

advent Automotive Press Awards 2015

Election of the best dynamic presentation made to European automotive journalists

The new Opel Astra, winner of the advent Automotive Press Awards 2015

advent, a major specialist in marketing surveys in the car industry for more than 15 years, releases the results and **7th edition** of the **advent Automotive Press Awards - 2015**.

Well-known and recognized in more than 15 countries for its Automotive Press Barometer, advent decided to use its expertise and experience by organizing, on the European level, the election of the best dynamic presentation made to European automotive journalists. This election is the occasion to compare these major events in the automotive world.

In the beginning of 2016, advent collected journalists' opinions in 14 European countries. The results, in addition to recording the best presentations on the European level, rank these presentations by appreciation criteria: "Quality of test drives ", "Logistics", "Quality of speakers" and "Spontaneous satisfaction" ("your favourite")

advent's yearly organization of this election helps each manufacturer identify its position amongst its competitors for these major events.

1. Opel Astra – October, Bratislava (Slovakia)
2. Audi Q7 – May, Verbier (Switzerland)
3. Audi A4 – September, Venice (Italy)



For the 2015 edition, Opel repeats its 2012 success with the election of the Astra presentation in Bratislava (Slovakia) in October as the year's best.

The winner's podium is completed with 2 Audi presentations – the May Audi Q7 presentation near Verbier, Switzerland followed by the A4 presentation in Venice.

European record: "Quality of test drives"

1. Opel Astra

October, Bratislava (Slovakia)

2. Audi A4

September, Venice (Italy)

3. Skoda Superb

May, Siena (Italy)



« Quality of test drives » aims to collect journalists' opinions regarding the test drives in terms of chosen routes, length of driving time, as well as the choice of test model.

Once again the Opel Astra comes out on top. On this criterion, it is ahead of the Audi A4 held in Venice, followed by the Skoda Superb presented in Sienna.

European record: "Logistics"

1. Audi A4

September, Venice (Italy)

2. Opel Astra

October, Bratislava (Slovakia)

3. Opel Karl

June, Amsterdam (Netherlands)



The criterion "Logistics » covers everything related to transportation, lodging, restauration as well as overall organization.

The organization of the Audi A4 presentation stands out. It beats 2 Opel presentations: the Astra in Bratislava and the Karl, presented last June in Amsterdam.

European record: "Quality of speakers" criterion

1. Opel Astra

October, Bratislava (Slovakia)

2. Audi A4

September, Venice (Italy)

3. Opel Karl

June, Amsterdam (Netherlands)



The « Quality of speakers" refers to the quality and availability of the various presenters during the presentations: engineers, technicians, managers, designers, communication directors, marketing managers...

Journalists highlighted the quality of the speakers during the Opel Astra presentation. The speakers at the Audi A4 and Opel Karl were also highlighted for their performance.

Methodology

advent contacted more than 900 European journalists and invited them to name their five favourite presentations according to a range of criteria. The list included 79 dynamic presentations aimed at European journalists, which took place in 2015. Facelifts, new motorisations and brands exclusively positioned on the upscale segment were not taken into account.