

Ottocar award in silver for Brose corporate film 10.01 hours

Coburg (23. September 2009) During the international Film and Multimedia Festival "Autovision", which drew to a close on September 17th at the IAA, the Brose corporate image film "10.01" won the "Ottocar" award in silver in the category "Informational Films". Evaluation criteria included the interaction of storyline, cutting, camera work, technical quality, and music as well as the communication of brand values.

Company shareholder Maximilian Stoschek accepted the award at the prize-ceremony in Frankfurt. The award in gold went to the company of Porsche.

The competition takes place every two years and honors the best automotive films, commercial spots and websites. This year, 238 productions from Germany, Austria, Switzerland, Italy, England, Holland and Japan were submitted.

The film production company Good Life (Stuttgart), whose concept had impressed the Brose management board, was commissioned to make the film.

The Brose corporate film had its premiere at the company's centennial celebrations in Berlin in April 2008.