



## GRUPOUNO DRIVES AWAYWITH PORSCHE ACCOUNT

*After an extensive agency search lasting several months, Porsche Latin America, Inc. a subsidiary of Porsche AG in Stuttgart, Germany, has selected GrupoUno, a full service, integrated marketing firm located in Coral Gables, Florida to spearhead its campaign in Latin America. GrupoUno will steer all of the regional marketing, public relations and advertising development for the brand including creative, media, web solutions, above-and below-the-line activities of Porsche Latin America and will be responsible for implementing these strategies throughout Latin America and the Caribbean.*

([PRWEB](#)) November 15, 2003 -- GRUPOUNO DRIVES AWAYWITH PORSCHE ACCOUNT

Miami, Florida, November 13, 2003 – After an extensive agency search lasting several months, Porsche Latin America, Inc. a subsidiary of Porsche AG in Stuttgart, Germany, has selected GrupoUno, a full service, integrated marketing firm located in Coral Gables, Florida to spearhead its campaign in Latin America. GrupoUno will steer all of the regional marketing and advertising development for the brand including creative, media, web solutions, above-and below-the-line activities of Porsche Latin America and will be responsible for implementing these strategies throughout Latin America and the Caribbean.

Porsche is currently focused on revving up sales volume with the launch of the Cayenne sports utility vehicle and the 40th anniversary of the Porsche 911. – One of our main objectives is to be as close as possible to our Latin American customers by providing the models they need like the Porsche Cayenne, which is a genuine Porsche, a sports car like the 911 and the Boxster. The Cayenne is perfect for Latin America, – said Dr. Thomas Störtzel, President/Managing Director Porsche Latin America. – GrupoUno’s impressive creative as well as their ability to offer both a fully integrated strategic approach and local support through their vast network of offices throughout the region will undoubtedly help us achieve our goals. –

GrupoUno’s full-service offering has also appealed to such companies as Canon, DHL, American Airlines AAdvantage Program and Pioneer. The firm offers advertising, marketing and public relations services and provides their clients with fully integrated marketing solutions. The company also houses an Interactive Technology division that develops and deploys web-based customer loyalty programs for companies such as Advanced Micro Devices, PalmOne and Microsoft.

– We are both proud and excited to be collaborating with Porsche Latin America and working for a historic and premier brand in the automotive industry, – said Tino Reiser, CEO and founder of GrupoUno. – By offering a complete range of services under various disciplines, clients like Porsche are able to maximize their marketing dollars with programs that have an immediate impact on their bottom line. –

### About Porsche Latin America

Porsche Latin America’s office was established in Miami on August 1, 2000 with responsibility for the entire Latin American region, which currently has 25 Porsche Centers. For more information, please visit [www.porsche.com](http://www.porsche.com)



## About GrupoUno

GrupoUno has a multi-cultural workforce of 30 employees based in Miami and a network of agencies in 14 Latin American countries. The firm provides integrated marketing communications services for companies such as AMD, American Power Conversion, Canon, DHL, Imation, PalmOne, Pioneer Electronics, and Seagate Technology. For more information, please visit [www.grupouno.com](http://www.grupouno.com) or call 305-448-6111.



**Contact Information**

**Annabel Beyra**

GRUPOUNO

<http://www.grupouno.com>

305-448-6111

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).