



MEDIA INFORMATION



October 19, 2012

Chevrolet Film Night brings together Hollywood luminaries and students for an inside view of film making

- Invitation-only event highlights Chevrolet's long-running ties to film and television
- Panel discussion features high-profile producers and directors
- Guests of honor include the next generation of film makers, artists and designers
- Famous Chevrolet cars from film and TV are exhibited

On October 19, 2012, Chevrolet is hosting an exclusive Hollywood event to celebrate a lesser-known part of the iconic brand's 100-year history: its role in American film and television. Chevrolet Film Night convenes top names in film making and a select group of international students for an evening of insight into the film industry and Chevrolet's unique place within it. The festivities take place at the legendary Paramount Studios and feature a thought-provoking panel discussion, the Young Creative Chevrolet awards ceremony and a themed reception.

"The iconic Chevrolet brand has played a major role in the U.S. film and television industry for many decades and is as important to popular culture as it is to everyday life. What better place could there be than Hollywood to bring together award-winning film makers and young talents, inspiring the creative leaders of tomorrow," said Susan Docherty, President of Chevrolet Europe.

Renowned panelists

Chevrolet Film Night revolves around a high-caliber panel discussion aimed at giving the audience an authentic view of film making today. A select group of international students in related creative fields, as well as future graduates of acclaimed Los Angeles film schools, are among those invited to attend.

The panelists represent some of the industry's most accomplished producers and directors (in alphabetical order):

- **Ian Bryce** – Producer of the three *Transformer* movies, *Spider-Man*, *Hancock*, *Almost Famous*, *Saving Private Ryan* and Michael Bay's *The Island*
- **Rob Cohen** – Writer, Director, and producer known for *The Fast and the Furious*, *xXx*, *DragonHeart*, and upcoming feature, *Alex Cross*
- **F. Gary Gray** – Award-winning filmmaker known for directing *The Italian Job* and *Law Abiding Citizen*, as well as music videos for artists like Dr. Dre, TLC and Ice Cube

- **Gale Anne Hurd** – CEO of Valhalla Entertainment and Producer of *The Terminator*, *Aliens* and *Armageddon*, *The Abyss*, and *The Incredible Hulk*
- **Jon Landau** – Academy Award- and Golden Globe-winning producer of *Avatar* and *Titanic* and chairman of the advisory board of top crowdsourcing platform MOFILM

The discussion aims to delve into one of the most fabled industries by exploring the business and creative aspects of film making. Topics to be covered include: the impact of the growing international film market and new technologies; the role of brands and brand cooperation in production; and the illustrious career paths and choices of the panelists, who will respond to questions from the audience.

Event designed for emerging talent

Chevrolet's ability to orchestrate such a prestigious event reflects the brand's prevalence in Hollywood movies and its iconic status in American popular culture. As Chevrolet cars have been featured in a staggering number of famous films – from *Repo Man* and *Batman* to the *Transformers* and *xXx* – Chevrolet has become a sought-after partner for brand cooperation with major Hollywood studios.

Chevrolet Film Night recognizes the brand's commitment to Hollywood today and the creative professionals who will lead it in the future. Guests include a select group of students from notable film schools USC and UCLA, as well as the 2012 winners of [Young Creative Chevrolet \(YCC\)](#) who will be honored after the panel discussion.

YCC, the pan-European art and design contest that was launched by Chevrolet in 2007, is distinguished by its emphasis on real-world experience and exposure to creative professions. YCC 2012 attracted record-high submissions in fashion, photography, video and visual arts from 24 European countries. In addition to attending Chevrolet Film Night, YCC winners will take part in a half-day workshop at the GM Advanced Design Studio in North Hollywood, where cars of the future are being designed.

Festive venue

Chevrolet Film Night entertains guests in classic Hollywood style: with a red-carpet welcome, panel discussion in the historic Paramount Theatre and reception held on a New York City-street film set.

The memorable venue is also the site of an exhibition featuring famous Chevrolet cars from film and television, such as: Bumblebee and Sideswipe from *Transformers*; a 1963 C-10 from *Twilight*; and a red Camaro from *The Last Stand*, a movie featuring Arnold Schwarzenegger which is set for release in 2013.

About Chevrolet

Chevrolet is General Motors' largest global brand with annual sales of more than four million vehicles in more than 140 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 cars combine bold design, performance, innovation and practicality. They provide outstanding value for money. Established in the U.S. by Swiss émigré Louis Chevrolet in 1911, the brand celebrated its centenary in 2011. The brand was re-launched in Europe in 2005. It is represented with a total of 2,500 sales and service outlets in Western and Central Europe. The European Chevrolet line-up includes the Spark city car, the small Aveo sedan and hatchback, the compact Cruze sedan and hatchback, the Orlando family van, the Captiva SUV, the legendary Camaro and Corvette sports cars and the extended-range Volt electric car. In 2012, Chevrolet is launching the Cruze station wagon and the Malibu mid-size sedan. More information on Chevrolet can be found at www.chevrolet-europe.com or media.chevrolet-europe.com.

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