crxss

automotive | volume ii

crxss

the one stop shop for
automotive content creation:

Shoot Production
Photography & Film
Social Content
CGI
In Studio & On Location

xauto ii

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auto ii

You're receiving this **second instalment** of our automotive content series because we know how to deliver **precision** and **expertise** in **automotive productions**.

At CRXSS, we handle the **full production process** — from **location search and permits** to **road closures and traffic management** — so every shoot runs **smoothly and safely**.

We create automotive content across:

01 **On the road**
02 **Off road**
03 **In studio**
04 **CGI / AI worlds**

We work with a trusted team covering the **whole production** — from stylists and camera ops to editors. While we know it's important to appear big and capable, **we pride ourselves on being small.**

A small footprint keeps **costs down, reduces environmental impact,** and limits catering and accommodation bills. Our team members **muck in across multiple roles** and support each other, making us **nimble and efficient.**

This PDF takes you through our **automotive projects of 2025** — from studios in Leighton Buzzard to the sand dunes of Dakar.

Let's get into this.

case study /

wilson hennessy x ioniq

Wilson Hennessy brings **colour, creativity, and playfulness** to automotive photography. Known for his **graphic, experimental style**, he shoots stills and motion, combining **studio builds** and **CGI** to make vehicles truly pop.

In his shoot for **Ioniq**, Wilson turned a single colour — blue — into a **striking, graphic world**, demonstrating how **bold colour and precise design** can transform automotive imagery into something unforgettable.

case study / **trigger x geely**

dynamic content for geely.

Trigger's shoot for **Geely** captured **stills and motion on the fly across four locations**, showcasing the car's **capabilities across varied terrain**. The visuals highlight its **practicality, style, and versatility,** delivering content that is **fast, dynamic, and effortlessly engaging.**

See the content here.

case study / **simon puschmann x mercedes benz**

build the scene.
shoot the story.

Simon combined **practical shoots with full CG scenes**, digitally creating entire construction sites and seamlessly placing the trucks within them. One image is **entirely CG**.

The films were shot on location in Penzing, Bavaria, navigating the challenges of construction sites with **tech-driven precision.**

See the motion here.

case study /
trigger x land rover

For the **Land Rover Dakar programme**, Trigger delivered **high-impact key visuals** and **dynamic BTS portraits** that showcased the rugged capability and endurance of the new Defender in extreme conditions.

Working closely with the production team in Saudi Arabia, Trigger's imagery **emphasised the harsh terrain, intense environment** and the brand's **"capability without compromise" message** for their 2026 rally-raid launch.

case study / **wilson hennessy**
x concept amg gt xx

Wilson captured the **Mercedes-AMG Concept GT XX**, showcasing its radical four-door layout, sharp fastback profile, and powerful stance. With **Sunset Beam Orange highlights and precise lighting**, he emphasised the car's aerodynamic lines, muscular surfaces, and cutting-edge electric performance.

team

crxss agents / producers

JOHN, JOANNA, ELENA & HOLLY

photographers / directors

SIMON PUSCHMANN

TRIGGER

WILSON HENNESSY

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