

CLASSIC DRIVER



Audi A6 is "World Car of the Year"

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A panel of judges made up of 48 renowned motoring journalists has reached its verdict: the inaugural title of "World Car of the Year" has been awarded to the Audi A6. In taking this honour, the sporty business saloon left its 35 rivals from all categories trailing. The award ceremony was held on the evening of 16th February as part of the Canadian International Auto Show in Toronto.

The panel members represented all of the major car markets and many of the leading motoring publications from around the world. They rated the 36 candidates based both on objective criteria, such as product characteristics, and on their emotional charisma: the "wow" factor is clearly just as important an evaluation criteria as safety and environment or value for money.

The "World Car of the Year" award is just the latest in a whole string of accolades which the latest Audi A6 has already captured in its debut year in the motoring arena: other titles include the "Auto Trophy" from *Auto Zeitung*, "Auto1" from *Auto Bild*, the "Golden Steering Wheel" presented by the German newspaper *Bild am Sonntag*, "The Best Cars / Luxury Category" as voted by *auto motor und sport* readers as well as the "Yellow Angel" presented by the German motoring association ADAC, to name but just a few of the prestigious awards won in Germany alone. Such credits have justifiably earned the Audi A6 its mantle as one of the most successful instant hits of all time, with both the press and public alike.

Photos/Text: Audi

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