



## EXO Launches Geneva Motor Show Site for General Motors

*DETROIT, MI* – March 06, 2003 - EXO, LLC (EXO), a leading interactive marketing firm, is proud to announce the premier of the GM Experience Live @ The Geneva Motor Show website, launched to coincide with the opening day of the Geneva Motor Show, one of Europe's most significant automotive events of its kind.

(PRWEB) March 8, 2003 -- Visitors to the GM website <http://www.thegmexperiencelive.com/> are able to point and click their way to concept and launch vehicles featured at the show.

The site provides an overview of offerings from the GM divisions represented at the show: Opel, Saab, Daewoo, Cadillac, Chevrolet, HUMMER, and General Motors corporate. Visitors to the experience can navigate through representations of the division stands as well as access vehicle image galleries, video and press releases, photo galleries of the show, and more.

Between concepts and launches, the site features 13 exciting GM vehicles:

- Concept Vehicles: Opel GTC Gen<sup>ve</sup>, Cadillac Sixteen, Daewoo Scope, GM Hy-wire
- Launch Vehicles: Opel Signum, Opel Meriva, Opel Speedster Turbo, Saab 9-3 Convertible, Cadillac XLR, Corvette 50th Anniversary, HUMMER H2, Daewoo Nubira, GM HydroGen3

– Being the incumbent agency on this project, and having executed Geneva 02 for the same stakeholders, has allowed us a unique and valuable vantage point, says Milad Elmir, CEO of EXO. – The resulting work is a product of seamless collaboration with both the local and global stakeholders. –

Previous to GMEL @ The Geneva Motor Show 2003, EXO designed and developed several GM auto show sites including NAIAS 03 (The Detroit Auto Show); Paris 02; Geneva 02; Chicago 02 & 03; New York 02 & 03, and NAIAS 02.

### About EXO

EXO 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**

You can read the online version of this press release [here](#).