



EXO Launches 2003 North American International Auto Show Site for General Motors

DETROIT, MI – January 11, 2003 – EXO, LLC (EXO), a leading interactive marketing firm, is proud to announce the premier of the GM Experience Live @ The North American International Auto Show 2003 website; the site is being launched to coincide with the opening day of the North American International Auto Show (NAIAS) being held in Detroit.

(PRWEB) January 17, 2003 -- Visitors to the GM website (www.gm.com) are able to point and click their way to concept cars, highlight and production vehicles, as well as key corporate initiatives featured at the North American International Auto Show, the largest and most watched unveiling of concept cars and significant production model launches in the world. Visitors can reach the site directly at: (http://www.gm.com/company/gm_exp_live/events/naias_2003/.)

The website provides an overview of offerings from nine of GM's brand divisions: Buick, Cadillac, Chevrolet, GMC, HUMMER, Oldsmobile, Pontiac, Saab, and Saturn, as well as General Motors umbrella messaging. Visitors to the NAIAS site can navigate through a range of features such as webcasts, videos, photo galleries, 360 degree views of the auto show floor, and more.

"This site is designed for users even if they have already been to the auto show and want to follow-up on some of what they've seen," says Ranae McPherson, Sr. Project Manager, EXO. "On the other hand, it is a great resource for folks planning a trip to the show, or people that are simply not able to attend."

The website also offers consumers direct access to exclusive streaming video and press releases of key product reveals that took place during press days.

This year's NAIAS site features information on over 100 GM vehicles, with over 30 of the vehicles having a designated microsite. Specific elements include a photo gallery, including exclusive photos taken at the live show, as well as various "reveal" videos and commentary from vehicle designers and brand managers.

The website is broken out into the following five categories: New Concepts – featuring five exciting new concepts, Gotta Have 'Em - eleven new vehicles, coming soon to showrooms, What's Hot - GM's hot models in showrooms and on racetracks now, and Performance – featuring GM corporate initiatives.

EXO worked with the GMEL stakeholders on several auto show sites starting with NAIAS 2002 and including, GMEL @ Chicago/NY 2002, Geneva 2002, Paris 2002, Sao Paulo 2002, and most recently Los Angeles 2003. These sites can be accessed from www.gm.com/company/gm_exp_live/.

EXO received the prestigious 2002 Web Marketing Association Outstanding Website Award for their work on last year's GMEL @ NAIAS 2002 site (www.gm.com/company/gm_exp_live/archived_events/NAIAS2002/index.html).

"EXO worked hard to develop a unique interactive presence that is strategically aligned with the goals of the physical auto show," said Milad Elmir, EXO CEO. "We have worked with the same stakeholders on several global auto show sites; NAIAS 2003 is the culmination of lessons learned as well as extensive industry benchmarking."



About EXO

EXO (www.exoexperience.com) is an interactive marketing firm focused on delivering high-end design and technology solutions. Through strategic executions, we help our clients develop interactive brand experiences that acquire, convert and retain customers through the digital demand channel. Previously one of Michigan's premier boutique consultancies, EXO has evolved into a best-in-class team of leading interactive specialists serving a diversified customer base.

Headquartered in Detroit with offices in Chicago and Phoenix, EXO's select clients include General Motors, Sony Ericsson and BASF Corporation.

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Online Web 2.0 Version

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