

News

Slingshot for Young Filmmaker

The title of the prizewinning film in 2008 is very apt for Porsche. "Pure Performance" is the name Mario Zozin gave to his commercial spot. The young filmmaker was awarded first prize by the jury of experts at the Porsche International Student Advertising Film Competition. In his work, the student at the Film Academy of Baden-Württemberg portrays athletes and their equipment in highly original fashion. Of the 81 entries from ten countries, only 10 made it to the final selection. "We were impressed by all of them—by their creative power and the technical proficiency with which they were produced," said Stefan Büscher, head of marketing/communications at Porsche, at the awards ceremony held at

Creative power: Winners of the "Porsche International Student Advertising Film Competition"

the Film Academy of Baden-Württemberg in Ludwigsburg. The trophy, which represents a slingshot, was designed by Porsche as the most profitable independent carmaker in the world to demonstrate that a "David" can succeed against all the "Goliaths" in the world. The company has been the title sponsor of the competition since 2004.

Thilo Ewers (*They Will Come to Town*) and Aleksander Bach (*I Love You*) tied for second place. Like the winner, they are students at the Film Academy of Baden-Württemberg. Third place went to Galed Hamed from the Netherlands Film and Television Academy (Amsterdam) for *Children*. The special prize was given to Adrian Jäschke, Gregor Türk, and Katja Wörz from the Akademie U5 (Munich) for their original work *Sakromat*.



Awards

Two Prizes for the 911 Models

The 911 is a unique sports car. This is confirmed again and again, and not just in customer surveys. The readers of the German car magazine *Auto Zeitung* awarded the Porsche 911 the "2008 Auto Trophy" in the

sports-car category. A glance at the list of winners demonstrates the 911's exceptional status: over the last 21 years, the 911 has received the prize 15 times. At a ceremony in Berlin, the award was presented to Wolfgang Dürheimer, director of Research and Development, by Volker Koerdt, editor-in-chief of *Auto Zeitung*. Exactly 102,415 readers of the magazine participated in the survey. Prizes were awarded in 27 categories. In addition to this award, the 911 took first place in another category: for convertibles over €30,000, the 911 Cabriolet came out on top.

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