

 CARS OF THE FUTURE

SELF-DRIVING INDUSTRY AWARDS

20
26

Celebrating excellence in automated mobility

ABOUT THE AWARDS

Presented by Cars of the Future, the Self-Driving Industry Awards celebrate excellence in automated mobility, in the UK and internationally.

- ★ Partners of this well-established event enjoy a wide range of benefits incl. brand awareness, media coverage and c-suite networking opportunities.
- ★ Packages can be tailored to your needs pre- and post-event, with exceptional opportunities at the glittering presentation ceremony and afterparty.
- ★ As well as prominent credits and VIP status on the day, Gold sponsors are invited to join the judging panel, speak at the ceremony, and present Awards.
- ★ The inaugural event was back in 2023, so this will be the 4th annual Awards, each one held at the beautiful Turner Contemporary gallery in Margate.
- ★ We invite entries in the following 10 categories: Aftermarket, Design, Hardware, Insurance, Legal, Research, Software, Testing, Trust and V2X.
- ★ Peer recognition then plays a vital role with all category entrants gaining the right to nominate people and products for the headline awards.

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 CARS OF THE FUTURE
**SELF-DRIVING
INDUSTRY
AWARDS**



**AFTERMARKET | DESIGN | HARDWARE | INSURANCE
LEGAL | RESEARCH | SOFTWARE | TESTING | TRUST
V2X | VEHICLE OF THE YEAR | PROJECT OF THE YEAR
PERSON OF THE YEAR | INDUSTRY LEGEND
FLEET OPERATOR | CONSUMER CHAMPION
CONSUMER SERVICE | LAUNCHPAD
SPECIAL RECOGNITION**

CATEGORIES

Subject to change

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OUR AUDIENCE

Top 5 results in each category...

SENIORITY

Senior **29.3%**

Director **20.4%**

Entry **19.6%**

VP **7.8%**

Manager **6.3%**

JOB FUNCTION

Business Development **17.2%**

Engineering **9.3%**

Information Technology **7.8%**

Marketing **7.8%**

Research **3.4%**

COMPANY SIZE

1001-5000 employees **16.2%**

1-10 employees **15.7%**

201-500 employees **13.2%**

51-200 employees **9.8%**

11-50 employees **4.4%**



EXCEPTIONAL NETWORKING:

Attendees include senior
representatives of...

AA Thornton
Advanced Propulsion Centre
Alexander Dennis
Angoka
Anthrometric
Applied EV
Aribo
Association of British Insurers
Autinno
Autoura
Beam Connectivity
Burges Salmon
BVRLA
Cenex
CCAV
Claims Management & Adjusting
Conservative Environment
Network
Department for Business
and Trade
Department for Transport
Dromos
Equipmake
FocalPoint
Fusion Processing
Innovate UK
Jifeline Networks

Kent County Council
LeddarTech
Marsh
National Highways
Nissan
Ohmio UK
Oxa
Oxford RF
PIX Moving
Pro-Moto Europe
QNX
Quadrangle
Reed Mobility
Rees Jeffreys Road Fund
Research Institute for Disabled
Consumers
RumiCar
Shared Times
Silvera Automotive Solutions
Stagecoach
Starship
Streetscope
Tech UK
Thanet District Council
Thatcham
Venner Shipley
Zenzic

Phase One:

PRE-EVENT

- ★ “Entries Open” content goes live on Cars of the Future including partner logos on main event page
- ★ Press release on entries opening namechecking event partners sent to relevant global media
- ★ Targeted category-specific email marketing to potential entrants referencing event partners
- ★ Extensive social media campaign highlighting category entry criteria and previous winners
- ★ All partners provided with high quality digital assets to promote via their own channels

Follow us on social media for regular updates:

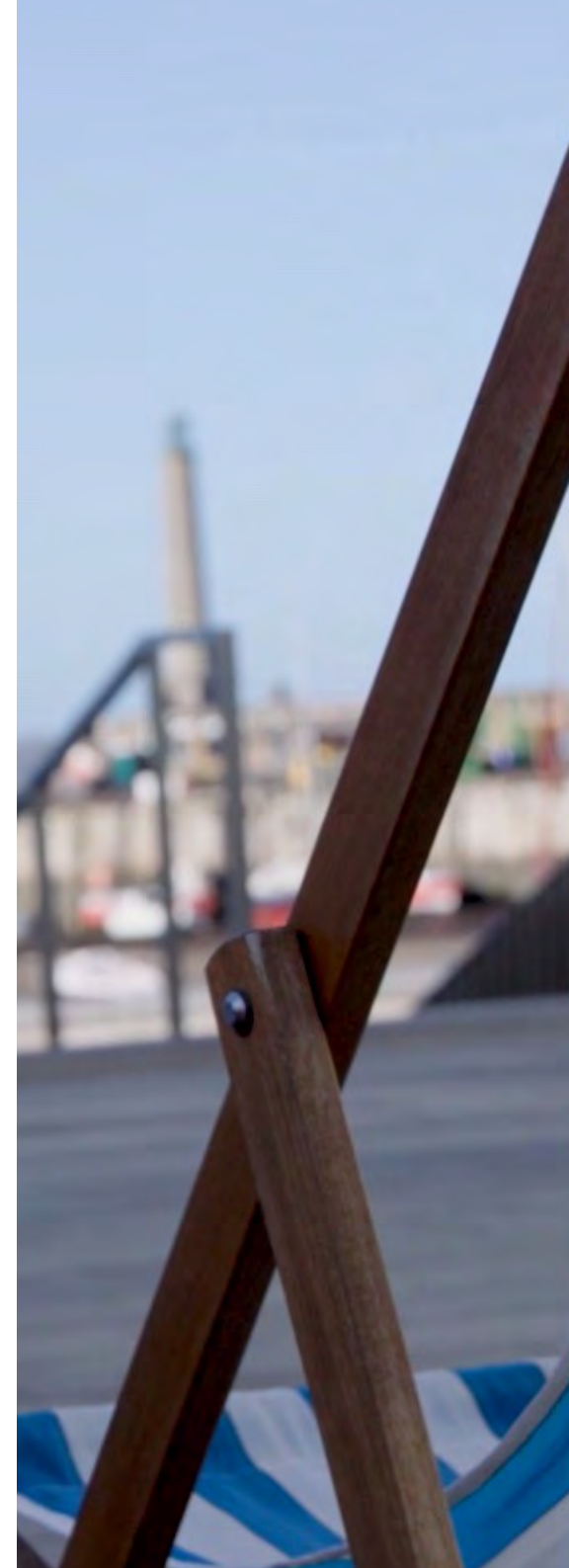


Phase Two:

ON-THE-DAY

- ★ Partner branding in and around the presentation space including in bespoke introductory film
- ★ Opportunity for partner profile and/or advert to appear in supporting hard copy publication
- ★ All Gold event partners namechecked in opening remarks by Cars of the Future editor
- ★ Category sponsor branding displayed prominently before and during relevant Award presentation
- ★ Opportunity for partners to join judging panel, present awards and be photographed with winners

Follow us on social media for regular updates:



Phase Three:

POST-EVENT

- ★ Event partners namechecked in press release confirming Vehicle of the Year and all other winners
- ★ Partners featured in extensive Cars of the Future coverage of winners with judges' comments
- ★ Gold partner and relevant category sponsor branding on digital assets provided to winners
- ★ Gold partner branding prioritised for coverage in bespoke "Event Highlights" film
- ★ Post-event review including media coverage, testimonials and plans for next year

Follow us on social media for regular updates:





TESTIMONIALS

“It was great to be acknowledged at the Self-Driving Industry Awards with Project of the Year for evolVAD. It highlights the work that Nissan UK has been doing over the last nine years.”

Robert Bateman

Nissan

2025 Project of the Year winner

“This award is a fantastic recognition of the ground-breaking work we are doing to explore the technical and commercial opportunities for connected and automated vehicle technology in buses.”

Jamie Wilson

Alexander Dennis

2025 Vehicle of the Year winner

“Very much appreciate being named Self-Driving Person of the Year. This sends a message that safety and innovation can co-exist and be mutually beneficial!”

Prof. Missy Cummings

George Mason University

2025 Person of the Year winner

“It was an excellent event. I’m still not sure I’ve wrapped my head around the award, but it was great to see old friends and to make some new contacts.”

Michael Talbot

**Department for
Business and Trade**

2025 Industry Legend winner



For further info please contact:

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