

MEDIA ALERT
FOR IMMEDIATE RELEASE

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Sharp Honda makes Right turn to Kern Marketing Group.

TOPEKA-

One of the top-rated Honda dealerships in the country has just named Kern Marketing Group as its marketing agency.

Sharp Honda, across from the Expo Center, is The Number One Honda Dealership for the CSE, the Customer Satisfaction summary report in its district and is also in the Top Three Percent of national dealerships.

Steve Matukewicz, General Manager of Sharp Honda, states "We chose the Kern Group for its proven creativity and innovative outlook on branding and target driven-marketing."

A campaign has just been created for the dealership and is now being aired on local television and radio stations. The work assumes a low-pressure, analytical approach as to how affordable it is to drive a Sharp Honda.

The first television commercial in the series features Steve Matukewicz expressing that you can lease a 2010 Civic LX for a little more per day than the cost of a latte. As an incentive to come in for a test drive, Steve offers viewers a PT's coffee gift certificate as a thank you and ends the TV spot with "Where you pay a little and get a latte." For more information, visit SharpHonda.com or call 785.249.2719

In three short years, Kern Marketing became one of the top communication firms in all of Kansas, serving clients throughout the Midwest. And just a few months back, Kern Marketing merged with Creative Road Studio to form The KERN Group: The Free State's premier resource for Marketing, Media, Advertising, Design, Photography, Audio/Video/Film and Interactive. All under one roof. For more information, visit kerngroupinc.com or call 785.856.1990