



## **Renault and Publicis Conseil were awarded the Grand Prix for Best Film at the AutoVision Awards 2023**

**Chrome Productions captured the title “Production Company of the Year”**

***Munich, September 6, 2023. As part of the IAA MOBILITY in Munich, the OttoCar trophies of this year's AutoVision Awards were presented. The award ceremony counted more than 130 guests, celebrating the most outstanding creative productions in the mobility and automotive industry.***

An extraordinary showcase took place on the evening of September 5 during the award ceremony in Munich. The world's finest and most exceptional film productions that the mobility and automotive industry has to offer were honored at the AutoVision Awards 2023.

The highlight of the evening was the announcement of the Grand Prix winner. The award for the best film of the year went to “The Store”, which was submitted by the French creative agency *Publicis Conseil* for *Renault*. Jury president Till Hohmann explained the jury's decision in the following words: *“Turning Point. Change. Upheaval. Or in modern terms: Transformation. These big words are currently being spoken and written about a lot – especially in the world of mobility. And, let's be honest, they evoke fears, often appear cold, distant, overpowering in their effect. Our Grand Prix goes to a film that manages to tell the passage of time as something entirely human in a particularly elegant, even endearing way. Skillfully crafted and technically executed to perfection, it shows how a family has continually reinvented their small shop in France in every generation. The change, the constant evolution, the act of keeping up with the times are positively charged – seen as normal, meaningful. A wonderful way to present the latest generation of electrified commercial vehicles from Renault. This is how transformation brings joy. Bravo to the creators.”*

For the first time this year, the “Agency of the Year” and “Production Company of the Year” were also awarded. With a total of 12 awards, the German agency *Preuss und Preuss GmbH*, the global lead agency for *Mercedes-Benz Vans*, was able to take home the “Agency of the Year” award. The award for “Production Company of the Year”, on the other hand, went to the renowned British production company *Chrome Productions*, which were honored with a proud number of four awards, two Gold and two Silver.

Altogether, 43 OttoCars in Gold, Silver and Black, the latter for the Crafts categories, were awarded this year. Among them were *Edithouse Film Works AB* from Sweden, with their Gold-winning production “Polestar3 Island Cube”; *The Film House* from Qatar, with their entry “Defender”, which was awarded a Silver and a Black OttoCar for “Best Direction”; *Kingdom Creative* from the UK, with their Silver-awarded documentary “Martin Donnelly – Life on the Edge”; as well as the Silver-winning production “Prinoth Connect” by *Bocek vGmbH* from Italy.

The world's leading leasing company, *LeasePlan* from the Netherlands, took home two Silver awards for their in-house docuseries “LeasePlan Originals: The Moments That Made Us”. The Dubai-based production company, *Toast Films*, also received a Silver OttoCar for their commercial “Porsche Cayenne E1”. Alongside other international winners like *Almap BBDO* from Brazil, *Keko Singapore*, and *JinJin Xu* from China, the multinational scope of entries of this year's festival edition was underlined once again.

# AUTOVISION

## A W A R D S

A list of all winners can be viewed on the festival website [www.autovisionawards.com](http://www.autovisionawards.com).

Impressions from the AutoVision Awards 2023 ceremony are available in this photo gallery:  
<https://fotodienst.presetext.com/album/3806>

### **About the AutoVision Awards:**

Since 1993, the OttoCar trophies in Gold, Silver and Black have been awarded every two years during one of the world's largest events in the industry, the IAA in Germany. In the 30 years of its existence, the AutoVision Awards, with the support of the German Association of the Automotive Industry (VDA), have been able to establish themselves in the industry and position themselves among the world's top festivals for film and multimedia productions in the automotive and mobility industries.

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