



## **AutoVision Awards 2021 are off to a fresh start**

**The festival appears in a new guise, including a complete rebranding, uniting mobility and creativity**

**Vienna, January 20<sup>th</sup>, 2021. Starting the submission phase for the 15<sup>th</sup> festival edition, the AutoVision Awards surprise with a whole new look and focus: The festival keeps up with the time and opens up to all sectors of the mobility industry. The new claim “AutoVision Awards – The Festival for Mobility and Creativity” reveals the festival’s new direction.**

Productions from all sectors of the mobility industry will now be offered a chance to be awarded with the renowned OttoCar trophies, which was limited to creative works from the automotive industry until now. Airplanes, bicycles, or railroad companies: All means of transportation are welcome! Innovative businesses in the urban mobility branch carved out their own place in the festival, too. Car sharing, e-scooters and city bikes, just to name a few fast-growing industry trends, are now part of the festival and can enter the competition alongside with traditional automotive productions.

“With the reorientation of the festival, we are opening up to all sectors of the mobility industry and are thus keeping our finger on the pulse of time.”, claims festival director Alexander V. Kammel.

### **Awards Show at IAA Munich**

After many successful years in Frankfurt, the Awards Show will take place in new surroundings for the first time this year. In cooperation with the German Association of the Automotive Industry (VDA), the Awards Show moves to Munich and joins the long-term partner IAA, which also faces a complete relaunch in 2021, there.

### **Early Bird and new categories**

Entries for the AutoVision Awards open on January 20<sup>th</sup>, 2021, at [www.autovisionawards.com](http://www.autovisionawards.com).

An Early Bird discount on all entry fees guarantees a price advantage of 10 percent for finalized entries until including February 17<sup>th</sup>, 2021.

37 diverse and newly designed categories offer many chances to be awarded one or more OttoCar trophies. Advertising spots, TV productions und websites are just as welcome as multimedia works and, of course, corporate films.

For further information on all categories, terms and conditions and more information on the festival, see [www.autovisionawards.com](http://www.autovisionawards.com).

### **History of the Festival**

Since 1993 the gold, silver and black OttoCar trophies are awarded every two years in the context of one of the world’s biggest events in that field. It has been more than 25 years by now that the festival has been able, by the support of the German Association of the Automotive Industry (VDA), to establish itself in this area and to position itself at the world’s top of the film and multimedia production festivals in the automotive sector. The festival has already been able to count all the leading automobile production companies among its participants: Porsche, Daimler, BMW, Audi, Ford, Hyundai, Honda, Kawasaki, Shell, Volvo, VW, Goodyear and many more.

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