



MEDIA INFORMATION



Immediate release

Creative minds meet to select the European finalists for Young Creative Chevrolet 2010

- European jury will meet in Belgium on June 19 to judge national winning projects
- More than 130 applied art schools across Europe took part in the 4th edition

The Young Creative Chevrolet (YCC) applied art contest is in its fourth year and on a roll. The European jury will meet in Zolder, Belgium, for a week-end of intense deliberation to choose the European winners for this year's competition. It's not all work as the jury will be meeting on the weekend of the WTCC - FIA World Touring Car Championship race, where part of the deliberations will be held from June 18-20. They will experience an exciting program including hot laps on the track and will be Chevrolet's guests with VIP access to the WTCC race.

The jury members come from Germany, France, Slovenia and the U.K. and represent companies as varied and established as Endemol and RIDE snowboards (see below for more information on the jury members).

Following a first selection by the national jury panels in May, the 1st prize projects will now face the illustrious European jury members' critical eye. The European jury members have the exciting task of choosing the European winners in the disciplines of **Fashion, Photography, Visual Arts, Video and Music**.

This year has seen a further increase in interest in the YCC competition, with three new countries signing up to take part: Greece, Slovakia and the U.K. For the fourth year of the competition, a total of **20 countries** across Europe are participating: Austria, the Baltic States (Estonia and Latvia), Belgium, Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Hungary, Italy, Netherlands, Portugal, Romania, Serbia, Slovakia, Slovenia, Switzerland and the U.K.

The contest has grown rapidly since its launch in 2007, from initially 32 art schools participating in 2007 to 135 in this year's contest. The results will be revealed shortly after the jury deliberation weekend.

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.

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.

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



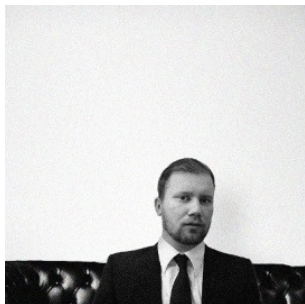
The French photographer works under the pseudonym of Dingo, which he began to use back in 1966 and has been used by him since. Dingo is a well known French automotive and people photographer as well as a video maker. He has over 30 years of experience in photography, with his main expertise being in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

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.chevroleteurope.com> or <http://media.chevroleteurope.com>.

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