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Autoneum renews sponsorship of the World Car Awards

Autoneum has extended its sponsorship of the World Car Awards and will also be Presenting Partner of the renowned industry award in 2016. The official kick-off of the 2016 World Car Awards took place today with the announcement of the nominated vehicle models at the International Motor Show (IAA) in Frankfurt am Main. More than half of the 21 models nominated for "World Car of the Year" are equipped with Autoneum products for acoustic and thermal management.

Autoneum will once again be Presenting Partner of the World Car Awards in 2016. The global market and technology leader in acoustic and thermal management solutions for vehicles announced this today at the official kick-off of the 2016 World Car Awards at the IAA in Frankfurt am Main. Autoneum is therefore renewing the sponsorship embarked upon in 2014 by another year.

"By sponsoring the World Car Awards, we are able to promote innovation and operational excellence in the automotive industry and at the same time enhance the awareness of the Autoneum brand beyond the sector. This was the decisive factor behind our decision to renew the successful partnership for another year," explains Martin Hirzel, CEO of Autoneum. The "Road to World Car 2016" was officially started at the exhibition today with the announcement of the nominated vehicle models. The tour includes the presentation of the shortlist of the nominees at the Geneva Motor Show in early March 2016 and concludes with the award ceremony at the New York Auto Show at the end of the same month.

Peter Lyon, Chairman of the World Car of the Year journalist steering committee, also welcomes the continuation of Autoneum's sponsorship: "We are delighted to welcome back Autoneum as a Presenting Partner of the World Car Awards. For decades, they have embodied innovation in automotive acoustic and thermal management making them an ideal partner for the World Car Awards."

The World Car Awards have been presented annually since 2004 by 72 industry journalists in five categories for the best vehicle models. As well as the "World Car of the Year", the international jury also selects winners in the "World Luxury Car", "World Performance Car", "World Green Car" and "World Car Design of the Year" categories.

For more information, please contact:

Investors

Dr. Martin Zwyssig
CFO
T +41 52 244 82 82
F +41 52 244 83 37
investor@autoneum.com

Media

Dr. Anahid Rickmann
Head Corporate Communications
T +41 52 244 83 88
F +41 52 244 83 36
media@autoneum.com

About Autoneum

Autoneum, with its headquarters in Winterthur, Switzerland, is the globally leading producer of vehicle acoustics and thermal management systems. The company develops and manufactures components, modules and complete systems for interior and engine bay as well as heatshields and underbody shields. Customers include leading automobile producers in the key markets of Europe, North America, South America and Asia. Autoneum is represented at around 50 locations in over 20 countries and employs more than 10,000 people worldwide, of whom about 5% are in Switzerland. The company is listed on the SIX Swiss Exchange (ticker symbol AUTN).

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