

AutoVision Film und Multimedia Festival 2015 – The Winners Were Awarded

Frankfurt, September 17th. The winners of the 12th edition of AutoVision, the International Film and Multimedia Festival in the automotive industry, were awarded. At the event, which is a part of the International Motor Show (IAA) in Frankfurt, 160 professionals from the advertising, film, multimedia and automotive industry came together. A total number of 60 OttoCar Trophies in Gold, Silver and Black has been given away. Both Grand Prix of this year's festival went to German productions.

Out of a large amount of entries, an international expert jury chose the best of the best works from the fields of commercials, TV programs, informational and product presentation films, as well as online and multimedia productions. The Grand Prix for Film and the Grand Prix for Interactive & Multimedia were selected among the Gold winners.

The online film **Mercedes Vito Viral - "Dirty Driving"** produced by Cobblestone from Hamburg received the Grand Prix for Film. In the video the new transporter is presented in a creative way, as a result of the love between a car and a truck. For the jury, the viral video is a perfect product presentation that successfully generates attention for the new model. "The love story between a car and a truck, as well as the camera work are choreographed meticulously with the music and synchronized perfectly. The kitsch of this bizarre love story encourages the audience to smile", says jury spokesman Florian Panier from the Serviceplan Innovation Team.

The Grand Prix for Interactive & Multimedia went to the project **"GT RIDE - Viral Gaming for Kia"** from the agency LA RED. By moving his smartphone or tablet, the user can build race tracks, race and share them with friends. Here the jury was quick to agree: "The concept of this mobile racing game works perfectly, the game is well designed and pure fun. Both, the idea and the technical implementation, are top notch."

The Awards Ceremony is organized by FilmService International with the support of the VDA, the German Association of the Automotive Industry. The photos of this year's event can be found [here](#).

About AutoVision

Since 1993 AutoVision biennially awards Ottocars in Gold, Silver and Black. The festival is a part of one of the biggest events for passenger cars, the International Motor Show (IAA) in Frankfurt am Main. During over 20 years of existence AutoVision, with the support of the German Association of automotive industry (VDA), managed to position itself as one of the top festivals for films and multimedia productions in the automotive sector (Passenger Cars, Motorcycles, Commercial Vehicles, Road Safety, Fuels, etc.). Industry giants such as Porsche, Daimler, BMW, Audi, Ford, Hyundai, Honda, Kawasaki, Shell, Volvo, VW, Goodyear and many more have participated in the festival.

Contact:

Yana Karaliova
AutoVision 2015
International Automotive Film and
Multimedia Festival
 c/o FilmService International

Schaumburggasse 18
 1040 Wien, Österreich
 Tel.: +43 (1) 505 73 21-12
 Email: karaliova@auto-vision.org
www.auto-vision.org