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100TH ANNIVERSARY EDITION

Press release

Brussels, 30 September 2022

The 2023 Brussels Motor Show hosts The Car of the Year election

The Brussels Motor Show, which will be open to the public from 14 to 22 January 2023, will have the pleasure of hosting the prestigious The Car of the Year awards, which have been held since 1964 to honour the best car sold on the European market.

For its hundredth edition, the Brussels Motor Show is going all out to celebrate its jubilee in style. In addition to being able to pride itself on having succeeded in bringing together the large majority of the players in the Belgian car market, with the participation of 18 of the 20 brands that make up the Top 20 in the market already confirmed - representing almost 90% of the market share of the car sector in Belgium - the organisers of the 100th Motor Show are pleased to announce the arrival in Brussels of the highly renowned The Car of the Year competition.

«The 100th edition of the Brussels Motor Show will be more than ever focused on consumer information. We are therefore delighted to be able to welcome The Car of the Year award to Brussels», says Andreas Cremer, CEO of FEBIAC, the Belgian and Luxembourg car and cycle federation that organises the Motor Show. «With the coming of The Car of the Year, the Brussels Motor Show is further strengthening its position among international events in the automotive sector. Located in the heart of Europe, in the backyard of the European institutions, and with our independence due to the absence of a major national manufacturer in our country, we are convinced that The Car of the Year will find in our Motor Show all the conditions necessary to perpetuate the reputation of this prestigious competition which is an authority in our sector.»

The Car of The Year organising committee is made up of representatives from nine European car magazines. The jury is made up of 61 professional journalists who evaluate between 30 and 40 brand new cars each year on the basis of a wide range of criteria such as design, comfort, safety, economy, driving behaviour, performance, functionality, environmental performance, driving pleasure, technical innovation and value for money.

« We are very happy and honoured to partner with the Brussels Motor Show for our announcement of The Car of the Year, » says Frank Janssen, President of The Car of the Year Jury.

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