

**Daimler's Package Tracking by Markenfilm Crossing /
Jung von Matt/Spree wins classical OttoCar Grand Prix**

**BMW Magazin iPad App by Hoffmann und Campe /
ringzwei winner of the new Interactive/Online/Multimedia OttoCar Grand Prix**

Click the button "Awards" on our [homepage](#) for the winning films.

The two Grand-Prix of the 10th edition of the AutoVision Film and Multimedia Festival were presented on September 15th, 2011 in front of more than 160 professionals from advertising, PR and multimedia agencies, the automotive industry and media, as well as producers and TV-stations worldwide. The Awards Ceremony took place at the 64th International Motorshow (IAA) in Frankfurt/Main within the celebrations of 125 years of automobile.

Out of 279 entries, 71 films and multimedia productions were presented with the prestigious OttoCar trophies in Gold, Silver and Black. Among this edition's international winners: Volvo, Seat, BMW, Porsche, Audi, Daimler, Mercedes-Benz, Volkswagen, Michelin, Renault, Allianz, Palm + Havas (Canada), Publicis Conseil (France), Bandito Brothers (USA), Wieden+Kennedy/London, Leagas Delaney (Prague and Hamburg), Jung von Matt, JWT, Elephant Seven, argonauten G2 (Germany) just to name a few.

The spotlight of this year's jubilee edition was focused on the two Grand Prix winners: the creative and innovative product presentation "Package Tracking" of Daimler together with their agency Jung von Matt/Spree and their producer Markenfilm Crossing was presented with the Grand Prix for the classical linear audio-visual communication. The very first Interactive/Online/Multimedia Grand Prix went to the complex and detailed "BMW Magazin iPad App" alongside their agency Hoffmann und Campe and their producer ringzwei.

The 10th AutoVision Award Ceremony was hosted by FilmService International/Munich and VDA (German Association of the Automotive Industry).