

WOMEN & AUTOMOTIVE

WHAT DRIVES HER?

HIT THE ROAD JACKIE

Here are some suggestions for your 2025 road trip bucket list.

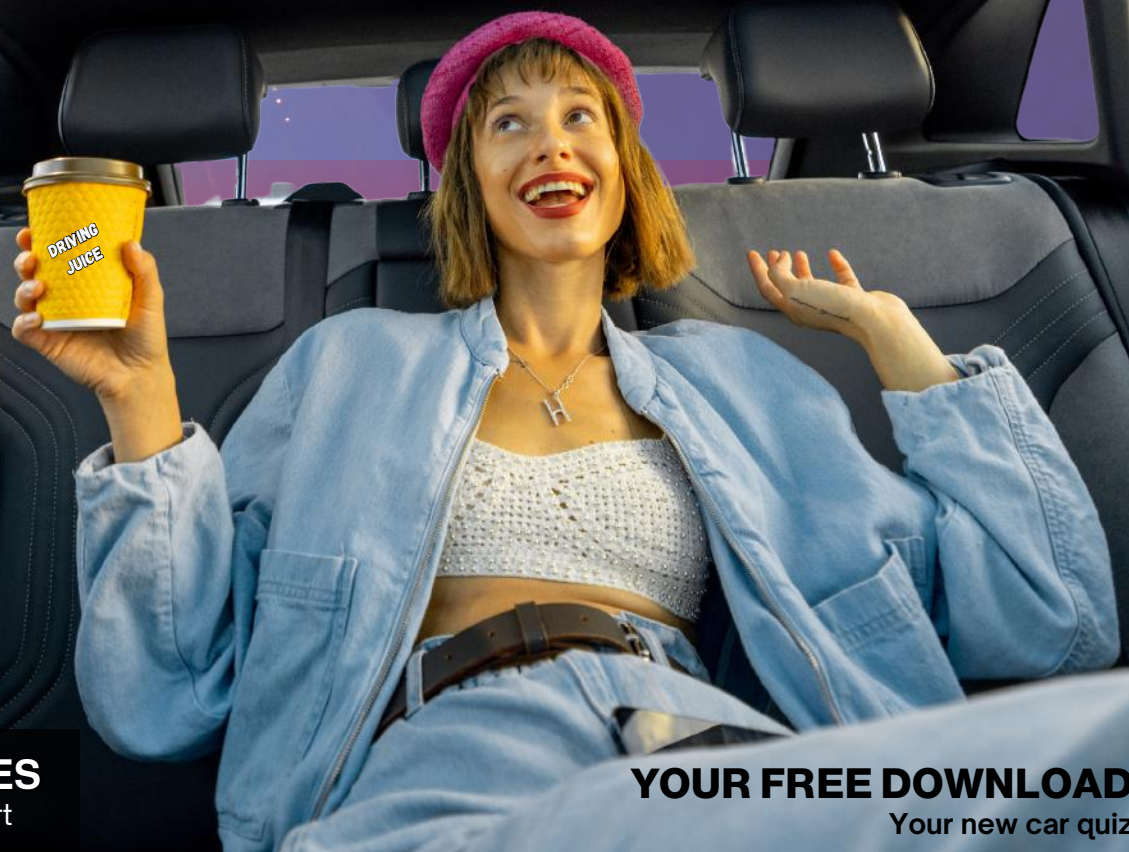
ARE ELECTRIC VEHICLE FIRES ON THE RISE?

We look into your concerns

2025
— HAPPY NEW YEAR —



CLÄRENORE STINNES
Pioneer of Automotive Comfort



YOUR FREE DOWNLOAD
Your new car quiz



THE WOMEN'S WORLDWIDE CAR OF THE YEAR MAGAZINE

WWW.WWCOTY.NET

Hit the Road with the Women's Worldwide Car of the Year and Sixt!

Exclusive Discounts for Women Drivers!

Buckle up for exciting news from the Women's Worldwide Car of the Year (WWCOTY).

As the only global jury of female motoring journalists, we're thrilled to offer you an exclusive perk: up to 15% off car rentals with industry leader Sixt!

Here's what you get:

- 15% discount on Sixt car rentals in Spain when you book through wwcoty.net.
- 10% discount on Sixt car rentals worldwide.
- Seamless booking: Simply visit wwcoty.net and your discount will be automatically applied.

Whether you're exploring vibrant cities in Spain or embarking on a global adventure, WWCOTY and Sixt have you covered. We understand that freedom and mobility are key, so we're dedicated to finding the best solutions for women drivers.

Ready to hit the road with confidence and savings? Book your Sixt car rental through wwcoty.net today!



FROM THE EDITOR'S DESK.



“Dear Reader,

A New Year, A New Dawn for Automotive Innovation?

As we embark on this exciting new year, the Women's Worldwide Car of the Year (WWCOTY) team is thrilled to share our insights and predictions for the year ahead. 2025 promises to be another dynamic year for the automotive industry, with continued advancements in electric vehicle technology, a growing focus on sustainability, and the emergence of innovative mobility solutions. We anticipate seeing further breakthroughs in autonomous driving technology, with more sophisticated systems becoming available to the public.

But most importantly, we are incredibly excited to finally announce the winners of the Women's Worldwide Car of the Year awards! After months of rigorous testing and careful deliberation by our esteemed jury of female automotive journalists from around the globe, we are eager to unveil the most outstanding vehicles of the past year. Stay tuned for the announcement of our category winners and, ultimately, the crowning of the Supreme Winner – a true testament to automotive excellence.

Get ready for an exciting year of automotive discoveries and join us as we celebrate the achievements of the industry and the women who are shaping its future.

Happy New Year from the WWCOTY Team!

A handwritten signature in blue ink that reads "Alix".

Editor-in-Chief,
Women's Worldwide Car of the Year Magazine



**ALIX CAPPER --
MURDOCH**
WWCOTY EDITOR



SANDY MYHRE
HONORARY
PRESIDENT



MARTA GARCIA
EXECUTIVE
PRESIDENT.

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Hidden Figures.

CLÄRENORE STINNES: A GLOBAL PIONEER ON FOUR WHEELS

In a world dominated by men, Clärenore Stinnes fearlessly carved her own path, becoming a symbol of female empowerment and a pioneer of automotive exploration. Born in 1901, she was the daughter of the prominent German industrialist Hugo Stinnes. Raised in a world of privilege and surrounded by automobiles, Stinnes developed a passion for driving at an early age.

Inspired by Charles Lindbergh's solo flight across the Atlantic, Stinnes set her sights on an even greater challenge: becoming the first person to circumnavigate the globe by car. In 1927, at the age of 26, she embarked on this audacious journey, accompanied by her cameraman and partner, Carl-Axel Söderström.



Their trusty steed was an Adler Standard 6, a sturdy vehicle specially equipped for the arduous trek. Over the next two years, Stinnes and Söderström braved treacherous terrains, extreme climates, and cultural barriers. They traversed Europe, Asia, and the Americas, facing countless challenges along the way. From navigating the icy landscapes of Siberia to enduring the scorching heat of the Gobi Desert, Stinnes demonstrated remarkable resilience and determination.

Stinnes's global odyssey was more than just a daring feat of automotive engineering. It was a testament to her courage, resourcefulness, and unwavering spirit of adventure. Her journey captured the imagination of the world, inspiring countless others to pursue their dreams, regardless of gender.

Clärenore Stinnes's legacy extends far beyond her groundbreaking achievement. She remains an icon of female empowerment, reminding us that with passion, perseverance, and a touch of daring, even the most ambitious dreams can be realized.



ALIX CAPPER - MURDOCH
WWCOTY EDITOR
AND JUROR

2024: A Year of Shifting Gears

AND VARIETY IN THE GLOBAL AUTO MARKET

The automotive landscape in 2024 saw a dynamic mix of familiar favorites and emerging trends, with regional variations reflecting unique consumer preferences and market conditions. While the Toyota Corolla maintained its reign as a global bestseller, the rise of electric vehicles (EVs) continued to disrupt traditional market segments.

Top 5 Global Bestsellers

Toyota Corolla: This reliable and fuel-efficient sedan continued its decades-long dominance, appealing to a wide range of buyers worldwide.

Tesla Model Y: The Model Y's blend of practicality, performance, and cutting-edge technology propelled it to the top of the EV market, capturing a significant market share globally.

Ford F-Series: The enduring popularity of pickup trucks, particularly in North America, solidified the F-Series' position as a top seller.

Toyota RAV4: This compact SUV's combination of practicality, fuel efficiency, and reliability made it a favorite among families and urban dwellers across many regions.

Honda CR-V: Another strong contender in the compact SUV segment, the CR-V's comfortable ride and spacious interior resonated with buyers seeking a versatile and reliable vehicle.

Regional Trends & Key Takeaways

North America: Pickup trucks and SUVs continued to dominate, driven by a preference for spacious and capable vehicles. The rise of EVs, particularly Tesla models, gained significant momentum.

Europe: A strong focus on fuel efficiency and environmental concerns led to increased demand for smaller cars and hybrid/electric vehicles. Government incentives further encouraged the adoption of EVs.

Asia: The market witnessed a diverse range of preferences, with compact cars and SUVs remaining popular in many countries. The Chinese market saw a surge in domestic EV brands, challenging established players.

The Rise of EVs: The global shift towards electric mobility accelerated in 2024, with Tesla leading the charge.

SUV Dominance: SUVs continued to be a dominant force across many regions, driven by their versatility and practicality.

Regional Variations: Consumer preferences and market conditions significantly impacted vehicle choices in different parts of the world.

2024 marked a pivotal year in the automotive industry, characterized by innovation, evolving consumer preferences, and a growing emphasis on sustainability. As the industry continues to evolve, it will be interesting to observe how these trends shape the future of mobility.

Disclaimer: This article is based on general market trends and does not reflect specific sales figures for each region individually.

Hit the Road, Jackie!

2025'S MOST ENTICING ROAD TRIP DESTINATIONS

As a new year dawns, many of us make resolutions for self-improvement, health, and happiness. Often topping the list? Travel. The allure of the open road, the freedom of exploration, and the promise of new discoveries make road trips an irresistible way to fulfill that travel yearning. So, buckle up and get ready to explore some of the most captivating road trip destinations across five continents.

North America: California's Pacific Coast Highway

No road trip list is complete without mentioning the iconic Pacific Coast Highway. Stretching along the California coastline, this scenic route offers breathtaking views of crashing waves, dramatic cliffs, and charming coastal towns. Don't miss stops at Monterey Bay Aquarium, Hearst Castle, and the towering redwoods of Muir Woods.

South America: Ruta 40, Argentina

For a truly epic adventure, embark on Argentina's Ruta 40. This legendary highway traverses over 5,000 kilometers, showcasing diverse landscapes from the Andes Mountains to the Patagonian steppe. Witness glaciers, volcanoes, and vast salt flats, while experiencing the unique culture and hospitality of Argentine towns along the way.



Europe: The Amalfi Coast, Italy

Wind your way along the Amalfi Coast, a UNESCO World Heritage Site renowned for its dramatic cliffs, picturesque villages, and stunning coastal views. Indulge in fresh seafood, explore charming towns like Positano and Ravello, and soak up the Mediterranean sun.



Africa: Garden Route, South Africa

Experience the breathtaking beauty of South Africa's Garden Route, a coastal paradise boasting lush forests, pristine beaches, and abundant wildlife. Spot elephants, whales, and penguins, hike through nature reserves, and savor the delicious local cuisine.

Asia: The Great Ocean Road, Australia

Australia's Great Ocean Road is a masterpiece of engineering and a testament to human resilience. This scenic coastal drive offers stunning views of the Southern Ocean, including the iconic Twelve Apostles rock formations. Don't forget to explore charming coastal towns, rainforests, and hidden coves.

Tips for an Unforgettable Road Trip:

- Plan your route: Research points of interest, accommodation options, and potential detours
- Pack smart: Bring essentials like a first-aid kit, a portable charger, and a good playlist.
- Embrace the unexpected: Be open to detours, spontaneous adventures, and the beauty of the unknown.
- Travel responsibly: Respect the environment, support local businesses, and leave no trace.

So, what are you waiting for? Get out there, explore the world, create memories that will last a lifetime and share them with us on our socials.

Take the Test: Questions to Choose a New Car



**DON'T
MISS OUT!**

DOWNLOAD OUR FREE
GUIDE TO HELP YOU
CHOOSE THE RIGHT CAR
FOR YOU.

DOWNLOAD





My Fly & Drive Experience



How to
choose the right
car rental company for you.

Beyond the Rental

A PERSONAL EXPERIENCE

Although based in Cyprus, my work as an automotive journalist and instructor, frequently takes me to the Middle East, where I often find myself immersed in the dynamic world of high-performance vehicles and motorsport events. While many still seem surprised by the regularity of a woman taking driving trips to destinations like Saudi Arabia, Jordan, and the UAE, these regions have become integral to my professional life, offering unique opportunities for vehicle testing and experiencing diverse driving environments.



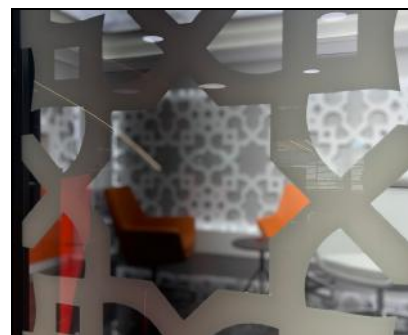
My recent involvement in the 1000 Miglia Experience UAE provided a valuable opportunity to evaluate the services of SIXT car rental, a significant player in the global rental market.

This experience began at Abu Dhabi's modern Zayed Airport, where I encountered a well-organized and conveniently located SIXT rental center, a stark contrast to the often-chaotic airport experiences encountered by many travelers. The center itself resembled a sophisticated business lounge, complete with comfortable seating, refreshments, and even dedicated areas for children. This unexpected level of comfort significantly enhanced the start of my journey.

Furthermore, SIXT boasts a diverse fleet, including the latest models from brands like GAC, which I was keen to try as it was one of the cars missing from my 2024 test drive list for the upcoming Women's World Car of the Year awards. The GAC Emkoo, a luxurious and technologically advanced vehicle, perfectly complemented the modern aesthetic of the airport and the vibrant cityscape of Dubai that awaited me.



Throughout my travels across the UAE, covering all seven emirates, I consistently encountered exceptional customer service from the SIXT team. This positive experience, repeated across multiple trips, solidified my impression of SIXT as a reliable and customer-centric car rental provider.



Find Your Perfect Ride

But what is it that makes a car hire company good or not, and what do we have to look for when choosing one?

Here are some key considerations:

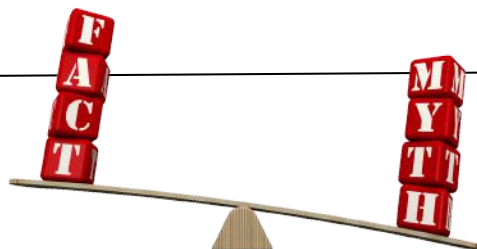
- **Budget:** Determine your budget upfront. Consider daily rates, insurance options (collision damage waiver, theft protection), and potential extra charges like mileage limits or airport surcharges.
- **Vehicle Type:** Choose a car that suits your needs and travel style. Options range from compact cars for city driving to SUVs for off-road adventures or spacious minivans for families.
- **Insurance Coverage:** Understand the insurance coverage included in the rental price. Consider purchasing additional insurance if necessary, especially for international travel.
- **Pick-up and Drop-off Locations:** Choose a rental company with convenient pick-up and drop-off locations that align with your travel plans. Check for any additional charges for airport or off-site locations.
- **Customer Service:** Read reviews and check customer service ratings. Look for companies with a reputation for excellent customer service, helpful staff, and a smooth rental process.
- **Fleet Variety:** Select a company with a diverse fleet to choose from, offering various brands, models, and sizes to cater to different preferences.
- **Special Offers and Discounts:** Check for any available discounts, such as AAA or AARP member discounts, or utilize exclusive offers like our WWCOTY discount code (simply click on the link in the digital magazine or go to our website for more info).
- **Terms and Conditions:** Carefully read the terms and conditions of the rental agreement, including fuel policies, mileage limitations, and any restrictions on drivers.

By carefully considering these factors, you can choose the right car hire company and ensure a smooth and enjoyable travel experience.



Mythbusters

DEBUNKING COMMON CAR MYTHS



Let's face it, the world of cars is rife with myths and misconceptions. From whispers of unreliable luxury vehicles to the supposed demise of the manual transmission, these urban legends can be as entertaining as they are misleading.

So, buckle up as we put the pedal to the metal and debunk some of the most common car myths:

Myth 1: All Luxury Cars Are Unreliable.

Picture this: a sleek, high-end sedan with a price tag to match, perpetually stranded on the side of the road. While some may believe luxury equals unreliability, this is a dangerous generalization.

- **Fact Check:** Modern luxury cars are built with meticulous attention to detail and often boast cutting-edge technology, including advanced diagnostics and sophisticated engineering. Brands like Lexus and Mercedes-Benz consistently rank high in reliability surveys.

Myth 2: Manual Transmissions Are Dying Out.

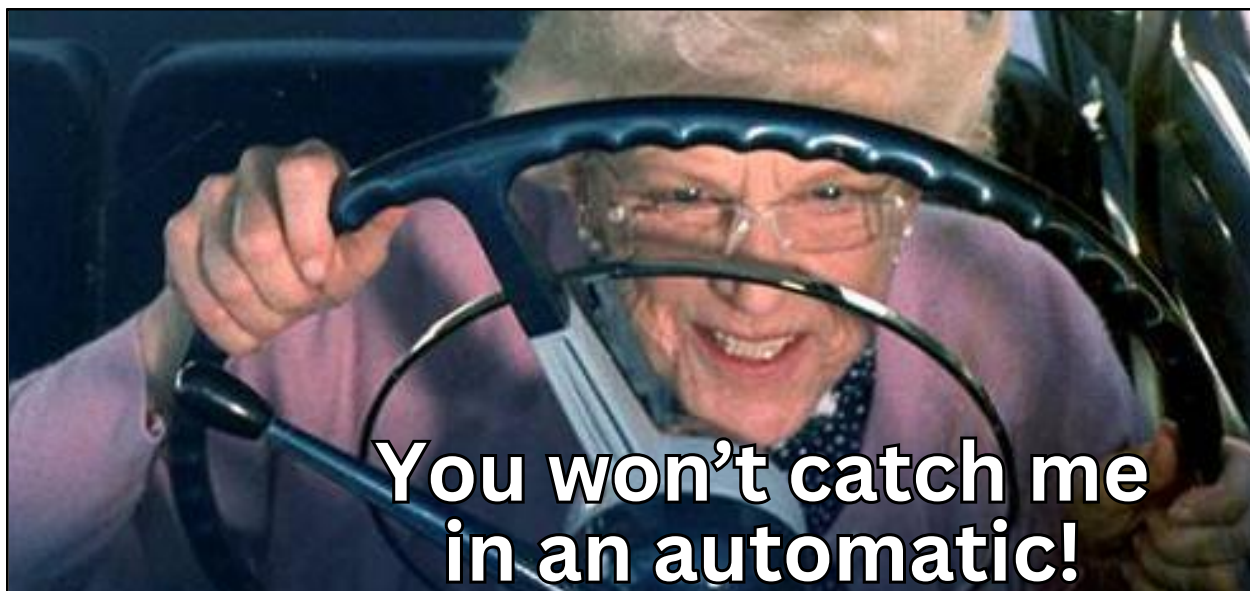
For many car enthusiasts, the thrill of shifting gears is an irreplaceable experience. But with automatics becoming increasingly sophisticated, some believe the manual transmission is a relic of the past.

- **Fact Check:** While automatics dominate the market, the manual transmission still holds a special place in the hearts of many drivers and car manufacturers. Many performance-oriented vehicles still offer manual options, and some automakers even actively promote the driving engagement they provide.

Myth 3: Electric Cars Are Boring to Drive.

The image of silent, sluggish electric vehicles might linger in some minds. But the reality is far from boring.

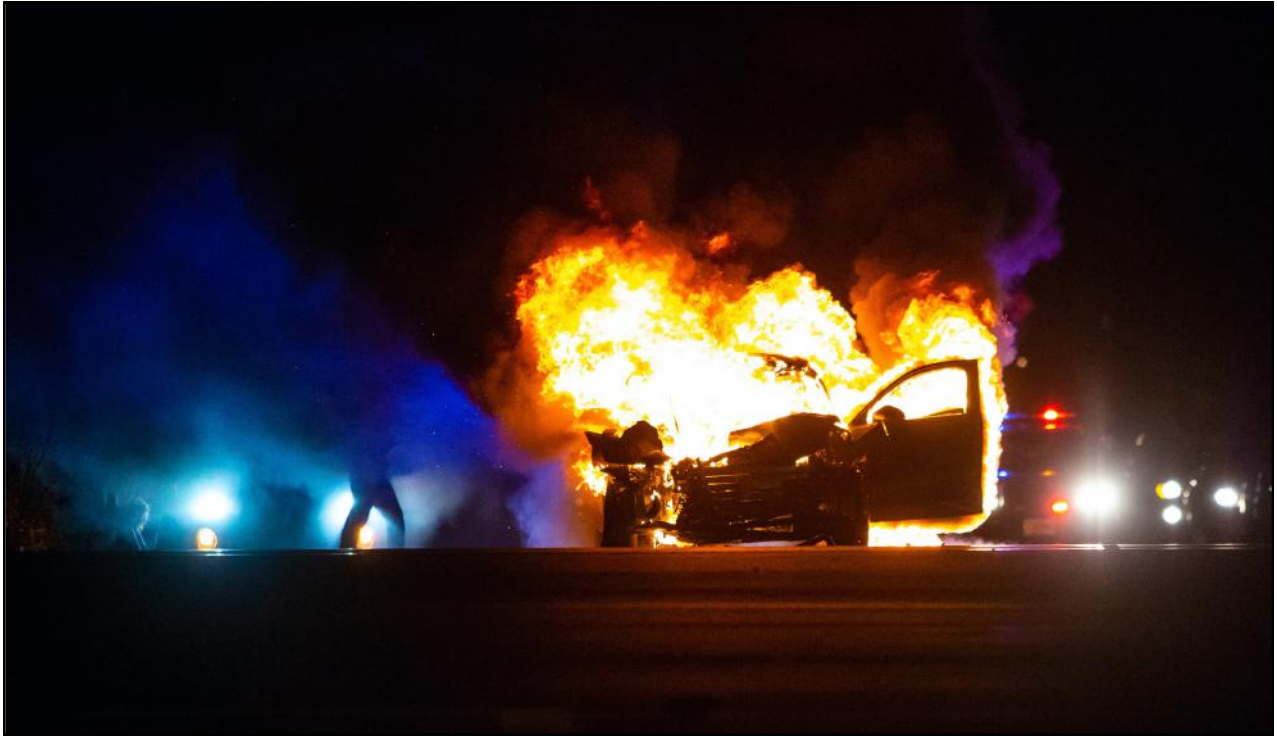
- **Fact Check:** Modern electric vehicles are incredibly powerful, offering instant torque and exhilarating acceleration. Forget the days of slow, silent driving – many EVs can out-accelerate their gas-powered counterparts. Plus, regenerative braking adds an element of engagement to the driving experience.





Are Electric Vehicle Fires on the Rise?

NAVIGATING THE CONCERNS



The rise of electric vehicles (EVs) has brought about a new set of concerns, particularly surrounding the potential for battery fires. While these incidents are relatively rare, they often make headlines due to their dramatic nature. Let's delve deeper into the realities of EV fire safety.

Unlike gasoline-powered vehicles, EV fires primarily involve the lithium-ion batteries. These batteries operate at high voltages and can experience "thermal runaway," a cascading reaction where one cell overheats, triggering a chain reaction that can ignite other cells within the battery pack. These fires can be intense and challenging to extinguish, as they can reignite even after initial suppression.

Data suggests that EV fires are less frequent compared to those involving gasoline vehicles. However, when they do occur, they can be more intense and difficult to control. It's crucial to remember that the overall risk of fire in any vehicle is relatively low.

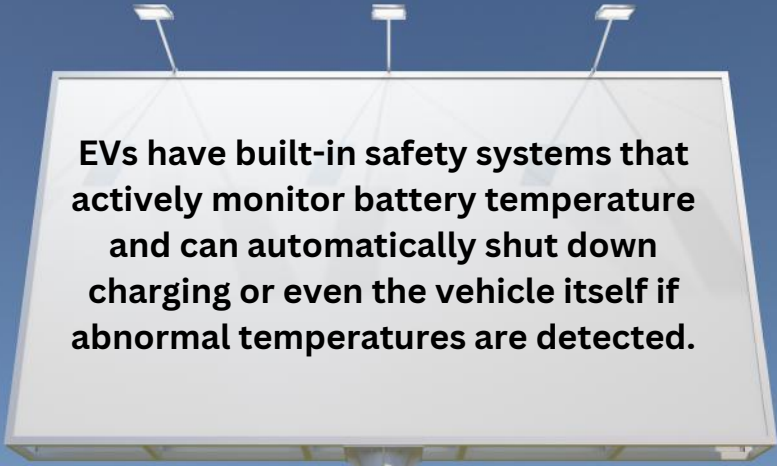
Addressing the challenges requires a multi-pronged approach. Car manufacturers are constantly improving battery technology to enhance safety. This includes advancements in battery chemistry, thermal management systems, and safety features designed to prevent and mitigate fires.



Recognizing the unique challenges posed by EV fires, emergency services are undergoing specialized training. This training focuses on identifying EVs at the scene of an accident, de-energizing the high-voltage system, extinguishing battery fires using specialized techniques and equipment, and ensuring the safety of both first responders and occupants by wearing appropriate protective gear.

What can you do? Adhere to the manufacturer's recommendations for charging, maintenance, and driving your EV. Pay attention to any unusual noises, smells, or warning lights from your vehicle. Always use the manufacturer-approved charging equipment and avoid charging in extreme temperatures.

While the potential for battery fires exists, the overall safety record of EVs is strong. Ongoing research and development, coupled with increased awareness and proper safety protocols for both vehicle manufacturers and emergency services, will continue to enhance the safety of these vehicles.



EVs have built-in safety systems that actively monitor battery temperature and can automatically shut down charging or even the vehicle itself if abnormal temperatures are detected.

**THANK
YOU!**

