

## 50 YEARS OF BEST CAR ADS BY JACQUES SEQUELA

	BRAND	PRODUCT	TITLE	AGENCY	COUNTRY	YEAR
1	VOLKSWAGEN	VW	SNOWPLOUGH	DOYLE DANE BERNBACH	USA	1963
2	CHEVROLET	CHEVROLET TRUCKS	TRUCK EGGS TEST	CAMPBELL-EWALD	USA	1963
3	AMERICAN MOTORS	AMERICAN MOTORS/ REBEL	DRIVING INSTRUCTOR	WELLS RICH GREENE	USA	1968
4	VOLKSWAGEN	VW	FUNERAL	DOYLE DANE BERNBACH	USA	1969
5	CHEVROLET	CHEVROLET	BASEBALL, HOT DOGS, APPLE PIE	CAMPBELL-EWALD	USA	1974
6	CITROEN	CITROEN Visa Gti	AIRCRAFT CARRIER	ROUX SEQUELA CAYZAC GOUDARD	FRANCE	1985
7	CITROEN	CITROEN	CHEVRONS SAUVAGES	ROUX SEQUELA CAYZAC GOUDARD	FRANCE	1985
8	CITROEN	CITROEN CX	GRACE JONES	ROUX SEQUELA CAYZAC GOUDARD	FRANCE	1985
9	AUDI	AUDI	PROCON 10 (Matchbox)	TEAM BBDO	GERMANY	1987
10	ISUZU	ISUZU IMPULSE TURBO	BULLET	DELLA FEMINA TRAVISANO	USA	1988
11	VOLKSWAGEN	VW PASSAT	LAUNCH II	DDB NEEDHAM WORLDWIDE	UK	1988
12	MERCEDES BENZ	MERCEDES BENZ	CHAPMAN'S PEAK	SONNENBERG MURPHY LEO BURNETT	SOUTH AFRICA	1991
13	VAUXHALL	VAUXHALL NOVA	CAR PET	LOWE HOWARD-SPINK	UK	1991
14	MAZDA	MAZDA 626	AIRBAG	PMSvW/Y	NETHERLANDS	1993
15	VOLKSWAGEN	VW	DUMMIES	VERBA DDB NEEDHAM	ITALY	1993
16	VOLVO	VOLVO	SURVIVORS	MVBMS EURO RSCG	USA	1994
17	JEEP	JEEP	SNOW COVERED	BOZELL NORTH	USA	1994
18	BMW	BMW 5	SPEED SKIER	HUNT LASCARIS TBWA	SOUTH AFRICA	1994
19	VOLKSWAGEN	VW AFFORDABILITY	LAMPPOST	BMP DDB	UK	1998
20	VOLVO	VOLVO V70-BI FUEL	GOLF	FORSMAN & BODENFORS	SWEDEN	1998
21	RENAULT	RENAULT CLIO MTV EDITION	GET UPPA	AGULLA & BACCETTI	ARGENTINA	1999
22	MERCEDES BENZ	MERCEDES BENZ CDI DIESEL	SILENCE	SPRINGER & JACOBY	GERMANY	1999
23	VOLKSWAGEN	VW CORPORATE	DOUBLE CHECKED	ALMAPBBDO	BRAZIL	1999
24	RENAULT	RENAULT CLIO	PACTO	AGULLA & BACCETTI	ARGENTINA	1999
25	VOLKSWAGEN	VW POLO	HEAVEN	BMP DDB	UK	2000
26	VOLKSWAGEN	VW LUPO 3L	3 DROPS	DDB	FRANCE	2000
27	AUDI	AUDI QUATTRO	SKI JUMPING WORLD CUP 2000	SAATCHI & SAATCHI	GERMANY	2000
28	VOLKSWAGEN	VW PASSAT	DOG   DRIVING TEST	BMP DDB	UK	2001
29	AUDI	AUDI/ MULTITRONIC TRANSMISSION	THE FAN	SAATCHI & SAATCHI	GERMANY	2001
30	VOLKSWAGEN	VW PASSAT	RANSOM	ARNOLD WORLDWIDE	USA	2001
31	SMART	SMART	FAT MAN WALKING	SPRINGER & JACOBY	GERMANY	2002
32	TOYOTA	TOYOTA CELICA	DOG	SAATCHI & SAATCHI	USA	2002
33	BMW	BMW OF NORTH AMERICA	STAR (The Hire)	FALLON	USA	2002
34	PEUGEOT	PEUGEOT 206	THE SCULPTOR	EURO RSCG MCM	ITALY	2003
35	VOLKSWAGEN	VW	SQUARES	ARNOLD WORLDWIDE	USA	2003
36	HONDA	HONDA ACCORD	COG	WIEDEN + KENNEDY	UK	2003
37	PEUGEOT	PEUGEOT 407	TOYS	BETC EURO RSCG	FRANCE	2004
38	HONDA	HONDA CIVIC	EVERYDAY	WIEDEN + KENNEDY	UK	2004
39	CITROEN	CITROEN C4	CARBOT	EURO RSCG	UK	2005
40	VOLKSWAGEN	VW GOLF DSG	KIDS ON STEPS	DDB BERLIN	GERMANY	2005
41	FORD	FORD RANGER OPEN CAB	KING KONG	J WALTER THOMPSON	THAILAND	2005
42	MERCEDES BENZ	MERCEDES BENZ CABRIOLET	THE SOUNDS OF SUMMER	SPRINGER & JACOBY	GERMANY	2005
43	HONDA	HONDA DIESEL	GRRR	WIEDEN + KENNEDY	UK	2005
44	RENAULT	RENAULT CLIO	SCARECROW	LOWE AGULLA BACCETTI	ARGENTINA	2005
45	HONDA	HONDA	IMPOSSIBLE DREAM	WIEDEN + KENNEDY	UK	2006
46	TOYOTA	TOYOTA	HUMANITY	HAKUHODO	JAPAN	2006
47	HONDA	HONDA CIVIC	CHOIR	WIEDEN + KENNEDY	UK	2006
48	VOLKSWAGEN	VW GOLF GTI	SINGIN' IN THE RAIN	DDB LONDON	UK	2006
49	RENAULT	RENAULT	CRASH TEST	NORDPOL+	GERMANY	2006
50	AUDI	AUDI RS4	EMOTIONS	DDB (MADRID & BARCELONA)	SPAIN	2006
51	VOLKSWAGEN	VW GOLF	TEA	DDB LONDON	UK	2007
52	SKODA	SKODA FABIA	CAKE	FALLON	UK	2008
53	VOLKSWAGEN	VW POLO	DOG	DDB LONDON	UK	2008
54	VOLKSWAGEN	VW SPACEFOX	DOG-FISH	ALMAPBBDO	BRAZIL	2009
55	TOYOTA	TOYOTA IQ	COUPLE / HAMMER THROW	DENTSU	JAPAN	2010
56	MERCEDES BENZ	BRAKE ASSIST	SORRY	JUNG VON MATT	GERMANY	2010
57	CHRYSLER	CHRYSLER 200	BORN OF FIRE	WIEDEN + KENNEDY	USA	2011
58	VOLKSWAGEN	VOLKSWAGEN PASSAT	THE FORCE	DEUTCH LA / LOWE AND PARTNERS	USA	2011
59	HONDA	HONDA	HANDS	WIEDEN + KENNEDY	UK	2013
60	VOLVO	VOLVO TRUCKS	EPIC SPLIT	FORSMAN & BODENFORS	SWEDEN	2013