



**FOR IMMEDIATE RELEASE**

**MRM Worldwide, Buick and GMC Rev Up New Facebook-Website Interfaces**

*Interactive social tools provide customers with personalized and seamless web experience*

NEW YORK—(July 21, 2011) — Understanding the growing role that social media is playing in consumers' shopping experiences, Buick and GMC with the help of MRM Worldwide (MRM), the top-five digital and direct agency of the McCann Group, today launched new Facebook tools that allow shoppers to build, compare, save and share their vehicle configurations and preferences with friends asking them to comment on and "like" their customized selection. MRM helped Buick and GMC to be among the first automotive brands to leverage their customers' social connections as well as their profile information to deepen and personalize their shopping experiences.

"Consumers rely on their social communities to make purchase decisions and we've tapped directly into that insight to create a deeper brand engagement for Buick and GMC," said Bill Kolb, President and Chief Operating Officer, MRM Worldwide. "General Motors is dedicated to digital shopping innovations and we are proud to support those efforts with this new Facebook interface that we've developed."

Because many consumers already use Facebook, the interfaces between Buick.com/GMC.com and Facebook allows buyers to authentically and seamlessly select and vet vehicle options while also having the opportunity to engage their communities. The sorting and social functionalities of these robust shopping resources help consumers understand their options and make more informed decisions with buying a vehicle.

These Facebook integrations are part of a multi-phased approach by General Motors to offering online shoppers more personalized and socially connected ways to research and shop for vehicles. MRM recently joined with Buick and GMC to introduce their Showroom Mobile Apps, which allow shoppers to visually explore, configure, locate, compare, get a quote for and schedule a test drive for Buick or GMC vehicles. The brands also recently began providing full ranges of online shopping tools to customers via the Apple iPad.

Access to a user's Facebook account is subject to shoppers' permission and information can be accessed and saved across devices. To experience the Buick and GMC Facebook interfaces and for more information, please visit: [www.facebook.com/buick](http://www.facebook.com/buick) and <http://www.facebook.com/gmc>.

**About MRM**

MRM is a global scale top-five digital and direct agency. We design, create, execute, manage and measure interactions between consumers and brands, which accelerate sales and ROI while igniting passion and loyalty for brands. MRM's suite of offerings includes brand leadership, strategic services, relationship marketing, design, measurement and analytics, platforms/applications, mobile, SEO/SEM, and offshore production asset and distribution. The agency has 33 offices in 31 countries and counts Johnson & Johnson, General Mills, US ARMY, Intel, Verizon, General Motors, Wells Fargo, Kraft and Nestlé among its clients. For more information, please visit [www.mrmworldwide.com](http://www.mrmworldwide.com).

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