GENEVA CAR OF THE YEAR: WORDLFEED 1715GMT

DURATION: 13:28

Volkswagen Passat wins 2015 Car of the Year (COTY) award on the eve of the Geneva Motor Show.

SHOWS: GENEVA, SWITZERLAND (MARCH 2, 2015) (CAR OF THE YEAR – ACCESS ALL)

**COTY CERMONY B-ROLL**

1. ANDRE HEFTI, GENERAL MANAGER OF GENEVA MOTOR SHOW SPEAKING TO AUDIENCE

2. HAKAN MATSON, PRESIDENT OF THE COTY JURY SPEAKING ON STAGE, ANNOUNCING THE NOMINEES

3. CLIPS WITH ALL SEVEN NOMINEES

4. CLIP WITH JURY MEMBERS PRESENTING NOMINEES

5. FINAL RESULTS

6. VOLKSWAGEN PASSAT WINS CAR OF THE YEAR

7. DR. HEINZ-JAKOB NEUSSER, CHAIRMAN OF THE BOARD OF MANAGEMENT OF VOLKSWAGEN COMING ON STAGE TO ACCEPT A TROPHY

8. VARIOUS OF NEUSSER WITH TROPHY

**INTERVIEW WINNER (VOLKSWAGEN)**

9. (SOUNDBITE) (English) DR. HEINZ-JAKOB NEUSSER, CHAIRMAN OF THE BOARD OF MANAGEMENT OF VOLKSWAGEN, SAYING:

“It’s very important for us, because Car of the Year it’s really an international trophy, it shows that the car is internationally seen on very international level, and it’s very attractive.”

10. (SOUNDBITE) (English) DR. HEINZ-JAKOB NEUSSER, CHAIRMAN OF THE BOARD OF MANAGEMENT OF VOLKSWAGEN, SAYING:

“The Car of the Year award is one of the famous auto-motor awards with a long history and a broad jury of international journalist and experts, and it’s famous for us and very honourable for us to get this award for this car. This car the Passat is now the peek of the model tool-kit-system, that means that it has all modern technology inside which you can get in the car. That means modern connectivity systems, all the driver assistance systems which gets lots of safety for the customers and the driver, and thirdly it’s very comfortable car and you can take this car even for long distance journeys so it gets you all that you want. And the power train side has a very modern technology also on board. It has not only efficient gasoline and diesel engines, it has also plug-in hybrid systems which gets the possibility to drive this car 50km purely electric without emission, and simultaneously you can use the car as a hybrid version and have a long trip drive over 1000km.”

11. (SOUNDBITE) (English) DR. HEINZ-JAKOB NEUSSER, CHAIRMAN OF THE BOARD OF MANAGEMENT OF VOLKSWAGEN, SAYING:

“These features they come normally from top down, that means from the top class of the cars to the volume class of the cars like you can see here, and we are actually bringing this technology features into our volumes cars. It means that every costumer can use this safety systems and can get profit out of connectivity.”

12. VARIOUS OF NEUSSER TALKING TO MEDIA

**END OF FEED**

STORY: Volkswagen Passat has been voted as the European Car of the Year (COTY) 2015 in Geneva, Switzerland on Monday (March 2).

 For the fourth year running, the prestigious COTY award was named at the Geneva International Motor Show. Known as the oldest automobile prize, it’s celebrates this year its 52nd anniversary.

 The German family car was awarded 340 points by the panel of 58 international journalists across 22 European countries, well ahead of its nearest rival the Citroën C4 Cactus with 248 points and the Mercedes-Benz C Class on 221 points.

 “It’s very important for us, because Car of the Year it’s really an international trophy, it shows that the car is internationally seen on very international level, and it’s very attractive,” said Dr. Heinz-Jakob Neusser, chairman of the board of management of Volkswagen.

 The Passat has an updated collision avoidance system compared to its predecessor and other new technology, including emergency driver assistance and cross-wind stabilization.

 “This car the Passat is now the peek of the model tool-kit-system, that means that it has all modern technology inside which you can get in the car,” Neusser added.

 Volkswagen last won the car of the year award in 2013 with its Golf compact car.

 Other seven-strong shortlist finalist in this year’s competition were the Ford Mondeo who took fourth position with 203 points, Nissan Qashqai came fifth with 160 points, while BMW 2 Series Active Tourer took 6th position with 154 points and the Renault Twingo seventh with 124 points.

 The candidates were selected amongst the cars put on sale in Europe during the previous calendar year with a short list of seven finalists issued last December. To be eligible, the model had to target annual sales of at least 5’000 units.