



## EXO Launches Frankfurt Motor Show Site for General Motors

*DETROIT, MI - September 16, 2003 - EXO, LLC (EXO), a leading interactive marketing firm, is proud to announce the premier of the GM Experience Live @ the Frankfurt Motor Show website, launched to coincide with the opening of the 60th International Motor Show (IAA) in Frankfurt.*

([PRWEB](#)) September 18, 2003 -- EXO Launches Frankfurt Motor Show Site for General Motors

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Visitors to the GM website ([www.gm.com](http://www.gm.com)) are able to point and click their way to concept and launch vehicles featured at the show. Visitors can reach the site directly at [http://gm.com/company/gm\\_exp\\_live/events/frankfurt\\_2003/](http://gm.com/company/gm_exp_live/events/frankfurt_2003/)

The site provides an overview of the offerings from each GM division represented at the show: Opel, Saab, Cadillac, Chevrolet, HUMMER, and Daewoo. Visitors to the site can navigate through representations of the divisional stands as well as access vehicle photo galleries, videos and press releases, images of the show, and more.

Between concepts and launches, the site features the following 12 GM vehicles:

Â□ Concept Vehicles -- Opel Insignia, Saab 9-3 Sport Hatch Concept, Cadillac Sixteen, Daewoo Universe

Â□ Launch Vehicles -- Opel Astra, Opel Vectra Caravan, Saab 9-3 Convertible, Cadillac SRX, Cadillac XLR, Chevrolet Corvette Commemorative Edition, HUMMER H2, Daewoo Lacetti

"An auto show is certainly one of the more exciting events in the industry," says Shane Doyle, Client Partner at EXO. "This site allows GM to feature the most intriguing parts of the show on their website: the concept and launch vehicles."

Previous to GMEL @ The Frankfurt Motor Show 2003, EXO designed and developed several GM auto show sites including Geneva '03; NAIAS '03 (Detroit Auto Show); Paris '02; Geneva '02; Chicago '02 & '03; New York '02 & '03, and NAIAS '02. You can visit these sites from the GMEL archived events page at [http://www.gm.com/company/gm\\_exp\\_live/](http://www.gm.com/company/gm_exp_live/)

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About EXO

EXO (<http://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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