

WardsAuto Names Wards 10 Best Interiors for 2021

Winners to be honored in November at Automotive Tech Week

SOUTHFIELD, MI, UNITED STATES, October 19, 2021 /EINPresswire.com/ -- [WardsAuto](#) has unveiled the annual Wards 10 Best Interiors winners for 2021, and it's all about utility this year. Seven of the ten winning utility vehicles demonstrate how automakers are focusing intently on the popular SUV and CUV segments, while two sedans and a full-size pickup round out the list.



Sales data collected by [Wards Intelligence](#) for the '21 model year that just ended Sept. 30 confirms it: 45.3% of vehicles sold were CUVs, up nearly three percentage points from the prior year. Cars accounted for 22.8% of sales, compared with 18.2% for all pickups, 9.1% for all body-on-frame SUVs and 4.6% for vans.

So, is it any wonder that seven of the 2021 Wards 10 Best Interiors winners are utility vehicles? Clearly, automakers are unleashing some of their best interior designers on these segments where volume is flourishing, and money is to be made.

"Automakers are intently focused on popular CUVs and SUVs, so it should be no surprise utility vehicles take seven of the 10 awards this year. But there's more on the list: an upscale pickup truck, a flagship luxury sedan and a globally loved compact car. The Wards 10 Best Interiors list celebrates the work of the auto industry's best interior designers," says Tom Murphy, WardsAuto Managing Editor.

2021 Wards 10 Best Interiors Winners (listed in alphabetical order):

- Bentley Bentayga Speed
- Ford F-150
- Ford Mustang Mach-E

- GMC Yukon Denali XL
- Honda Civic
- Hyundai Tucson
- Jeep Grand Cherokee L
- Land Rover Defender
- Mercedes-Benz S-Class
- Mitsubishi Outlander

WardsAuto judges evaluated 33 vehicles over the summer, and to be eligible for testing, an interior must be all-new or significantly improved from the prior year. The interiors are evaluated and scored based on materials, comfort, ergonomics, safety, fit-and-finish, and most importantly, aesthetics and design harmony. There is no price cap, however, value does play a factor.

Driver information also plays a part in the scoring process. The judges ask themselves, “how user-friendly is the infotainment system?”

That segment of vehicle development has exploded in recent years, keeping pace with consumer-electronics trends tied to connectivity, navigation, voice control, and a customized experience behind the wheel. Because of this, WardsAuto expanded their award portfolio, launching Wards 10 Best User Experiences (UX) in 2016. The 2021 Wards 10 Best UX winners will be announced later this month and honored in November at Automotive Tech Week.

Wards 10 Best Interiors winners will be honored during the Wards 10 Best Interiors award ceremony on November 16 at Informa Tech Automotive Group’s Automotive Tech Week. The event will take place at Suburban Collection Showplace in Novi, Michigan. Winning vehicles will be on display throughout the exhibition hall for attendees to jump in and experience the interior which landed each vehicle a spot on the 2021 Wards 10 Best Interiors list. Learn more about the event and book your ticket by visiting <https://wardsauto.informa.com/auto-tech-week/>. All members of the press are subject to free attendance.

ABOUT WARDAUTO

WardsAuto is a world-leading provider of automotive editorial, insights, and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based Informa Tech business, WardsAuto provides a forward-looking perspective on all aspects of the automotive business, from the tech center to the plant floor to the showroom. As a part of our parent organization, Informa Tech, our mission is to bring together the entire ecosystem of those in technology and automotive to accelerate the future of our industries. Subscribe to WardsAuto by visiting <http://www.wardsauto.com>.

ABOUT INFORMA TECH AUTOMOTIVE GROUP

Informa Tech Automotive Group is the trusted voice and knowledge resource for the leaders of the fast-paced digital automotive revolution. Combining the research expertise of Wards

Intelligence, the reach and community of WardsAuto, and the connection and event power of TU-Automotive, our trusted brand pillars provide expert direction with unrivaled opportunities for the leaders, innovators, and stakeholders who are developing strategies for a competitive edge in the industry. Our offerings include eNewsletters, industry events, subscription services, consulting, data and insights, marketing services, and more. To learn more about Informa Tech Automotive Group, visit <https://wardsauto.informa.com/>.

Alexa Madden

Informa Tech Automotive Group

alexamadden@informa.com

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/554232879>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.