



MEDIA INFORMATION



June 20, 2010

Portuguese Student wins European Visual Arts Award with Dramatic 'Spark' Livery

- **Winning design will be featured on lead car at WTCC race in Brands Hatch**

An international jury yesterday elected a design by Jose Rocha from the ESTG-IPVC school in Portugal to win the Visual Arts award in the 2010 Young Creative Chevrolet (YCC) competition. Wolfgang Buchwieser, Marketing Manager, RIDE Snowboards Europe and Visual Arts expert on the YCC jury said Rocha's design stood out because it was "edgy and aggressive. You look at this piece of art and within a second it grabs you and reels you in".

The jury felt that Rocha's design, entitled "*Let the Sparks come out*", best met the brief given to the students to re-design the exterior of the Chevrolet Spark in a way that would demonstrate the spirit of the car and electrify the crowd. Rocha's winning design will be produced and showcased on the Spark 1.4l turbo, when it is used as the lead car for the World Touring Car Championship (WTCC) races at Brands Hatch, U.K. on July 18.

The thirteen entries in the Visual Arts contest were judged at the WTCC track in Zolder, Belgium. The jury was joined by Marcello Lotti, MD of WTCC, and Chevrolet racing legend, Alain Menu, who offered expert advice on the impact of a powerful racing livery. The jury was impressed "by the quality of the students' work," said Wolfgang Buchweiser. "We have seen some very cool projects today."

Young Creative Chevrolet is a pan-European contest for students of Applied Arts organized annually by Chevrolet Europe since 2007 in various artistic fields (2010: Fashion, Music, Photography, Video and Visual Arts). With this project, Chevrolet fosters creativity and supports young artists in the early stages of their careers.

Visual Arts Winners 2010:

1st prize, José, Rocha, ESTG-IPVC, Portugal



2nd prize, Toms, Burāns, Janis Rozentals Riga Art School, Latvia



3rd prize, Laura, Di Berardino, Istituto Europeo Arti Operative, Italy



The three Visual Arts winners will receive their prizes at the European Awards ceremony in Paris on September 29, at the European Awards ceremony. The winners for the other four disciplines: photography, video, music and fashion will be announced shortly.

NOTES TO EDITORS:

Please find below a brief profile of the 2010 European judges and a summary description of the YCC contest:

2010 EUROPEAN JURY MEMBERS

VISUAL ARTS

Wolfgang Buchwieser - Marketing Manager, RIDE Snowboards Europe



In 2005, Wolfgang Buchwieser joined one of the biggest snowboard companies, Ride Snowboards - a leading designer, manufacturer, and marketer of snowboards, clothing, and related accessories. Wolfgang is the European Sales and Marketing Manager for RIDE Snowboards, LINE Skis, FULL TILT Ski boots, ADIO Footwear and PLANET EARTH Clothing, with the mission to create and enforce sales and marketing plans Europe-wide.

Wolfgang also previously worked for the renowned Oakley Apparel & Footwear brand as a Brand and Key Account Manager.

VISUAL ARTS

Marcello Lotti - Managing Director WTCC



Marcello Lotti began his career as a successful motor sport driver before becoming a team manager and participating in very famous racing tour such as the FIA Touring car world cup or the 24 hours le Mans. In 2000 he became a promoter and now works for the FIA World Touring Car Championship.

VISUAL ARTS

Alain Menu – Race Driver



The Swiss born racing driver Alain Menu was one of the most successful touring car drivers of the 1990s, winning the prestigious British Touring Car Championship twice (the only driver during the series' 1991-2000 Super Touring era to do so). He currently races for Chevrolet in the World Touring Car Championship. If he is not driving he likes skiing.

VIDEO

Pasa Nicholas Mustafa - Head of Digital Studios, Endemol UK



Pasa Mustafa heads up a team responsible for developing and producing web originals and Digital IP for the prestigious Endemol Productions - today represented in 26 countries. For nearly eight years, he has been running digital across the biggest TV brands, all the way to developing, funding and producing successful and award winning web originals, such as the global reality show The Gap Year and International hit drama Cell and Kirill for MSN. Most recently, Pasa has been involved in producing social games and iPhone applications.

Before joining Endemol, he worked as a Production Assistant at Icollector.com and as an Artwork Operator at Keyword Typesetting.

FASHION

Leanne Aspinall - Online Marketing Executive, Lipsy Ltd



As an Online Marketing Executive, Leanne is a key person for a wide variety of activities at Lipsy; a high street fashion label distributed across Europe and in the U.S with newly opened stores in New York and L.A.

During her time at Lipsy she has been heavily involved in Lipsy's first celebrity clothing line, *the Pixie Lott collection*. Leanne was an integral part of the design meetings as well as the photo shoots with Pixie Lott and the Lipsy design team. She works closely alongside the design & PR team to deliver the right brand messaging to Lipsy's fashion conscious customer base.

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Previous to her time at Lipsy she worked for Agent Provocateur and for the UK's largest fragrance and beauty distributor, Per Scent, where Leanne worked on luxury brands such as Christian Dior, Chanel & Dolce & Gabbana. Throughout her career in fashion she has worked in conjunction with magazine, catwalk and celebrity fashion stylists assisting and providing further input on several photo shoots.

FASHION

Vikki Barker - Senior designer, Lipsy Ltd



Vikki Barker graduated from Kingston University in 2003, with a degree in Fashion Design.

She previously lived and worked in Milan for the Italian fashion design house and manufacturer *Moschino* working on the Cheap and Chic range. Vikki then moved on to the youth market and started working for the *Tammy girl clothing line*.

Vikki has been at Lipsy for 5 years, where she is now senior designer and in charge of designing all evening woven dresses and Lipsy's premium VIP range.

PHOTOGRAPHY

Dingo - Automotive Photographer and Video Maker



The French photographer works under the pseudonym of Dingo, which he began to use back in 1966 and has been used by him since. Dingo is a well known French automotive and people photographer as well as a video maker. He has over 30 years of experience in photography, with his main expertise being in automobile photography.

His specialty is to stage photos including personalities and create out-of-the-ordinary images. Leaders of the automobile world and specialized press editors highly regard his work.

Dingo has previously been involved in projects for YCC and held the seat of French national jury member.

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MUSIC

Leander Bauer - 1st prize Music winner YCC 2009



Leander Bauer grew up surrounded by music, from an early stage in his life, through his family and music teachers at school.

In 2009, he scooped up the first prize in Music in the YCC competition, beating off many contenders for the coveted position in the European final. He is the first student to win the contest and now take part as a jury member.

He has one year of studies left in music production at the University of Popular Music Baden-Württemberg (Popakademie). Leander already has an impressive list of people he has worked with, including coveted artists such as: Chris Barron – Spin Doctors, Charlie Grant, Mel C and Simply Red. He has also composed music for several prestigious companies such as Deutsche Post, Danone and Coca-Cola. His latest album release made it to number 7 in the German album charts.

PRESS

Vesna Milek - Journalist and Novelist



Vesna Milek is a columnist, publicist and one of the most renowned journalists in Slovenia. She has many a feather in her cap, having written for some of the biggest papers in the country and is famed for her extended interviews with various international actors and artists, mostly from the film and music world, for a prestigious Saturday supplement of DELO, Slovenia's most widely read newspaper.

She has also written two novels; *Kalipso* (2001) and *If* (2005), both Slovenian bestsellers.

In 12 years she has published more than 400 exclusive interviews.

Milek recently published a book of her best interviews; amongst her interviewees are Paulo Coelho, Steve Buscemi, Philippe Starck and Damien Hirst just to name a few...

CHEVROLET

Wayne D. Brannon - President and Managing Director, Chevrolet Europe, Vice President, GM International Operations



Wayne D. Brannon has been the head of Chevrolet Europe since January 2006. In his capacity as President and Managing Director of Chevrolet Europe, he leads a pan-European organization responsible for marketing a range of small to medium-sized Chevrolet passenger cars. Prior to this appointment, Brannon was responsible for Sales & Marketing at GM Latin America, Africa and Middle East.

Brannon began his career with GM at the Cadillac Motor Car Division in 1973 while he was a co-op student attending General Motors Institute.

Brannon previously served as Vice President of General Motors Overseas Distribution Corporation, Vice Chairman of the U.S. Corporate Council on Africa, and Board Director of the African Business Roundtable.

CHEVROLET

Marc Kempe – Director, Communications, Chevrolet Europe



Marc Kempe has been Director of Communications at Chevrolet Europe since March 2009. He is responsible for all of Chevrolet Communications activities and strategies across Europe. Before assuming his current position, he held various Communications positions within the General Motors organization in Germany and Switzerland and, most recently worked as Director of Communications for GM Central and Eastern Europe based in Hungary. Marc is a passionate amateur actor and long-distance runner.

CHEVROLET

Jeff Perkins - Director of Design UK Advanced Studio, Chevrolet Europe



Jeff Perkins leads the GM Advanced Design Studio in the UK. He leads a small team of designers working on future concept cars as well as on developing overall design strategy. Previously, Jeff was the Design Director for North American interior design. He calls car interiors "the next battleground in designing cars."

By his own admission, Jeff is even more into bicycling than cars. He loves the freedom and efficiency bicycles offer and admits to designing bicycle prototypes while pursuing car design in school.

Despite that passion for bicycles, Jeff said, "I love working on cars. I love the passion around cars. It expresses who you are. Cars keep me going – I couldn't work on anything else." He attended Detroit's Center for Creative Studies, where he majored in Industrial Design.

ABOUT YOUNG CREATIVE CHEVROLET

WHAT IT IS

Young Creative Chevrolet is a pan-European contest for students of Applied Arts organized annually by Chevrolet Europe since 2007 in various artistic fields (2010: Fashion, Music, Photography, Video and Visual Arts).

With this project, Chevrolet Europe wants to foster creativity and help young artists. Young Creative Chevrolet also aims to strengthen some of the company's core brand values.

HOW IT WORKS

In each participating country, a panel of judges (specialists in arts and others) award three prizes per participating discipline.

All 1st prize winners of the national awards automatically participate in the pan-European competition in which an international jury eventually elects the best three projects in each discipline.

PRIZES

In addition to a monetary prize, the European winners are offered a work experiences with professionals in their respective discipline (witness trips).

DEVELOPMENT

The contest has continuously grown from 8 participating countries and 8 schools in 2007 to a total of 20 countries and 135 schools in 2010.

For more information on the contest, please visit www.youngcreativechevrolet.eu.

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About Chevrolet

Chevrolet is General Motors' largest global brand with annual sales of about 3.5 million vehicles in more than 130 countries. It is the fourth biggest global car brand in terms of sales and also one of the fastest growing brands in the world. Chevrolet Europe delivers attractive, distinctive design, practical, economical cars and outstanding value for money. After re-launching the brand in Europe in 2005, Chevrolet more than doubled its sales to over 500,000 in 2008. In 2009, Chevrolet held its market share in Europe at 2.3 percent, selling 426,000 cars. Chevrolet has a network of 2,900 dealers and service points in Europe. The Chevrolet line-up includes the all-new Spark city car, the small Aveo, compact Cruze sedan, Captiva SUV, mid-size Epica and the legendary Corvette sports car. In 2011, Chevrolet will launch the Orlando, an all-new family van, the Camaro coupe and convertible, the new Aveo and the Cruze hatchback as well as re-launching the Captiva SUV with four new engines. Chevrolet's biggest markets in Europe are Russia, Italy, Germany, France, Spain and the U.K. Established in the U.S. by Swiss émigré Louis Chevrolet in 1911, the brand is preparing to celebrate its centenary with the launch of the ground-breaking Chevrolet Volt extended-range electric vehicle. More information on Chevrolet can be found at <http://www.chevrolet europe.com> or <http://media.chevrolet europe.com>.