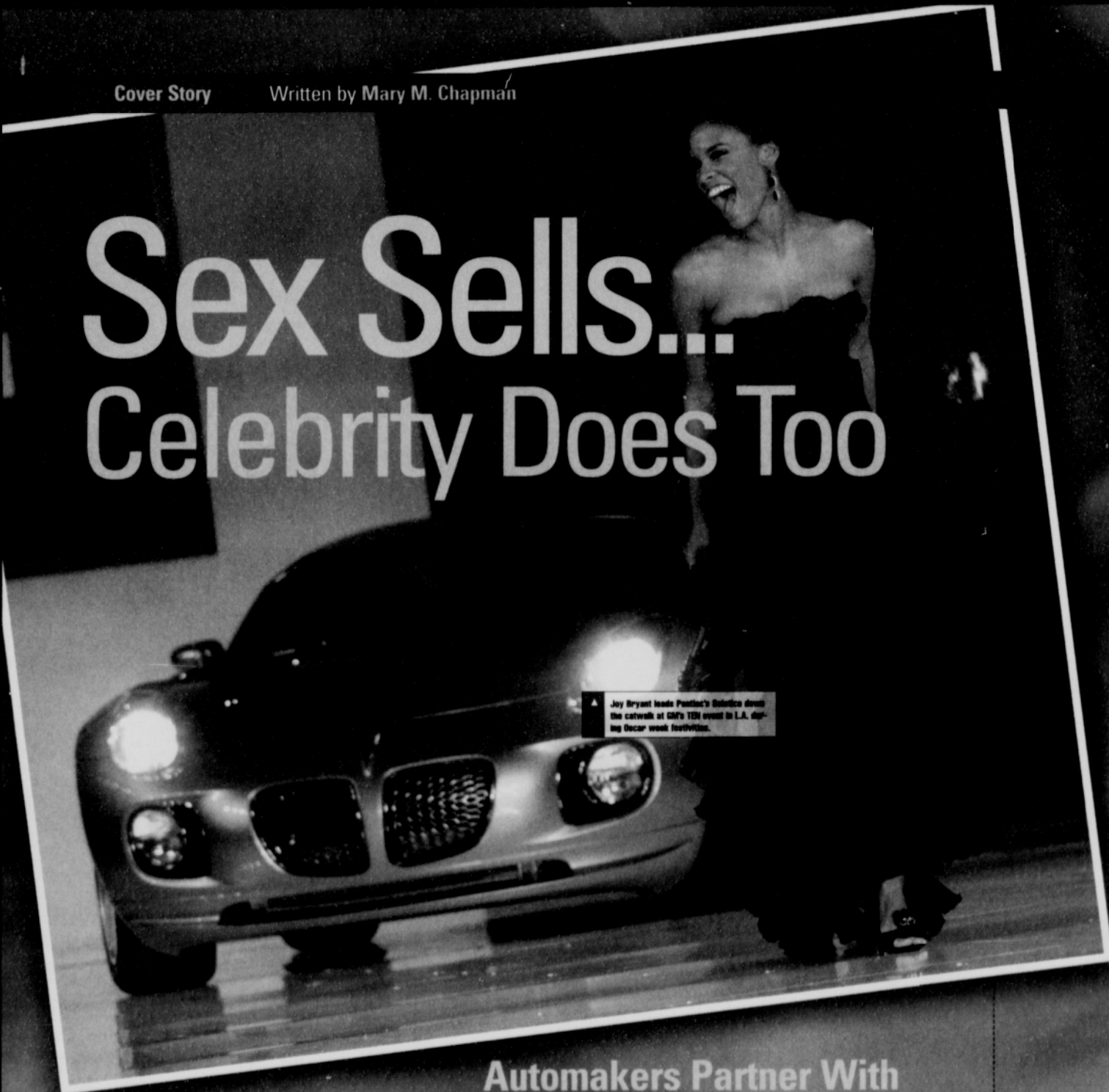


Cover Story

Written by Mary M. Chapman

Sex Sells... Celebrity Does Too



▲ Joy Bryant leads Pontiac's Solstice down the catwalk at GM's TDH event in L.A., during Oscar week festivities.

Automakers Partner With Personalities To Move Metal >

WITH MARKETING DOLLARS IN A VISE, AUTOMOTIVE MANUFACTURERS ARE SCRAPPING ONE-SIZE-FITS-ALL STRATEGIES IN FAVOR OF AD CAMPAIGNS THAT TARGET SPECIFIC CONSUMER GROUPS. WHEN GOING AFTER THE URBAN MARKET, THAT INCREASINGLY MEANS TURNING TO BLACK CELEBS FOR ENDORSEMENTS.