK JANSSEN, PRESIDENT OF THE COTY JURY AND SANDRO MESQUITA, CEO OF GENEVA INTERNATIONAL MOTOR SHOW ARRIVING ON STAGE
3. VARIOUS FROM THE CEREMONY
4. CLIP WITH ALL SEVEN NOMINEES
5. MORE OF THE CEREMONY
6. MELANIE AND FRANK STARTING THE VOTING
7. FINAL RESULTS
8. TOYOTA YORIS WINS THE TROPHY
9. TOYOTA YARIS COMING ON STAGE
10. VIRTUAL INTERVIEW WITH MATT HARRISON, EXECUTIVE VICE PRESIDENT, TOYOTA MOTOR EUROP
11. INTERVIEW WITH SANDRO MESQUITA, CEO OF GENEVA INTERNATIONAL MOTOR SHOW

(SOUNDBITE) : It was very important to organise this event. The COTY was the perfect platform to kick off the organisation of the future Geneva International Motor Show 2022.

(SOUNDBITE) : For 2022 our ambition is to build the platform that will eb perceived as the level for growth for the brands. It is very important for us that we stand with the brands and that we help them to recover also from this crisis. So we know already that we have to reinvent not only the format but also the content. We received since end of last year, lots of messages from brands looking forward to the new edition. We know we have to work on it and being able to propose a very good concept.

1. INTERVIEW WITH FRANK JANSSEN, PRESIDENT OF THE COTY JURY

(SOUNDBITE): I think it’s a very good compromise when you see that Toyota Yaris has a hybrid system and if we talk from the transformation of the auto moto industry from internal combustion system to electrification, the Toyota Yaris has both. It works with the petrol engine, it works electrically. I think it’s a very good car for people who want electrified driving without having a plug. I think that’s a very good compromise and there is a very sporty rally version, the GR Yaris and I think that is the car that stirs the emotions of the jury members. So you have the reasonable voting and the emotional voting.

(SUNDBITE) : Of course it was not easy to organize, but we got lots of support from manufacturers, so every jury member could drive every finalist car, so this worked well. Despite that we had to cancel our major tests in Denmark and France. H organization of this event was in the first place the matter of believing that we can do it. So if we would have said the pandemic is not over it doesn’t work, but we believed in this event and we kept on pushing until the end, and finally it worked.

(SUNDBITE) : I believe in motor show, and I strongly believe in GIMS because it fits perfectly with Car of the Year, because its annually, it’s in spring time, it’s a place where people meet. We have learned lots about virtual conferences etc.. but at the end people want to meet, shake hands, I think for that you can not do this virtually. Yu have to go to the car show and see the cars that they make.

STORY:

The Toyota Yaris has been named European Car of the Year 2021 on Monday (March 1). The ceremony took place in Geneva Palexpo behind closed doors due to the global pandemic.

In a close race, the Toyota Yaris won the competition with a final vote of 266 points

beating Fiat 500 on 240 points and the Cupra Formentor on 239. Volkswagen ID.3 came in 4th with 224 points.

The other finalist were Škoda Octavia (199 points), the Land Rover Defender (164 points) and the The Citroën C4 with 143 points.

Four of this year's shortlist were either electric or hybrid models.

The award, which has been around 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.

It’s the 10th time the voting ceremony was hosted by the GIMS team, despite the fact that the renewed show cannot take place this year due to the coronavirus pandemic.