

THE VOTE OF THE MOST BEAUTIFUL CAR OF THE YEAR 2011



27TH FESTIVAL AUTOMOBILE INTERNATIONAL



Le Point

CBS
OUTDOOR

AUTOMOBILES

2011 December the 7th

THE MOST BEAUTIFUL CAR OF THE YEAR 2011

THE FINAL LIST: EIGHT CANDIDATES FOR THE TITLE

Design and beauty have become buyers' main selection criteria when purchasing a new car. Designers now convey a **manufacturer's identity**, and car enthusiasts can instantly recognise the "signature" of different stars from the world of vehicle design.

The vote for the Most Beautiful Car of the Year is therefore more than ever a reflection of the current era. The winning car is selected by the general public in an international vote on **special mini voting sites set up** by Eurostar. Rather than performance, speed or power, from the beginning the focus has always been on what is now a car's best asset: **ITS BEAUTY**.

Here are the **eight candidates** presented to the public this year. Between **8 December 2011 and 18 January 2012**, they will have the difficult task of choosing which one will be the Most Beautiful Car of the Year 2011*:

BMW 3 Series Sedan - Chevrolet Camaro Cabriolet - Hyundai Veloster 1+2 doors - Mazda CX-5

Mini Coupé John Cooper Works - Opel Ampera - Peugeot 208 - Renault Twizy

You can vote online on the following mini-sites:

France	http://plusbellevoituredelannee.eurosport.fr
Spain	http://cochemasbonito.eurosport.es
Italy	http://lamacchinapiubella.it.eurosport.com
Deutschland	http://dasschonsteauto.eurosport.de
UK	http://mostbeautifulcar.eurosport.co.uk
Russia	http://mostbeautifulcar.eurosport.ru
General website	http://mostbeautifulcar.eurosport.com

Or on Facebook  on the "The Most Beautiful Car of the Year" page

*reminder of the registration criteria for candidates for the Most Beautiful Car of the Year: the car must have been marketed in 2011 with a retail price not exceeding 55,000 euros

BMW 3 SERIES



The BMW 3 Series Sedan is the original in the compact sports sedan segment and over the years has come to symbolise the aesthetic appeal, dynamics and sporting capability of BMW.

With its dynamic and elegant lines, the sixth model generation of the world's best-selling premium vehicle highlights the sporting character of the brand's mid-size model. Although the new BMW 3 Series has grown in all dimensions compared to its predecessor, it retains a perfect balance of sportiness and elegance. As in previous generations, the sedan's dynamic proportions are shaped by the sweeping bonnet, short front overhang, long wheelbase and set-back greenhouse typical of BMW.

CHEVROLET CAMARO CABRIO



Camaro: the new Chevy head-spinner

The jaw-dropping design of the fifth generation Chevrolet Camaro is an irresistible invitation to get in and drive away. The legendary car's return after a ten year absence brings with it a fusion of modernity, confidence and soul.

It is hard to decide where to look first – the immediately recognizable V-shaped nose that has become a Camaro trademark, the unmistakable tail, or the sculpted rear shoulders. All details of the car have been carefully designed to re-capture the spirit of the legend that first rolled off production lines 45 years ago while creating an thoroughly modern, 21st century sports car.

HYUNDAI VELOSTER 1+2 DOORS



Not two, not four, but three. It is with three doors, an unusual architecture in the car world, that Veloster is entering the trendy small car segment. Far from being an exercise in style, the Veloster design is born from our analysis of contemporary society.

Like most of us, Veloster wants everything. The life of the fun-loving single as well as that of the family tribe, the practical urban car and that for making journeys into the countryside. Hence this automobile with two faces, equipped with a single door on the driver's side. On the passenger side, however, Veloster possesses two doors adapted to family life. The functionality of a hatchback and the sleek looks of a coupe. Simultaneously both coupé and saloon. Veloster represents a confident design-based step function while affirming a bold and audacious character. An emotional renaissance illustrated by the new Hyundai brand identity « New Thinking. New Possibilities ».

MAZDA CX-5



CX-5 is the first mass production vehicle that fully applies KODO design, Mazda new design language which has been first introduced in 2010. It is evolved by taking the instantaneous movement of animals or humans as inspiration. The instantaneous movement is the ultimate form of motion, filled with vitality and emotion: KODO – Soul of Motion which combine three keywords: speed, tense and alluring.

«With the CX-5, our focus was on expressing a strong sense of vitality and agility. We looked at videos of cheetahs; their agile footwork and how they use their entire body as a spring to accelerate rapidly and change the direction instantly. They emanate great energy throughout their entire body. Inspired by their efficient yet beautiful movements, we aimed to push the SUV appearance to new levels with KODO design language. » says Masashi Nakayama, Mazda Chief designer.

MINI COOPER WORKS COUPE



A true break from the norm of previous MINIs, the coupe's body is fundamentally different. It's the first 2-seater MINI with the rear section notably downsized; the MINI Coupe oozes character, whichever way you look at it. An extrovert character!

The flowing window section and unconventional "helmet" style roof with its contrasting "Chili red" colour give the impression of floating weightlessly. Sharper, the twin sport stripes in alternate colours "Silver" and "Chili Red" reveal its bubbly character. Merely through the shape, the car's lines evoke its sporting nature. This, combined with the John Cooper Works engine, screams sportiness. With an active real spoiler, black wheels, red brake calipers and dual exhausts, the exterior cries thrilling adventure!

OPEL AMPERA



The revolutionary Opel Ampera, aerodynamic and functional, is the first electric car that can go where you want, when you want. A 4.48 m long saloon with 5 doors, it fits 4 passengers comfortably with boot space from 310 to 1005 liters. The Ampera is the first 'stress free' electric car, allowing complete independence - 'where you want when you want'.

Fluid, sculpted, the Ampera uses the stylistic codes of Opel design combining sculpture with German precision. The carefully balanced volumes are associated with a dynamic appearance, sporty, futuristic. The visual appearance of the Ampera is as strong and convincing as are its simplicity and its dynamics.

PEUGEOT 208



The 208 gives form to and refines the new aesthetic codes of the Marque. 'Floating' grille, light signature, 'boomerang' rear lamps – each detail designed in complete coherence with the general volume, structured by a "spine" the impression of which is even visible on the roof.

Sculpted, athletic, both pure and sophisticated, its style projects the Marque towards a renewed and attractive modernity, suggesting sensuousness and energy, smoothness and mischief.

The two body types have been given an entirely different treatment, with a tree-door version the quarter panel movement of which calls to mind one of its illustrious older siblings.

RENAULT TWIZY



TWIZY is a fun, practical and constraint-free vehicle that stands out with its unique body design.

Twizy is about sharing. Sharing in the family, with parents and children alike using the vehicle for day-to-day journeys.

And sharing in the city, with its ultra-compact dimensions and open body design that makes drivers closer to other people in the city.

Twizy is emblematic of the Renault brand baseline, "Drive the Change".

**YOUR MEETINGS WITH
THE FESTIVAL AUTOMOBILE INTERNATIONAL
27TH EDITION**

DECEMBER 8TH 2011:

Day of **deliberations and voting** for the Festival Jury members

Launching of the **Vote of the Most Beautiful Car of the year 2011** voted for solely by the general public through 7 consecrated Eurosport web sites and the Facebook page « The Most Beautiful Car of the Year »

- From 19 till 29 December 2011 : quarter finale
- From 30 December 2011 till 8 January 2012 : demi finale
- From 9 till 18 January 2012 : final

JANUARY 18TH 2012 :

Closing of the **Vote of the Most Beautiful Car of the year 2011**

JANUARY 25TH 2012 :

The awarding Grand Prizes Ceremony at the Cour du Dôme des Invalides

Results of the Election of the Most Beautiful Car of the year 2011

26TH TILL 29TH JANUARY 2012 :

The Concept Cars exhibition at the Cour du Dôme des Invalides (media morning: January 26th)

FEBRUARY 2ND 2012 :

Cars auctions of legendary cars, by Cheval-Légers Enchères

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