

Toulouse, October 19, 2012

ATR wins again at the “Cannes Corporate Media & TV Awards”

ATR, the European manufacturer of turboprop aircraft, has received the Silver Dolphin award in the “Communication Marketing” category at the International Festival “Cannes Corporate Media & TV Awards”, for the production of its corporate film entitled “The ATR solution”. The Festival recognizes outstanding work in the areas of corporate films, TV documentaries, online media and artistic productions.

This year, nearly 700 candidates representing 35 countries competed for the awards, a 60% increase in applications and 30% more countries compared with last year's edition. In each thematic category, three prizes were awarded: the Gold Dolphin, Silver Dolphin and Black Dolphin. The Grand Prize, the “White Dolphin”, went to the judges' favourite from all categories combined. The audiovisual productions were rated by an international panel of judges, including specialists in marketing and communications, professionals from the corporate and media sectors, and experts from the film industry.

The corporate film “The ATR solution” was produced in collaboration with the American company Xenophon and the French company Master Films. It shows the operational and environmental capabilities of the ATR aircraft, as well as the most updated comfort of their new cabin. To address these messages, the video highlights some factual information about ATR's operational and technological capabilities, using fast rhythm and dynamic and percussive graphics.

Commenting on the award, Elio Baino, ATR Brand Image Director, said that he was “very happy to have won another award at the Festival, as it recognizes the continuity of the quality of our audiovisual productions. Image, as exemplified by videos and new social media, is today an increasingly important vector of corporate communications. Films like ‘The ATR solution’ strongly contribute to develop our brand image towards a larger audience”.

« The ATR solution », and other videos produced by ATR can be viewed at its official Youtube channel: [ATRbroadcast](#)

About ATR:

Founded in 1981, ATR has become the world leader on the market for regional aircraft with 90 seats or less. Since its creation, ATR has sold over 1,200 aircraft to over 186 operators based in 90 countries. ATR planes have totalled over 21 million flight hours. ATR is an equal partnership between two major European aeronautics players, Alenia Aermacchi (a Finmeccanica Group company) and EADS. Its head office is in Toulouse. ATR is ISO 14001 certified. This is the international reference standard in the field for environmental friendliness. For additional information, log on to www.atraircraft.com.

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