



EXO Helps GM Europe Celebrate 75 Years of Automotive Design with New Website

DETROIT, MI - September 16, 2003 - EXO, LLC (EXO), a leading interactive marketing firm announces the launch of a new website for General Motors celebrating 75 years of automotive design at <http://www.gm.com/design>

([PRWEB](#)) September 19, 2003 -- DETROIT, MI -([PRWEB](#)) September 17, 2003 - EXO, LLC (EXO), a leading interactive marketing firm announces the launch of a new website for General Motors celebrating 75 years of automotive design at <http://www.gm.com/design>

Under the banner: "75 Years of Automotive Design -- Design that Moves You", the site features a series of galleries that tell the story of GM Design over the last 75 years with special focus on GM's main European divisions, as well as the future of GM Design as it enters the 21st century. Users experience the site through a series of interactive captioned galleries devoted to highlights of GM Design throughout the years.

"The site relies on photography and cinematic animation to tell what is in essence a very visual story," notes Yasmine Olive, EXO's President. "Early on we made the decision, in collaboration with the client, to tell the story of GM Design in pictures. What you will see online is a site that is clean and contemporary, that allows GM Design to speak for itself. "

The site consists of six galleries that are accessible from the home page and each feature a series of images and associated narratives. A few of the highlights:

1. GM Design's Foundation: 1927

It all began in 1927 with Harley Earl, head of GM Design from 1927-1958, and the Cadillac LaSalle 303. Overview of his pioneering design methods and tools still in use today

2. GM Design, Detroit Gallery:

1938: The first concept car, the 1938 Buick Y-Job designed by Harley Earl. 1950: Motorama, The touring motor show, premiering in New York each year

3. Opel Design Gallery:

1968: Opel GT became the first European concept car to hit full-scale production--following the glorious example of the 953 Chevrolet Corvette in the USA

4. Saab Design:

Early history of the company building military aircraft. 1977: Saab 99 Turbo was the first car to integrate high-performance turbo technology in a family sedan

5. Vauxhall Design:

GM's first European acquired brand in 1925

May 2003: The Vauxhall Lightning concept was revealed celebrating the brand's centenary

6. GM Design's Future: 2010

2002: GM AUTONomy and Hy-wire concepts. The first combination of the fuel cell and drive-by-wire



technology

"While not intended to be a comprehensive overview of the last 75 years," says Olive, "we hope that the highlights on the site give visitors a good idea of what design has meant throughout the history of General Motors and into the future."

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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EXO

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Online Web 2.0 Version

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