

## 11<sup>th</sup> AutoVision Film and Multimedia Festival 2013 – A new remarkable edition Winners announced – both Grand Prix go to Germany

*Munich, September 11.* The Winners of the 11<sup>th</sup> AutoVision were awarded on September 11, 2013 on the occasion of the International Motor Show (IAA) in Frankfurt/Main, Germany. The ceremony welcomed more than 150 professionals in advertising, PR, film and multimedia production, as well as the automobile industry. Klaus Bräunig, CEO of the VDA, the German Association of the Automotive Industry, opened the ceremony.

The international festival dedicated to films, commercials, websites and interactive productions in the automotive industry registered this year a new record of entries: 308 and participating countries: 16. The international jury designated 70 productions for an OttoCar Trophy in Gold, Silver and Black. Among the 2013 winners there are: Audi, Nissan Mexico, Daimler, BMW Motorrad, Porsche, Volkswagen France, Leagas Delaney Prag, ZIGGY mediahouse, Markenfilm, Road Safety Russia, Kemper Kommunikation, DDB Hamburg, Serviceplan München, Edithouse Film Works (Sweden) und Pixelpark/Elephant Seven. The complete list of the 2013 winners and the streaming of the Gold Winners are available on our website [www.auto-vision.org](http://www.auto-vision.org).

### The Grand Prix Winners 2013

The classical Grand Prix was awarded to the film „MINI NEXT FAMILY“ by Storz & Escherich for the BMW Group. While the game „B-Side Stories“ by Markenfilm Crossing and Jung von Matt/Alster for Daimler was chosen as the Grand Prix for the interactive/multimedia/online productions.

The film „MINI NEXT FAMILY“ takes us in the parallel universe of MINI NEXT, the premium used car program by BMW MINI. Here, the eclectic NEXT-Family lead by its grand master, takes extra special care of the automobiles in their very own way. The amusing approach to the topic as well as the high-quality implementation managed to convince the jury.

The Game „B-Side Stories“ comprises seven different interactive stories, which the user explores by clicking on the different functions of the vehicle. All stories are played at the same time and at the end they form a great story.

The awards ceremony was organized by FilmService International/Munich with the kind support of the VDA. The photos from the awards ceremony can be found at: <http://fotodienst.presstext.com/album/3249>

### About AutoVision Festival

Since 1993 the AutoVision Festival is an international platform for recognition of the work of advertising, marketing and film and new-media companies within the automotive industry and related services. In the past 20 years AutoVision welcomed in competition all the major players in the automotive industry.

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AutoVision is an initiative of the media network FilmService International

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