AutoVision Awards Ceremony 2025 – Celebrated at IAA MOBILITY in Munich

Munich, September 9, 2025 – As one of the world's most respected honors for creativity in automotive communications, the **2025 AutoVision Awards** were celebrated during IAA MOBILITY in Munich on September 9.

The evening event, themed **"Gathering Together – AutoVision & Weibo Night 2025"**, was co-hosted by AutoVision Awards and IAA MOBILITY, and stood out as one of the key official highlights on the opening night of the show.

A Global Stage for Ideas and Exchange

The celebration brought together top executives, award-winning teams, and industry leaders from around the world. Discussions addressed key themes such as intelligent driving, AI-driven innovation, and sustainable mobility. Jürgen Mindel, Managing Director of the German Association of the Automotive Industry (VDA), emphasized that the automotive industry is not only one of the most forward-looking and solution-oriented sectors, but also a powerful medium to tell stories, convey visions, and evoke emotions.

Weibo COO and Sina Mobile CEO Wang Wei noted that today's automotive industry is not only about selling cars, but also about creating and sharing lifestyles. He highlighted Weibo's growing role as a global platform for automotive brands to engage directly with users and build resonance across borders.

Celebrating Creativity and Excellence

- **Grand Prix OttoCar:** Deutsche Welle – *"The Zaporoshets – The Soviet Car with a Ukrainian Soul"*

- **Thinkerbell (Australia):** Gold OttoCar in Ambient & Activation (*"GWM – Carpool"*), and Silver OttoCar in Commercials 31–60 Seconds (*"GWM – Chuck it in the Ute"*)

- **Preuss und Preuss GmbH (Germany):** Silver OttoCar, Bronze OttoCar, and Finalist Honor for *"Mercedes-Benz – An Icon for 30 Years"*

Introducing the Visionary Award

For the first time, AutoVision introduced the Visionary Award, honoring individuals and organizations shaping the future of mobility with foresight and innovation. The inaugural award went to Jürgen Mindel, Managing Director of VDA, and Weibo, China's leading social media platform.

Expanding Global Insights

During the event, the 2024 AutoVision Global Automotive Brand Value Evaluation Report was officially released. The 2025 edition will be published this December, continuing to provide key insights into the global development of automotive brands.

The 2025 AutoVision & Weibo Night marked a milestone in the global dialogue between creativity, technology, and the future of mobility — reaffirming AutoVision's role as a bridge connecting ideas, innovation, and vision across continents.

A list of all winners can be viewed on the festival website:
https://www.autovisionawards.com/en/winners.php

About the AutoVision Awards

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.

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