



The big winners of this year's AutoVision Film and Multimedia Festival come from Russia and Germany

Frankfurt/Main, 15th of September. At the 13th edition of AutoVision, which took place in context of the International Motor Show (IAA) in Frankfurt/Main, a total of 59 productions were honoured with the coveted OttoCar trophies in Gold, Silver and Black. Together with more than 200 attendees, the award winners celebrated their success at this creativity festival specialised on the automotive sector. This year, a German and a Russian production were delighted to receive one of the Grand Prix trophies.

The top-flight jury, composed of industry professionals and experienced experts from the film and communication sector, judged this year more international submissions than in any other previous festival edition. Producers and agencies from more than 17 countries submitted their works to the critical eyes of the jurors. Submissions came from Australia, Brazil, India, South Africa and many more countries. "This year, our festival was more international than ever before", rejoices the festival's director Alexander V. Kammel.

As every year, the announcement of the Grand Prix winners was awaited with impatience. The Grand Prix winners were chosen by the jury among all the Gold winners. STEREOSCREEN from Germany was delighted to receive the Grand Prix for film with the documentary "No Limits – Impossible is just a Word". Jury member Doris Danner, Vice President of Central Eastern Europe, Russia, Caucasus, Israel from the TBWA\ The Disruption® Company, commented on the film: "A captivating documentary. Even as a spectator, you're suffering and don't want to miss out any minute. This is pure motor sports. You have the impression to be part of the film. The BMW brand puts its slogan 'Freude am Fahren' (driving pleasure) perfectly into practice."

The second Grand Prix for the best production in the interactive and multimedia sector went to SILA SVETA from Russia for their submission "Audi A5 Launch: AI vs YOU". "An exciting launch event which fascinates and involves its spectators. The new features of the car are perfectly demonstrated in an emotional way. You instantly want to make a test drive.", praises Doris Danner.

The latest newcomer among the festival's categories is '360-Degree Videos, Virtual Reality'. "It was exciting to see how the different producers use the 360° and VR technique to take the spectators into another world. In the automotive sector, this technique will be very important in the future, especially if one wants to make the customers vividly experience a new car model already before its completion.", comments the festival's director.

At the party after the event, the winners celebrated their success in the 13th festival edition with music from Epidemic Sound.

About AutoVision

Since 1993, AutoVision biennially awards OttoCars in Gold, Silver and Black. The festival is part of one of the biggest events for passenger cars, the International Motor Show (IAA) in Frankfurt/Main, Germany. During over 20 years of existence, AutoVision managed – with the support of the German Association of automotive industry (VDA) – to position itself as one of the top festivals for films and multimedia productions in the automotive sector (passenger cars, motorcycles, commercial vehicles, road safety, fuels, etc.). Industry giants such as Porsche, Daimler, BMW, Audi, Ford, Hyundai, Honda, Kawasaki, Shell, Volvo, VW, Goodyear and many more have already participated in the festival.