



## PRESS INFORMATION

### THE VOTE FOR 'THE MOST BEAUTIFUL CAR OF THE YEAR'

#### RULES & HISTORY

**«The Most Beautiful Car of the Year» is part of the «Grand Prizes» of the International Automobile Festival. This is a very special prize because it is not the Festival Jury but the general public who is responsible for appointing the winner.**

This public and international election **plays nowadays a singular role in the automobile industry because of its functioning.** It has become an essential poll perfectly in line with the requirements of manufacturers to market not only efficient, environmentally-friendly cars, but also «beautiful» cars.

#### RULES

The title of "The Most Beautiful Car of the Year" is awarded to a four-door sedan, a minivan, an estate car, a two-door sedan, a convertible or a SUV. The model must be registered in the competition by its manufacturer and marketed in 2008 with a retail price not exceeding € 50,000.

«The Most Beautiful Car of the Year» is elected from several mini voting sites by Internauts worldwide who have **the possibility to win one car with a value of € 30,000** (retail price) by taking part in a quiz game organised by Eurosport International.

#### HISTORY

The International Automobile Festival was established in 1986 in the context of the 24H sur Glace event in Chamonix. The vote for « The Most Beautiful Car of the year » was launched the following year in 1987.

In the context of the Automobile Festival, which has become an international event, the success of the vote has been steadily confirmed over the years to reach a current level of over a million Internet connections.



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**PALMARES SINCE 1987**

- 1987 BMW 735i
- 1988 ALFA ROMEO 164
- 1989 CITROËN XM
- 1990 LEXUS LS 400
- 1991 BMW Série 3
- 1992 RENAULT Safrane
- 1993 CITROËN Xantia
- 1994 RENAULT Laguna
- 1995 PEUGEOT 406
- 1996 MITSUBISHI Carisma
- 1997 PEUGEOT Coupé 406
- 1998 PEUGEOT 206
- 1999 JAGUAR S-Type
- 2000 BMW Série 3 Coupé
- 2001 MERCEDES Classe C Coupé Sport
- 2002 MERCEDES CLK
- 2003 NISSAN 350Z
- 2004 MERCEDES SLK
- 2005 ALFA Brera
- 2006 AUDI TT
- 2007 RENAULT Laguna Estate

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