



2024 AutoVision Awards Ceremony Held in Shanghai

Shanghai, November 1, 2024. The 2024 AutoVision Awards Ceremony took place in Shanghai, China, on November 1st, marking the first time the event was hosted outside of Germany.

Alexander V. Kammel, founder and chairman of the AutoVision Awards, opened the ceremony with an inspiring speech. He emphasized, "While artificial intelligence can enhance our capabilities, the true spirit behind great brands and stories is rooted in human creativity. Let us view AI as a powerful tool to support our creative journey, but never forget the invaluable role of human imagination and ingenuity."

Joining in the celebration, Mr. Jürgen Mindel, Managing Director of the German Association of the Automotive Industry (VDA), which oversees the IAA, and Mr. Shi Jianhua, Deputy Secretary-General of China EV100, delivered congratulatory remarks. The event also welcomed award-winning representatives from across the globe, as well as executives from leading automotive companies and prominent automotive media outlets. Together, they explored how to connect with consumers in today's evolving market landscape.

This year's jury was composed of experts from around the world, including Germany, India, Chile, the UK, the US, China, Singapore, Japan and more, showcasing the diversity that lies at the heart of the AutoVision Awards. Volvo's self-driving solution My Best Friend Bob (Sweden) claimed the prestigious OttoCar Grand Prix. The campaign, which features a dialogue between a driver and their "old friend," successfully merges Volvo's long-standing brand heritage with the modern era of personalized, fragmented marketing, leaving a lasting impression on all who watched the impressive video.

Weibo, the leading interactive media platform of the new automotive age, won the Media of the Year award.

The call for entries for the 2025 AutoVision Awards will open in January, with the ceremony scheduled for September at the IAA in Munich. We invite all industry participants to engage and contribute to the next chapter of the AutoVision Awards.



About the AutoVisionAwards

The AutoVision Awards are the biggest festival worldwide for corporate films and advertising productions in the automotive and mobility sector and have been organised by FilmSERVICE International since 1993. The festival's prestigious OttoCar trophies are awarded at one of the world's largest and most notable events for mobility, the International Motor Show (IAA) in Germany. The claim "AutoVision Awards – The Festival for Mobility and Creativity" reveals the festival's focus: productions from all sectors of the mobility and automotive industry are offered the chance to be awarded with the renowned OttoCar trophies. Since 2024, the festival will be taking place annually and proudly introduced an enriched portfolio of categories. In addition to the established categories like Websites, Commercial Spots, Corporate Films and Documentaries, new categories like Radio & Audio, Poster, PR, Outdoor, Design, Big Data among other advertising categories.

Press Contact:

Nina Strasser
AutoVision Awards 2024
c/o FilmSERVICE International
Email: strasser@autovisionawards.com

Tel.: +43 (1) 5055337-13
Schaumburgergasse 18
1040 Vienna, Austria
www.autovisionawards.com