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Apollo Vredestein wins prestigious OttoCar trophy at AutoVision festival!

Snowtrac and Quatrac 5 films win Silver award

Two product launch films by the brand Vredestein have been awarded a much sought-after silver OttoCar trophy at the AutoVision Awards Ceremony in Frankfurt. AutoVision, the international festival for films and multimedia productions in the automotive industry, presented the awards during the International Motor Show on 17 September.

The best commercials, TV programmes, info/product presentation films and interactive and multimedia productions are judged biannually by an independent international jury of experts. The two winning Apollo Vredestein films were released to mark the international product launch of the company's Quatrac 5 all-season tyre and Snowtrac 5 winter tyre. They were developed for use at exhibitions, online and in shops, and have proven to be very successful.

"We are delighted to win a prestigious OttoCar award," comments Marco Paracciani, CMO at Apollo Tyres Ltd. "When the Vredestein brand launches a new product, we aim to do so in a way that reflects the superior performance and smart aesthetic that is the hallmark of every Vredestein tyre. These two movies for the Quatrac 5 and Snowtrac 5 took months of hard work and creativity to realise and it is an honour to have them recognised by our industry peers in this way."

Made by Sounds Like Film and Artin Advertising, the films recorded in Germany, Austria and the Netherlands feature some breathtaking camerawork. The filmmakers used a camera drone to capture a bird's eye view of the Alps and other locations, while underwater footage was shot in the pool of the luxurious Mandarin Oriental Hotel in the heart of Munich.

The soundtracks for the films were composed by two leading producers: Nando Eweg from the Netherlands and Peter Kvint from Sweden. Their scores served as a perfect complement to the impressive imagery. Apollo Vredestein was equally demanding in choosing its photographer. The internationally renowned Gaby Fling took a series of superb photos that focus on details, luxury, class and fine taste. Gaby has previously worked for clients such as Ralph Lauren, Tommy Hilfiger and Elle Magazine, and is widely known for her exceptional work.

The videos are available on Apollo Vredestein's YouTube channel:

<http://www.youtube.com/user/vredesteinworldwide>

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About Apollo Vredestein B.V.

Apollo Vredestein B.V. is part of Apollo Tyres Ltd., a young, ambitious and dynamic company with a unique identity. Apollo Vredestein B.V. is a multinational business concern that includes the brands, Vredestein and Apollo in its portfolio. The company designs, manufactures and sells top quality tyres for two wheelers, cars and commercial vans as well as a range of agricultural and industrial applications.