World Car of the Year: Porsche Taycan drives home a double victory

09/04/2020 The Porsche Taycan has won two categories in the 2020 World Car of the Year Awards (WCOTY), named as World Luxury Car of the Year as well as World Performance Car of the Year.

In the Performance WCOTY category, all three short-listed finalists were new models from Porsche, making for a unique triple. The three finalists were the Taycan, 911 (type 992), and the 718 Spyder and Cayman GT4, with the Taycan named the winner.

Eighty-six international motoring journalists from around the world voted and assessed over 50 new cars for this year's WCOTY Awards. The winners were announced via livesteam by the WCOTY organisation.

“This double win in the categories World Performance Car and World Luxury Car underlines what we wanted to achieve when we developed the Taycan," said Michael Steiner - Member of the Executive Board, Research and Development, Porsche AG.

"We wanted to create a driver-focused, fully electric sports car that can take on any Performance Car. At the same time we focused on uncompromised everyday-usability and contemporary, digital luxury and comfort for four passengers. We are delighted that the WCOTY jury rewards these efforts."

Long list of awards in the main markets

The vote for World Car of the Year continues a winning streak: the Porsche Taycan, has already won around 40 international prizes, predominantly in the main markets of Germany, USA, UK and China.

For the Porsche Taycan, these include, for example:

- Car of the Year: Top Gear magazine (UK)
- Game Changer of the Year: Top Gear magazine (UK)
- The China Green Car of the Year: Chinese Car of the Year (CCOTY) jury
- German Car of the Year: German Car of the Year (GCOTY) jury

It was also awarded the innovation prize from Connect magazine (Germany).

The Porsche 911 (type 992), launched last year, was a two-time winner in Auto Motor und Sport magazine (Germany) readers' choice for Best Cars – once as a Coupé, once as a Cabriolet – and also

won the following awards:

- Auto Trophy: readers' choice of the Auto Zeitung magazine (Germany)
- Best Performance Car of the Year: Auto Express magazine (UK)
- Best Driver's Cars: Motor Trend magazine (USA)
- The China Performance Car of the Year: Chinese Car of the Year (CCOTY) jury
- German Car of the Year: German Car of the Year (GCOTY) jury
- Motor Magazine Performance Car of the Year (PCOTY) (Australia)
- Drive Car of the Year - Sports Car over $100.000 (COTY) (Australia)

“We are so happy to have been awarded these prizes. They reflect the positive feedback from our customers and are a great incentive for our future work,” said Oliver Blume, Chairman of the Executive Board of Porsche AG.

“We see ourselves as pioneers of sustainable mobility and have brought an emotive, as well as highly innovative, sports car to the road with the Taycan – fully electric and 100 percent Porsche.”

Speaking about the awards the new Porsche 911 has won, Blume said: “The 911 has kept us on the road to success for almost 60 years thanks to its distinctive design."

"When a child draws a picture of a sports car, it often resembles a 911. We have continuously and consistently developed its unique technical concept. With the engine in the back and the ignition key on the left, the 911 has become an icon – as well as the benchmark that every sports car is measured against."

Consumption data

Taycan Turbo (Predecessor model)

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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