



Honda launches updated Showroom

Melbourne, July 6, 2010: Leading digital agency DTDigital, part of Ogilvy Group Melbourne, has redesigned Honda's virtual showroom, making it even easier for customers to find their perfect vehicle.

The updated design, which went live last week, features a mechanism to help customers choose their ideal car. Using an interactive questionnaire, the 'car chooser' helps narrow the range by asking about personal car preferences, from size, through to style and comfort. Price ranges can also be applied to help develop a shortlist of potential Honda vehicles based on the selected preferences.

"We developed a design that would make it as easy as possible for people to find their perfect Honda car," said DTDigital's Managing Director, David Trewern.

"The new design provides a practical and easy to use selection application that can provide as much detail as people may require in their search for a new Honda."

Honda's Showroom can be viewed at <http://www.honda.com.au/cars.aspx>

DTDigital is part of Ogilvy Group Melbourne, and STW Group, Australia's leading marketing content and communications services group.

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