

Kategorie / Category	Auszeichnung / Award	Produkt / Product	Hersteller / Company	Design
Agency of the Year	Agency of the Year	Scholz & Friends Hamburg for Opel	Adam Opel AG	Scholz & Friends Hamburg GmbH
Brand of the Year	Brand of the Year	Mercedes-Benz	Daimler AG	Daimler AG
Exterior Volume Brand	Special Mention	Volkswagen Golf GTE	Volkswagen AG	Volkswagen Design Team
Innovation of the Year	Innovation of the Year	Mercedes-Benz Fo15 Luxury in Motion	Daimler AG	Daimler AG
Team of the Year	Team of the Year	Mazda Global Design Team	Mazda Motors Deutschland	Mazda Global Design Team
Architecture & Events	Best of Best	Opel Vernissage „Corsa, Karl und Choupette“	Adam Opel AG	Gerhard Steidl, Nowadays, Nicole Weber Communications
Architecture & Events	Best of Best	Audi LED Scoreboard	AUDI	Razorfish GmbH
Architecture & Events	Best of Best	Spheres. Perspectives in Precision & Poetry for BMW designed by Alfredo Häberli	BMW Group	BMW Group Design & Alfredo Häberli
Architecture & Events	Special Mention	The Sound of Porsche	Dr. Ing. h.c. F. Porsche AG	Avantgarde Gesellschaft für Kommunikation mbH
Architecture & Events	Winner	#HuntingTheLight – Mit Audi Matrix LED auf der Jagd nach dem Polarlicht	AUDI AG	AUDI AG
Architecture & Events	Winner	Audi TT 360°	AUDI AG	KMS BLACKSPACE GmbH Marbet, Marion & Bettina Würth GmbH & Co. KG
Architecture & Events	Winner	Leicht verstehen	Autostadt GmbH	PLEXGROUP
Architecture & Events	Winner	Autowerk - Portal zur Produktion	Autostadt Wolfsburg	jangled nerves gmbh
Architecture & Events	Winner	MINI in the Mountains by Millhaus and Geoff McPetridge	BMW Group	Millhaus GmbH
Architecture & Events	Winner	BMW 1Series Geneva Motorshow 2015	BMW Group Motorshows	lucie_p GmbH (Regie Tina Maria Werner)
Architecture & Events	Winner	“LIVING THE BEST” Mercedes-Benz International Dealer Conference Hamburg 2014	Daimler AG	Agentur für Markenträume GmbH zet:project. GmbH
Architecture & Events	Winner	smart Extension	Daimler AG	BRAUNWAGNER GmbH
Architecture & Events	Winner	Mercedes-Benz Global Training Experience Vito, Amsterdam	Daimler AG	STAGG & FRIENDS GMBH dan pearlman Markenarchitektur GmbH
Architecture & Events	Winner	Global Training Experience smart 2014	Daimler AG	STAGG & FRIENDS GMBH storygraphers GbR
Architecture & Events	Winner	Mercedes-Benz CES Las Vegas 2015	Daimler AG	jangled nerves gmbh
Architecture & Events	Winner	iconic creative carport	iconic product gmbh	Carina Riepl & Constantin Vallery
Architecture & Events	Winner	Mercedes-AMG Showroom in Tuscaloosa.	Mercedes-AMG GmbH	Bruce B. corporate communication GmbH
Campaign	Best of Best	Umparken im Kopf	Adam Opel AG	Scholz & Friends Hamburg GmbH
Campaign	Special Mention	Audi S1 Kampagne - Groß in der Wirkung	AUDI AG	Gingco.Net
Campaign	Special Mention	Audi TT Brochure Hack	AUDI AG	Razorfish GmbH
Campaign	Special Mention	Spielerbänke des VfL Wolfsburg: Spielerbänke neu interpretiert	FAURECIA SERVICES GROUPE	FAURECIA SERVICES GROUPE
Campaign	Winner	Audi A3 Cabriolet	AUDI AG	Gingco.Net
Campaign	Winner	Audi ultra - Das Prinzip ultra.	AUDI AG	Gingco.Net
Campaign	Winner	Audi A3 Sportback e-tron	AUDI AG	Gingco.Net
Campaign	Winner	myAudi Tutorials	AUDI AG	Razorfish GmbH
Campaign	Winner	Porsche Macan	Dr. Ing. h.c. F. Porsche AG	Dr. Ing. h.c. F. Porsche AG
Campaign	Winner	Ford Fiesta	Ford-Werke GmbH	Blue Hive Düsseldorf Mediaplanung & Kommunikation Ford-Werke GmbH
Campaign	Winner	NISSAN JUKE – Klappe zu, Motor an.	NISSAN CENTER EUROPE GmbH	DNA Frankfurt
Campaign	Winner	Toyota Auris	Toyota Motor Europe	Mackevision Medien Design GmbH GoodFilm GmbH

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Campaign	Winner	VW Golf GTE	Volkswagen Internationale Messen	lucie_p GmbH
Concepts	Best of Best	Mercedes-Benz Future Truck 2025	Daimler AG	Daimler AG
Concepts	Best of Best	Husqvarna 401 VITPLEN Concept	Husqvarna Motorcycles GmbH	KISKA GmbH
Concepts	Best of Best	Volkswagen Sport Coupé Concept GTE	Volkswagen AG	Volkswagen Design Team
Concepts	Special Mention	Audi prologue Familie	AUDI AG	Marc Lichte und Design Team
Concepts	Winner	Mercedes-Benz Vision G-Code	Daimler AG	Daimler AG
Concepts	Winner	Versatus	Design Consulting GmbH	Design Consulting GmbH
Concepts	Winner	Less is more	FAURECIA SERVICES GROUPE	FAURECIA SERVICES GROUPE
Concepts	Winner	Infiniti QX30 Concept	Infiniti	Infiniti
Concepts	Winner	Infiniti Q60 Concept	Infiniti	Infiniti
Concepts	Winner	2 PHEV Concept	Qoros Automotive Co., Ltd.	Qoros Design Team
Concepts	Winner	SEAT 20V20	SEAT Deutschland GmbH	SEAT S.A.
Concepts	Winner	Volkswagen Cross Coupé GTE	Volkswagen AG	Volkswagen Design Team
Concepts	Winner	Volkswagen XL Sport	Volkswagen AG	Volkswagen Design Team
Corporate Publishing	Best of Best	Audi Design - Zwischen Evolution und Revolution	Auto Union GmbH	Ö-Konzept
Corporate Publishing	Best of Best	Bentley Magazine	Bentley Motors Ltd.	C3 Creative Code and Content Ltd.
Corporate Publishing	Winner	Audi Magazine N°02/2015	AUDI AG	loved gmbh
Corporate Publishing	Winner	Porträt Edgar Heinrich	BMW Group	BMW Group Design
Corporate Publishing	Winner	PASSION	CITROËN Deutschland GmbH	CITROËN Deutschland GmbH C3 Creative Code and Content
Corporate Publishing	Winner	„Innovativ sein“ Geschäftsbericht 2013/2014	HELLA KGaA Hueck & Co.	3st kommunikation GmbH
Corporate Publishing	Winner	MANmagazin	MAN SE	MAN SE C3 Creative Code and Content
Corporate Publishing	Winner	Shanghai Motor Show Communication	Qoros Automotive Europe GmbH	Qoros Design Team
Corporate Publishing	Winner	Sternstunden	Robert Kunzmann GmbH & Co. KG	SchleeGleixner GmbH
Corporate Publishing	Winner	extratour	ŠKODA AUTO Deutschland GmbH	Lattke und Lattke GmbH
Corporate Publishing	Winner	extraflotte	ŠKODA AUTO Deutschland GmbH	Lattke und Lattke GmbH
Corporate Publishing	Winner	„Fortschritt bewegen“ Geschäftsbericht 2014	Volkswagen AG	3st kommunikation GmbH
Corporate Publishing	Winner	Das Auto. Magazin	Volkswagen AG	C3 Creative Code and Content
Corporate Publishing	Winner	Fleet Magazine	Volkswagen AG	Lattke und Lattke GmbH
Corporate Publishing	Winner	skriptmanufaktura	Volkswagen Sachsen GmbH	C3 Creative Code and Content
Corporate Publishing	Winner	WEGMANN automotive	WEGMANN automotive GmbH & Co. KG	Gerryland Advertising GmbH Frankfurt Film
Digital	Best of Best	Mercedes-Benz TechCenter	Daimler AG	Scholz & Volkmer GmbH
Digital	Best of Best	drive App	ZF Friedrichshafen AG	HOFFMANN UND CAMPE Corporate Publishing
Digital	Winner	Opel & Vauxhall Corsa E	Adam Opel AG	3DEXCITE, MRM//McCann (UI), Sevenval (Mobile)
Digital	Winner	Umparken im Kopf	Adam Opel AG	Scholz & Friends Hamburg GmbH
Digital	Winner	Audi S1 Kampagne - Groß in der Wirkung	AUDI AG	Gingco.Net
Digital	Winner	Lamborghini Huracán – User Experience of a Different Kind	Automobili Lamborghini S.p.A.	3DEXCITE
Digital	Winner	BMW Magazin Digital	BMW AG	HOFFMANN UND CAMPE Corporate Publishing (Dirk Linke)
Digital	Winner	Mercedes-Benz Metris	Daimler AG	eder GmbH
Digital	Winner	Mercedes-Benz Global Training	Daimler AG	Scholz & Volkmer GmbH
Digital	Winner	Rebels, race on. Der neue Cayman GT4.	Dr. Ing. h.c. F. Porsche AG	UDG United Digital Group
Digital	Winner	Porsche GTS Community.	Dr. Ing. h.c. F. Porsche AG	UDG United Digital Group
Digital	Winner	Die Ford EcoSport-Challenge	Ford-Werke GmbH	Blue Hive Düsseldorf
Digital	Winner	Experience HOERBIGER	HOERBIGER Holding AG	wob AG
Digital	Winner	MINI John Cooper Works	MINI	Effekt-Etage GmbH AKQA

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Digital	Winner	MINI Clubman Product Launch Movie	MINI	Effekt-Stage GmbH AQKA
Digital	Winner	Virtuelle 360°-Probefahrt im ASX	MMD Automobile GmbH	VOON Werbeagentur GmbH MINISTRY GmbH 6ft RABBIT PRODUCTIONS LUKA netconsult GmbH atrikom fulfillment
Digital	Winner	BETTER VEHICLES START WITH SIKA	Sika Automotive AG	Sika Internal Push22
Digital	Winner	AutoMuseum Volkswagen	Stiftung AutoMuseum Volkswagen	dammannworks GmbH
Digital	Winner	Das Auto. Scirocco „Wege zur Freiheit“	Volkswagen AG	C3 Creative Code and Content
Digital	Winner	Scirocco “Think Fast”	Volkswagen AG	Geometry Global
Digital	Winner	Volkswagen Zubehör - ACCESS	Volkswagen Zubehör GmbH	dammannworks GmbH
Exterior Premium Brand	Best of Best	Mercedes-AMG GT	Daimler AG	Daimler AG
Exterior Premium Brand	Best of Best	Mercedes-Benz CLA Shooting Brake	Daimler AG	Daimler AG
Exterior Premium Brand	Best of Best	Land Rover Discovery Sport	Jaguar Land Rover Limited	Gerry McGovern
Exterior Premium Brand	Special Mention	Mercedes-Maybach S-Klasse	Daimler AG	Daimler AG
Exterior Premium Brand	Winner	Audi R8	AUDI AG	Marc Lichte und Design Team
Exterior Premium Brand	Winner	BMW 1er	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	BMW 2er Active Tourer	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	BMW 2er Cabrio	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	BMW X6	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	MINI 5-Türer	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	BMW R 1200 R	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	BMW C evolution	BMW Group	BMW Group Design
Exterior Premium Brand	Winner	Mercedes-Benz GLE Coupé	Daimler AG	Daimler AG
Exterior Premium Brand	Winner	Porsche Boxster Spyder	Dr. Ing. h.c. F. Porsche AG	Dr. Ing. h.c. F. Porsche AG
Exterior Premium Brand	Winner	Jaguar XE	Jaguar Land Rover Limited	Jaguar Land Rover Limited
Exterior Volume Brand	Best of Best	Mazda CX-3	Mazda Motors Deutschland	Mazda Global Design Team, Headquarter
Exterior Volume Brand	Best of Best	ŠKODA Superb	ŠKODA AUTO a. s.	ŠKODA Design Team
Exterior Volume Brand	Winner	XSpark	BASF	BASF
Exterior Volume Brand	Winner	Fiat 500X	FCA Germany AG	Centro Stile Fiat
Exterior Volume Brand	Winner	QOROS 3 CITY SUV	Qoros Automotive Co., Ltd.	Qoros Automotive Co., Ltd.
Exterior Volume Brand	Winner	Volkswagen Passat	Volkswagen AG	Volkswagen Design Team
Exterior Volume Brand	Winner	Volkswagen Touran	Volkswagen AG	Volkswagen Design Team
Future, Mobility & Parts	Best of Best	Hybrid Instrument Cluster	Continental Automotive GmbH	Continental Automotive GmbH Renner Produktgestaltung
Future, Mobility & Parts	Winner	Audi R8 Laser Light	Audi AG	Marc Lichte und Design Team
Future, Mobility & Parts	Winner	Innovatives System zur automatischen Autositzversenkung	FAURECIA SERVICES GROUPE	FAURECIA SERVICES GROUPE
Future, Mobility & Parts	Winner	Mazda Fahrrad by KODO Design	Mazda Motors Deutschland	Mazda Global Design Team, Headquarter
Future, Mobility & Parts	Winner	Qoros 3 City SUV QorosQloud Concept	Qoros Automotive Co., Ltd.	Qoros Design München
Future, Mobility & Parts	Winner	EyeSight im Subaru Outback	Subaru Deutschland	Subaru Eigenentwicklung
Interior	Best of Best	Audi Q7	AUDI AG	Marc Lichte und Design Team
Interior	Best of Best	Volkswagen Passat	Volkswagen AG	Volkswagen Design Team
Interior	Special Mention	smart fortwo	Daimler AG	Daimler AG
Interior	Winner	Audi R8	AUDI AG	Marc Lichte und Design Team
Interior	Winner	Mercedes-Benz CLA Shooting Brake	Daimler AG	Daimler AG
Interior	Winner	Mercedes-Benz GLE Coupé	Daimler AG	Daimler AG
Interior	Winner	Mercedes-Maybach S-Klasse	Daimler AG	Daimler AG
Interior	Winner	Volkswagen Golf GTE	Volkswagen AG	Volkswagen Design Team