

AUTOVISION

A W A R D S

Mercedes-Benz and Bosch are the big winners of the AutoVision Awards 2021

Vienna, 9th September 2021. At the 15th edition of the AutoVision Awards, 40 productions from all over the world succeeded and have now been awarded with OttoCar trophies in gold, silver and black. Once again, an outstanding production from Germany was awarded the coveted Grand Prix trophy.

The renowned and international jury, consisting of top experts from the film and communication industry, evaluated a large number of productions and determined the winners of this year's festival edition. Contributions from 12 countries faced the critical eyes of the jurors.

The announcement of the Grand Prix winner is and remains one of the festival highlights and was eagerly awaited. Mercedes-Benz was deservedly awarded the coveted Grand Prix trophy for the film "Mercedes-Benz and the wind" by the production company MJZ and the agency Publicis Emil and prevailed among all submitted productions. The jury justified the decision with the following statement: *"A beautifully crafted piece of film that tells an important story in a really compelling way. The dramatic, beautiful imagery pulls you in slowly while the evocative soundtrack holds interest, culminating in a powerfully simple message. Great."*

A total of six OttoCar trophies, including one for "Best Director" and one for "Best Music", went to Bosch for the production "Drive #LikeABosch". The jury was enthusiastic about this courageous and innovative film: *"By far the most unusual and at the same time the most stringent brand language. Creative, humorous and yet very meaningful."*

At this year's AutoVision Awards, the OttoCar trophies were not only awarded to the best productions of the automotive sector, but also to creative works from all other branches of the mobility industry. Whether airplanes, bicycles, trains, or other rapidly growing areas such as car sharing, e-scooters, and city bikes – all sectors of mobility were able to take part, true to the new festival slogan "AutoVision Awards – The Festival for Mobility and Creativity".

The strong international aspect of this year's competition is underlined by various winners from all around the world, such as Chrome Productions from the UK, Edithouse Film Works AB from Sweden, Field Productions AS from Norway, Sila Sveta and 29TM Production & Agency from Russia, Cry Havoc Productions and Valkyr Productions, LLC from the US, just to name a few.

History of the Festival

Since 1993, the OttoCar trophies are awarded every two years in the context of the International Motor Show in Germany. It has been more than 25 years by now that the festival has been able, with the support of the German Association of the Automotive Industry (VDA), to establish itself in this area and to position itself as one of the world's top festivals for film and multimedia productions in the automotive sector. 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.

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