

**FOR IMMEDIATE RELEASE**

**URBAN SCIENCE EXPERT PARTICIPATES IN AUTOMOTIVE RETAIL  
MARKETING PANEL DISCUSSION IN GERMANY**

FRANKFURT, Germany, June 8, 2005 – Urban Science Managing Director Axel Schnabel participated in an expert discussion on automotive retail marketing on June 8 at a Mercedes-Benz dealership in Frankfurt am Main, Germany. About 200 people attended the event, which focused on best practice approaches and bridging the gap between centralized OEM Marketing and local dealer marketing.

Wolfgang Michel, chief-editor of the German magazine “kfz-betrieb” was the moderator of the panel. In addition to Schnabel, panel members were Mario Blechschmidt, Sales Manager Mercedes-Benz Frankfurt; Guido Hannich, Leader Marketing and Communications Suzuki; and Thomas Dessoï, Sales and Marketing, VW Dealership Neugebauer.

This discussion was part of the Medienmittwoch series, a monthly expert discussion held at various locations and on various topics in the Rhein-Main area. The idea behind Medienmittwoch is to bring together representatives from Marketing, Politics and Industry. More information can be found at <http://www.medienmittwoch.de/>.

Urban Science is a global consulting firm that builds end-to-end sales channel solutions for retail industries, using sophisticated data analytics, experience-based strategic insight and advanced scenario planning tools. Urban Science focuses on increasing the efficiency of retail networks, improving the performance of retail locations, and targeting customers more effectively.

The firm was founded in 1977 and is headquartered in downtown Detroit, Michigan. For further information, including case studies and perspective papers, go to <http://www.urbanscience.com>, or contact Michelle Reinhardt, Global Marketing Manager at (313) 568-8975, ([mlreinhardt@urbanscience.com](mailto:mlreinhardt@urbanscience.com)), or Lutz Kalcker at the Urban Science Frankfurt office at 069 -9758140 ([lkalcker@urbanscience.com](mailto:lkalcker@urbanscience.com)).

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