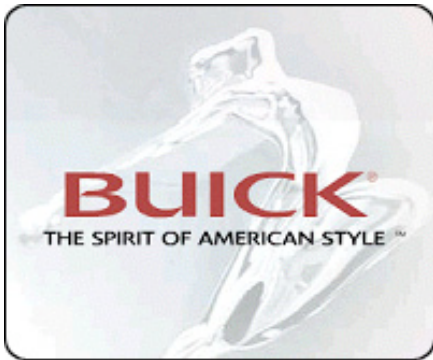


## **i33 Announces Launch of Newly Designed Buick.com**



### **Press Release**

#### **FOR IMMEDIATE RELEASE**

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For Immediate Release  
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i33 communications – **For Immediate Release**

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## **A Century of Automotive Legacy Comes to Life in the Digital Medium In the Hands of i33 communications, Buick.com Blends Heritage and Horsepower**

**Detroit, September 16, 2002:** The Buick.com home page says it all, where two distinctly different images sit just pixels apart. On the left is the 240-horsepower Buick Park Avenue Ultra, a paradigm of contemporary automotive style. On the right sits the *Flying Goddess*, a hood ornament designed by Buick in the early '30s to represent -- of all things -- contemporary automotive style. But instead of clashing these icons seem to blend, reinforcing Buick's move to embrace a wider demographic with a line of 2003 vehicles that capture its heritage in classic, timeless and premium American design; what Buick calls, "The Spirit of American Style."

Redesigned by i33 communications for the 2003 model year to coincide with Buick's 100<sup>th</sup> anniversary, Buick.com is all the more striking for balancing Buick's history and future on the Internet, a medium whose concept of "heritage" is often measured in weeks.

"The new Buick.com is a seamless story of a century-long heritage in American Style," said Bob Seltzer, president of i33 communications, Buick's Interactive Agency of Record. "The vehicles Buick is launching for 2003 are obvious products of a style initiated early in its history and refined through the years. The look is contemporary and classic at the same time, and that's the balance we aspired to achieve on the web site."

This balance has endowed Buick.com with some vivid juxtapositions and a few surprises. Click on "Innovation" and what appears first is not the story of Buick's *new* concept cars but its *first* concept cars. The concept car was invented at Buick in the late '30s by its legendary design chief Harley Earl, the first to sculpt automotive models in clay instead of wood, creating the dramatic curves and appealing contours evident in Buick to this day. Tour the 2003 LeSabre in 360 degrees, and a click away revel in the 1951 LeSabre Experimental Show Car. The site blends function and heritage.

"Our entire creative campaign is designed to personify the Spirit of American Style, to help consumers understand where Buick has been and where it's going," said Randall Tallerico, Buick's director of advertising and sales. "In developing and designing Buick.com, i33 communications succeeded in translating that spirit to an interactive platform; not an easy thing to do, given the nature of the Internet."

On the technology side, Buick.com is no less impressive. The site boasts new information architecture and streamlined navigation, enhancing the online shopping experience by giving customers quick and easy access to the information they seek. Offering video, 360-degree views and a color selector, the site invites consumers to literally *experience* the new models. Also notable is the site's improved access to tools that aid in the shopping and buying process, including the ability to configure and price a vehicle, locate a dealer, search dealer inventory, and request a price quote.

### **About i33 communications**

i33 communications is a leading interactive marketing agency that delivers Clear and Measurable Advantage™ for clients including Buick, Delphi and Sprint. The firm works with clients to develop solutions that transform the way they do business. So confident is i33 in its abilities to create impact, that it often ties its compensation directly to results. i33 is privately held with offices in Detroit and New York and sales offices in Washington DC metro area and Southern California. For more information, please email [info@i33.com](mailto:info@i33.com).

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