



Das große Wahlfinale fand auf der Bühne statt: 24 Chefredakteure stimmten für ihren Favoriten. John Fleming, CEO und Präsident von Ford of Europe, nahm die Auszeichnung von Andreas Wiele, Vorstand der Axel Springer AG, und der amtierenden Miss Europe 2006, Alexandra Rosenfeld, entgegen.



Technical perfection for the big show

The Axel Springer publishing house uses its "Auto-1-of-Europe" award to present itself as a competent brand partner to the car industry and as Germany's number 1 media company.

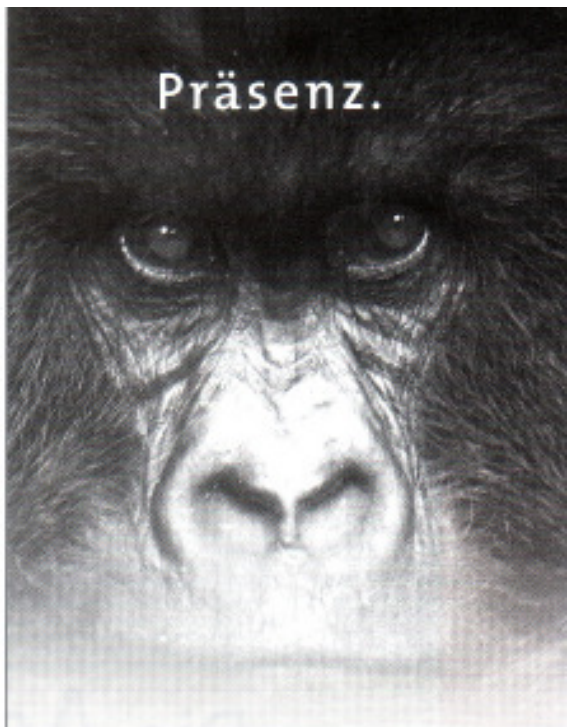
For several years now, the annual convergence of car worshippers in Geneva to view the latest models has benefited from an extra feature. For the seventh time in succession, the Frankfurt-based Agentur Company staged the award presentation "Auto 1 of Europe" in front of 500 guests on behalf of its long-standing client "Auto BILD". One day before the show opened, on the last press day, the international Auto Bild Group presented the most prestigious European car award for the 16th time: Some 35 million readers from 24 countries and an expert jury comprising racing drivers, motoring journalists and engineers chose Auto 1 of Europe 2007 based on Europe's biggest reader survey and extensive tests.

It was a tall order that the technical team was asked to meet for the big showdown, where no fewer than 110 motors, 130 mov-

ing lights, 400 conventional spotlights, 75 LED Colorblaze48 border lights, 700 meters of cross-beams, 32 meters of circular trusses and 200 stage podia were combined into a bundle of technical innovation. Highlights included a 16-m turntable with a 20-t maximum load, used to showcase the evening's six winning cars. 12 trailers of material were moved, installed, erected, programmed and put on show by 50 specialists in just eight days.

Helge Jost, head of event marketing at Axel Springer was pleased with the result: "The innovative event concept with a separate lounge and show area once again provided perfect conditions for a unique communications platform during the Geneva Motor Show. Both the event and the Auto-1 awards effectively communicated the brand's claim to be No. 1 in Europe as an experience for the guests." **ank**

Präsenz.



Für alle,
die in Erinnerung
bleiben wollen.

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