



Chevrolet and DreamWorks Animation have combined to create Turbo, a speedy snail that is the main character in a new film of the same name.

Chevrolet revs up DreamWorks Animation's 'Turbo'

Metroland Media

Chevrolet will help power a little snail named Turbo in the upcoming DreamWorks Animation SKG, Inc. feature film bearing his name.

The collaboration between Chevrolet and DreamWorks Animation will engage fans in the U.S. and select international markets and serve to enhance the film's authentic racing environment.

The comprehensive campaign also includes television, print, and online advertising, a social media push and dealership activations in key markets.

Chevrolet design consulted with DreamWorks on the animated versions of the Ca-

maro and the Chevrolet-powered Indy cars that appear in the film, which premieres on July 17.

Turbo marks the first time DreamWorks Animation has partnered with brands in this way.

Chevrolet plays an integral part in two of the film's key moments.

Turbo receives his speed after an encounter with a Chevrolet Camaro and later, the Chevrolet "bowtie" logo features prominently in scenes set at the Indianapolis 500.

Chevrolet will also feature Turbo in advertising leading up to the release.

The ads will wrap the movie's theme of realizing dreams around Chevrolet's "Find New Roads" brand platform.

New Hyundai test centre

Metroland Media

Hyundai is undertaking final preparations ahead of moving into its new vehicle test centre located at the iconic Nurburgring track in Germany.

The purpose-built facility will be a permanent base at the track for the company, providing a dedicated resource for evaluating its vehicles on what is widely recognized as the toughest such circuit in the world.

Due for completion by August 2013, the new test centre has been designed specifically to meet Hyundai's needs.

Covering four floors and 3.622 m², it will include new workshops, office space and a VIP hospitality area, wrapped in a unique exterior glass and metallic finish.

The new facility provides a natural extension to Hyundai's European research and development infrastructure.

Its current R&D centre in Russelsheim, Germany, was established in 2003 and is home to the company's European powertrain, tuning and evaluation divisions.

Each of these will have easy access to



Hyundai is building an advanced testing centre adjacent to the famed Nurburgring in Germany. It is scheduled for completion in August.

the Nurburgring, enabling them to complete a greater number of vehicle assessments per year, including Hyundai's arduous 'accelerated durability tests' which simulate up to 180,000 km of severe driving in a matter of weeks, to provide valuable data on a wide range of parameters.

The additional capacity for testing provided by the new facility will enable Hyundai during 2013 to complete accelerated durability tests on 11 vehicles, as well as assessing steering, suspension, ride and handling characteristics to produce set-ups suited to the preferences of European drivers.

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