

# Genex - MXM's Digital Practice - Recognized by J.D. Power for High Quality of Acura Mobile Site

**LOS ANGELES, CA (December 12, 2012)** – Genex, the digital practice of global customer engagement agency Meredith Xcelerated Marketing (MXM), today announced that its work on behalf of Acura has been recognized for excellence by J.D. Power and Associates.

According to the recently released *Automotive Mobile Site Study* conducted by J.D. Power, the Acura mobile site received a 794 index score (out of a possible 1,000) for overall satisfaction among automotive mobile websites for its usefulness in vehicle shopping. The site tied for the highest ranking based on four overall criteria – information and content; navigation; appearance; and speed.

In particular, the Acura site was recognized in the information/content area, which measures a range of attributes including effective use of vehicle images; options and features; vehicle pricing; dealer location; and vehicle inventory. In the information/content area, the Acura site was ranked the highest among all mobile websites for automobiles. According to J.D. Power, the site “offers shoppers a very intuitive interface, making it easy to navigate and read vehicles features and specs.”

“We were delighted to partner with Acura on developing their mobile site,” says Pete Moran, SVP, Group Account Director, of MXM’s Genex. “Its high performance and success with J.D. Power reflects the brand’s ongoing commitment to fully leveraging innovation and technology to serve its customers.”

John Watts, Senior Manager, Digital Marketing at American Honda Motor Company, says that there has been a significant increase in the number of shoppers using mobile sites for automotive shopping and information. In fact, according to J.D. Power, nearly one out of three online vehicle shoppers use mobile websites to access automotive information.

In particular, Watts believes the success of the Acura site is due to the brand’s dedication to creating a “content experience that is both engaging and highly useful.” He notes that the site was refreshed earlier this year to ensure that it would meet the growing demand and usage of smartphones to access vehicle information.

“We believe it is essential to provide the customer with an experience that reflects the high quality of the Acura brand,” says Watts. “We appreciate the hard work and attention to detail that Genex has provided in ensuring that our mobile site exceeds that goal for our customers. We are thrilled by the recognition from J.D. Power for our mobile site.”

## **About Genex**

Genex is the digital practice of Meredith Xcelerated Marketing (MXM), focused on creating digital media solutions and innovation for clients across a broad range of areas with a special focus in the automotive industry. MXM’s heritage lies in its more than 40 years of experience in creating custom content and customer relationship marketing platforms. MXM has now evolved into Meredith Corporation’s (**NYSE:MDP**; [www.meredith.com](http://www.meredith.com)) full-service, global customer engagement agency, creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe’s, Kraft and Acura among others.

In recent years, MXM has significantly expanded its marketing solution capabilities

through the acquisition of leading companies specializing in mobile, digital, social media, database analytics and healthcare. MXM also has a strategic investment in London-based Iris worldwide, one of the world's most successful international marketing agencies.

MXM now has more than 700 employees and works with more than 150 clients. Visit [MXM.com](http://MXM.com) for more information.

### **About Acura**

Acura offers a full line of technologically advanced performance luxury vehicles through a network of 272 dealers in the United States. The Acura lineup features seven distinctive models including the RL luxury performance sedan, the TL performance luxury sedan, the TSX Sport Wagon and sedan, the ILX compact luxury sedan, the RDX luxury crossover SUV, the MDX luxury sport utility vehicle and the ZDX four-door sports coupe.

Additional media information, including detailed pricing features and high-resolution photography of the 2013 Acura RDX is available at [www.acuranews.com](http://www.acuranews.com) Consumer information is available at [www.acura.com](http://www.acura.com).

### **Connect with Acura:**

Media Information: [www.acuranews.com](http://www.acuranews.com)

Consumer Information: [www.acura.com](http://www.acura.com)

Facebook: [www.facebook.com/Acura](http://www.facebook.com/Acura)

Twitter: [www.twitter.com/Acura\\_Insider](http://www.twitter.com/Acura_Insider)

YouTube: [www.youtube.com/acura](http://www.youtube.com/acura)

Flickr: [www.flickr.com/acuranews](http://www.flickr.com/acuranews)

Pinterest: <http://pinterest.com/acura>

Google+: <https://plus.google.com/+acura>

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