

The ProfNet Institute for Internet-Marketing and ProfNet WorldWide invites you to a workshop:

**"German and Australian automotive websites
- based on the ProfNet Internet-Study „Car Brands of the World 2003“**

on Tuesday, December 6th 3pm to 5pm at the

Goethe-Institut Melbourne, Level 1, 448 St. Kilda Road, Melbourne, VIC 3004

In a global business environment the Internet is an important medium to communicate with customers, suppliers and intermediaries. Strategic alliances and takeovers make it challenging to convey the core brand messages of multiple brands to a worldwide audience. A worldwide Internet strategy is necessary to communicate these messages and to gain competitive advantages.

- For car buyers nowadays it is not difficult to visit multiple sites from around the world to get the information that is relevant to him or her in a few minutes. The next dealer is no longer just a short drive away, but just a click from the next. "A successful website is customer oriented and attempts to cater to the needs of various stakeholders", says Prof. Uwe Kamenz. He is the director of the ProfNet Institute for Internet-Marketing and the coordinator for the worldwide study. "Car Brands of the World 2003". Since completing this study he has conducted a study of German car brands that was presented during the recent Automobile fair in Frankfurt. He will present the national and global results of the studies and demonstrate perspectives for the future for Australian automotive websites.

- The ProfNet Institute for Internet-Marketing (www.profnet.de/im) is one of the leading institutes for Internet research in Germany. Professor Kamenz and his team have published more than 75 Internet studies covering a variety of industry sectors, ranging from banking to automotive, investor relations, political parties and pharmaceutical companies. Professor Kamenz has worked in automotive marketing before joining academia nearly 10 years ago and he is the chair for automotive marketing of the Association of "Fachhochschul" Professors (AFM). ProfNet has conducted four German automotive studies and one worldwide study on automotive manufacturers. Professor Kamenz' recent interest is research into the development of a dealer portal to align dealer branding closer to corporate brand strategies and to provide customers with a seamless brand experience. He has worked as a consultant for a number of German car manufactures on website strategy, design, layout, navigation and interactivity.

The study "Car Brands of the World 2003" evaluated 1.350 automotive websites all over the world. In order to benchmark the sites against each other, 146 customer driven criteria were used to analyse these websites.

This workshop is free of charge. For directions to the Goethe-Institute please refer to www.goethe.de/ins/au/mel/enindex.htm (Tel. 03 98648999). RSVP to profnet-ww@gmx.de.

Regards