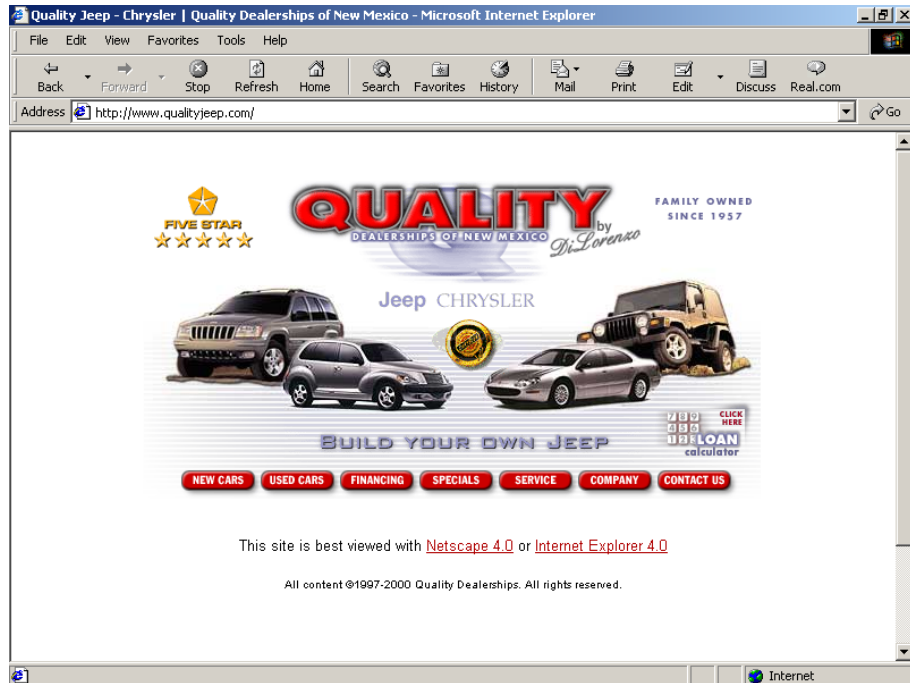


CLIENT > Quality Jeep Chrysler
 PROJECT > Web Site Architecture/Design/Development
 DATE > Sept. '97



OBJECTIVES > Quality Jeep approached us to create a very simple company web site that reflected their corporate image and provide information about the company to new and existing clients.

SOLUTION > We decided to take their simple site idea and create a more powerful site where users could actually interact with the dealership and "Build Their Own Car". Beside providing "basic" brochure type information the site user could build their car online and receive a price. The idea was to create a "Hassle Free" way to purchase an automobile by letting the user do most of the work themselves and removing the sale person. Quality Jeep was one of the first "Build Your Own Car" sites on the web.

