GCOTY AWARDS 2027

VOLKSWAGEN ID. POLO IS GERMAN CAR OF THE YEAR 2027

3 November 2026, 10:00 CET: Volkswagen ID. Polo takes the overall title after winning the Budget class; Kia PV5, Mercedes-Benz GLC, Xpeng X9 and Hyundai Ioniq 6 N are the other class winners.

The Volkswagen ID. Polo is the German Car of the Year 2027. Following intensive final test drives of the five class winners, the independent jury of automotive journalists selected the all-electric Volkswagen as the overall winner of the GCOTY AWARDS 2027.

Volkswagen CEO Thomas Schäfer commented:

"The ID. Polo brings electric mobility to where it can make the greatest impact: right into people's everyday lives. Winning the German Car of the Year Award demonstrates that high quality and innovative technology are not a question of vehicle class. My thanks go to the jury and our outstanding team. With the ID. Polo, we are redefining the benchmark for electric small cars."

Volkswagen Chief Designer Andreas Mindt added:

"Seeing the ID. Polo named German Car of the Year is a very special moment for our design team. It is the first car with our new 'Pure Positive' design language to win an overall Car of the Year award. We wanted to create a true Volkswagen: clear in its design, instantly recognisable and full of character. This award is a wonderful recognition of the passion our team has put into this car."

The ID. Polo had previously won the "Budget" segment, covering new model ranges with a starting price below EUR 25,000. Its overall victory places it ahead of the winners in four other categories.

The Kia PV5 wins "Compact" (EUR 25,000 to 40,000). The electric Mercedes-Benz GLC takes "Premium" (EUR 40,000 to 70,000), the Xpeng X9 leads "Luxury" (above EUR 70,000), and the Hyundai Ioniq 6 N wins "Performance". The class winners were chosen from new models launched over the preceding twelve months.

The jury also recognized outstanding individual attributes across all classes: the Geely E2 for best Value, the Renault Twingo for best Exterior Design, the BMW iX3 for best Interior Design and infotainment, the Porsche 911 Turbo S for best Powertrain, and the Škoda Peaq as Family Car of the Year.

Klaus Zellmer was named Automotive Person of the Year 2027 in recognition of his achievements.

In a dedicated message, VDA President Hildegard Müller emphasized the significance of the awards: "Nine years of German Car of the Year - that is a genuine success story. The award has become one of the most important independent honors in the automotive world, and it owes this standing above all to one thing: its openness to different perspectives."

The independent jury consists of 47 German and international automotive journalists. The GCOTY Awards are supported by Aitastic, AvD, AutoCom Associates, Bridgestone, Gentex, KST Motorenversuch, Ronal and ZF.

Further information and media assets: gcoty.com.

Contact:
Jens Meiners | +49 172 201 3832 | +1 917 474 7445 | jens@cardesignevent.com
Bernd Hitzemann | +49 151 2019 3000 | bernd.hitzemann@aitastic.com