

# Concept Car of the Year goes to Mazda

 By [Ilse van den Berg](#)

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This year's Geneva International Motor Show (GIMS) saw Mazda's Vision Coupe win the Concept Car of the Year title at the Car Design Night Geneva. There were also some other cool concept cars revealed at GIMS, including Subaru's Viziv\* Tourer Concept and McLaren's Senna GTR Concept.

Revealed in Tokyo in 2017, Mazda says the Vision Coupe represents the next phase for Mazda's Kodo - Soul of Motion designs, "whose expression of vitality and dynamism was evolved in pursuit of an essential Japanese aesthetic."



Mazda's Vision Coupe

Says Ikuo Maeda, Mazda's managing executive officer in charge of design and brand style: "It's truly an honour to have this model, which aims to express the essence of Japanese aesthetics, applauded by some of the world's top car designers. The essence of this design concept will be evident in the next generation of Mazda cars, the first of which is due to be launched in 2019."

## Subaru Viziv\* Tourer Concept



Designed on a tourer theme, the Subaru Viziv Tourer Concept unites Symmetrical AWD layout powered by a boxer engine. In anticipation of widespread future deployment of automated driving technologies, advanced driver-assist functions combining the next-generation EyeSight system with other devices have been installed in the car to reduce driver fatigue on long journeys and enable active enjoyment of driving with peace of mind.

Subaru says its design and development will advance in the directions indicated by the Viziv Concept models "as it continues to make cars that deliver enjoyment and peace of mind."

## McLaren Senna GTR Concept



McLaren Senna GTR Concept

The McLaren Senna GTR Concept produces more power and torque than the road-legal McLaren Senna, and achieves the quickest McLaren lap times outside Formula 1.

Based around the same carbon fibre Monocage III structure as the McLaren Senna to ensure the core strength and rigidity needed for a top-flight track car, the McLaren Senna GTR will be similar in weight to the 1,198kg lightest dry total of its road-legal relation.



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Exact technical details of the McLaren Senna GTR will be confirmed later in 2018, but the car manufacturer says "it will be the most extreme McLaren ever".

## ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work [here](#) and [here](#). Contact Ilse through her website [here](#).

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