

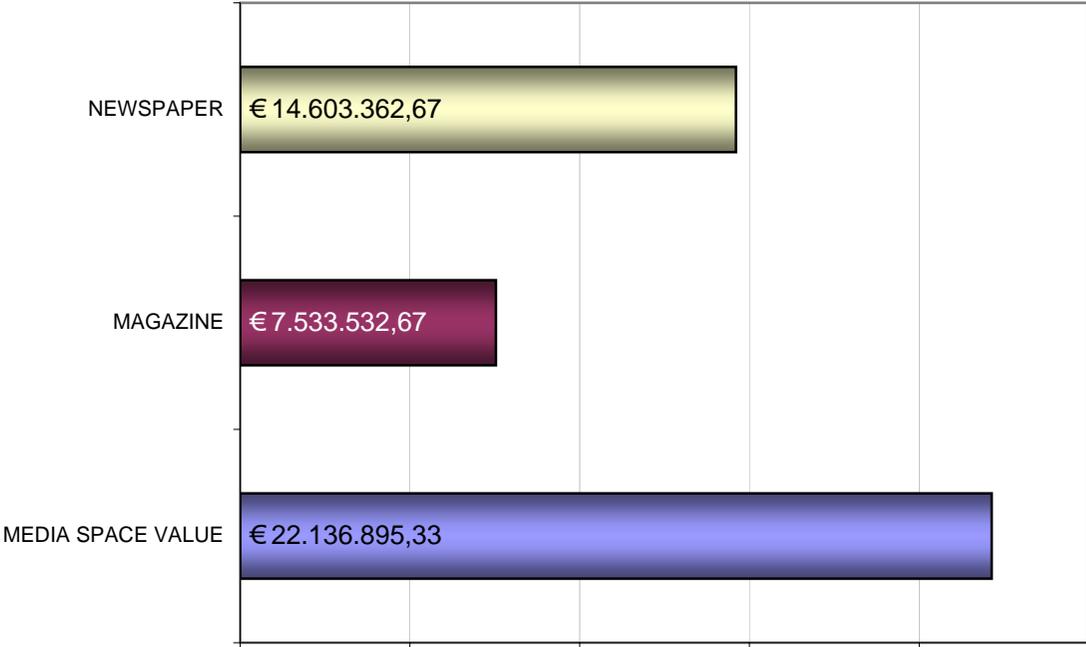
REPORT VOLVO C30 Overall PR Activity



MEDIA SPACE VALUE

Value of the space achieved by Volvo "C30 Design Concept" and "C30 Dynamic Test": blue indicates the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not.

The value given to each published article equals the highest rate of an advertising page from the Publisher price list.

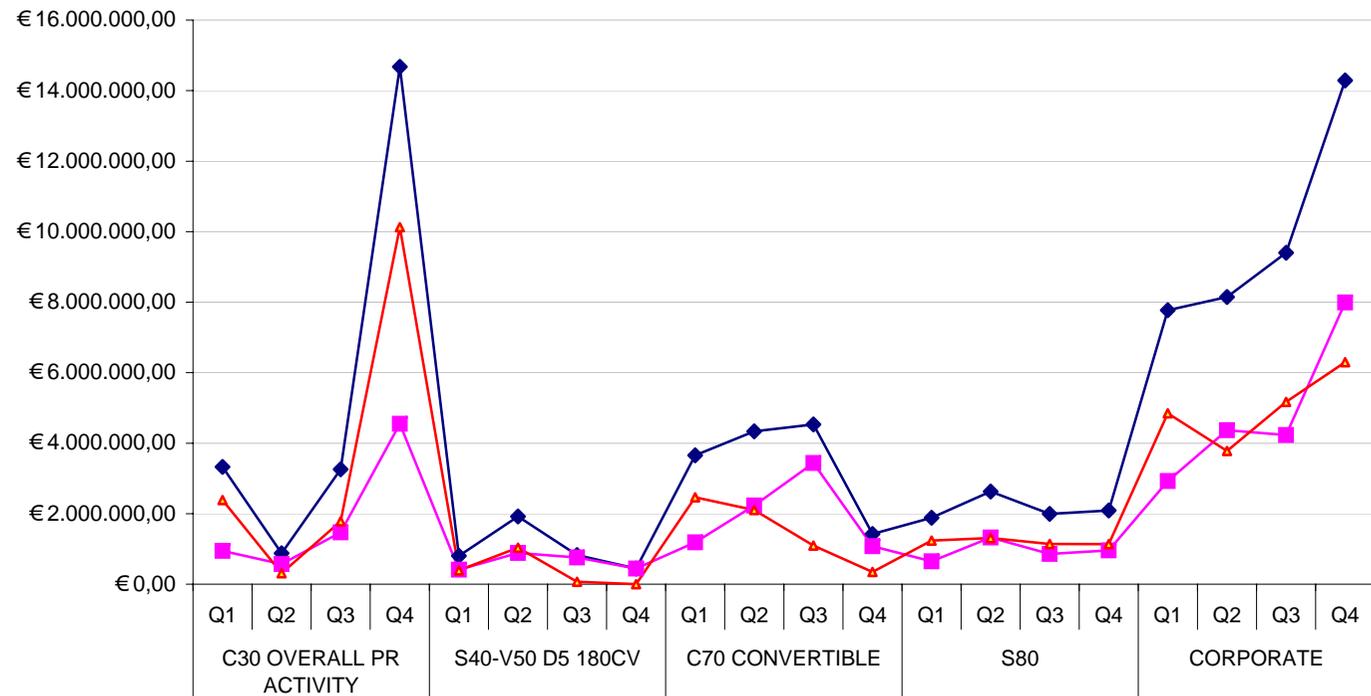


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2006, MEDIASPACEVALUE, MODEL/QUARTER

Volvo 2006 Media Space Value: the chart shows the whole value in Euros, obtained from all the articles published in newspapers and magazines, both specialized or not. The diagrams shows each value overall by model line and and the split for each quarter.

◆ OVERALL
 ■ MAGAZINE
 ▲ NEWSPAPER



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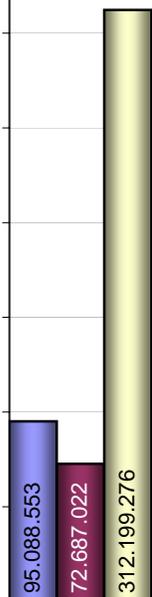
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PORTRAIT ON MEDIA

A portrait of Volvo "C30 Design Concept" and "C30 Dynamic Test" press review:
 number of articles, number of covers, number of pages of the article (magazines), number of columns (newspapers), number of photos (colour and B&W), number of opening article photos, number of double pages photos. Data refer to one column for newspaper and one page for magazines.

■ circulation ■ diffusion ■ readership average day



481	263	190	22	423	52	759	427	845	44	40	10	10
articles, nr.	newspapers, issued	magazines, issued	internet, issued	sector, articles	extrasector, articles	columns, nr.	pages, nr.	photos, nr.	photos opening	photos double	cover, nr.	cover recall, nr.



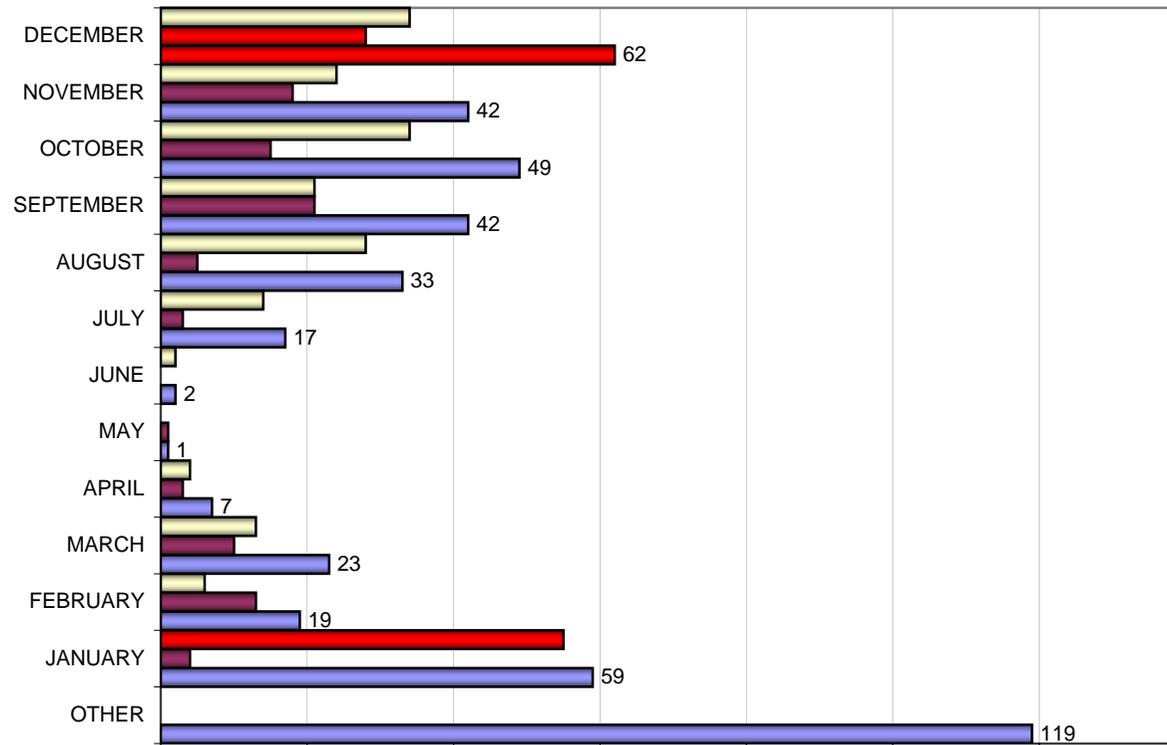
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ISSUED by DATE: OVERALL NEWS&MAG.

Volvo 2006 "C30 Design Concept" and "C30 Dynamic Test" issues schedule:
 blue is for "overall", purple is for magazines' articles, yellow is for newspapers' articles.
 Red shows the best month for each media: newspapers, magazine.
 Newspapers' group also includes Internet data since they have been considered as daily articles. Other = not available date.

■ NEWSPAPER
■ MAGAZINE
■ TOTAL ISSUED



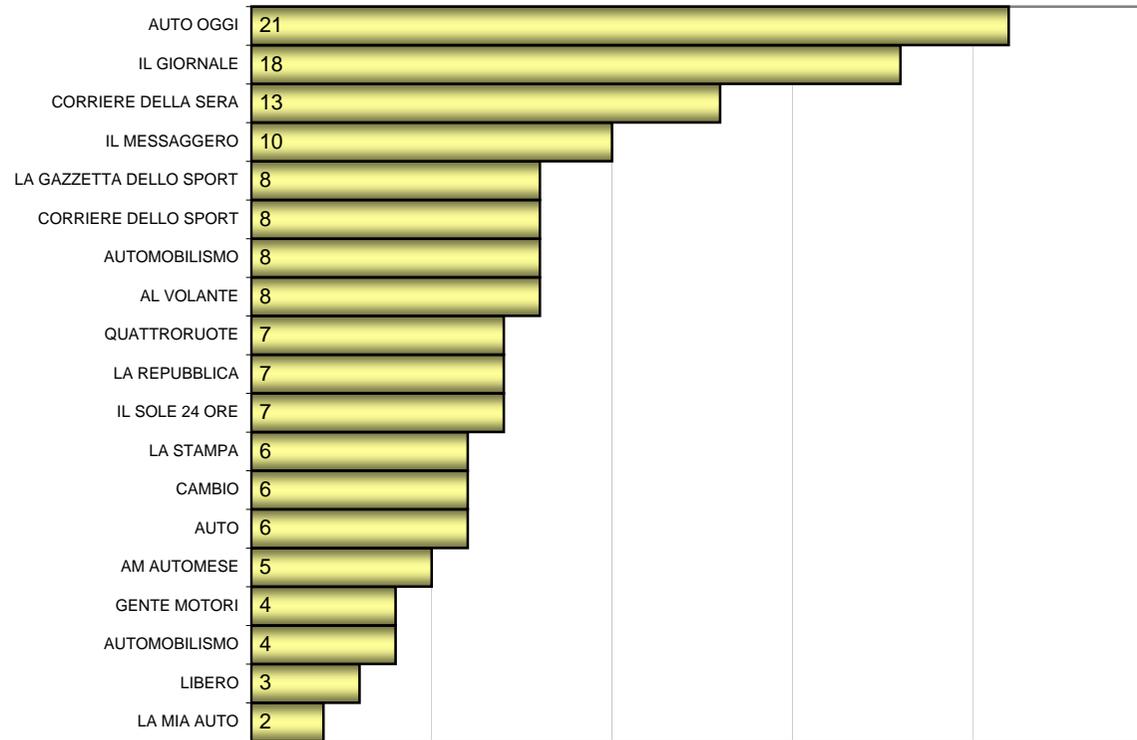
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MAJOR HEADINGS, articlesheading

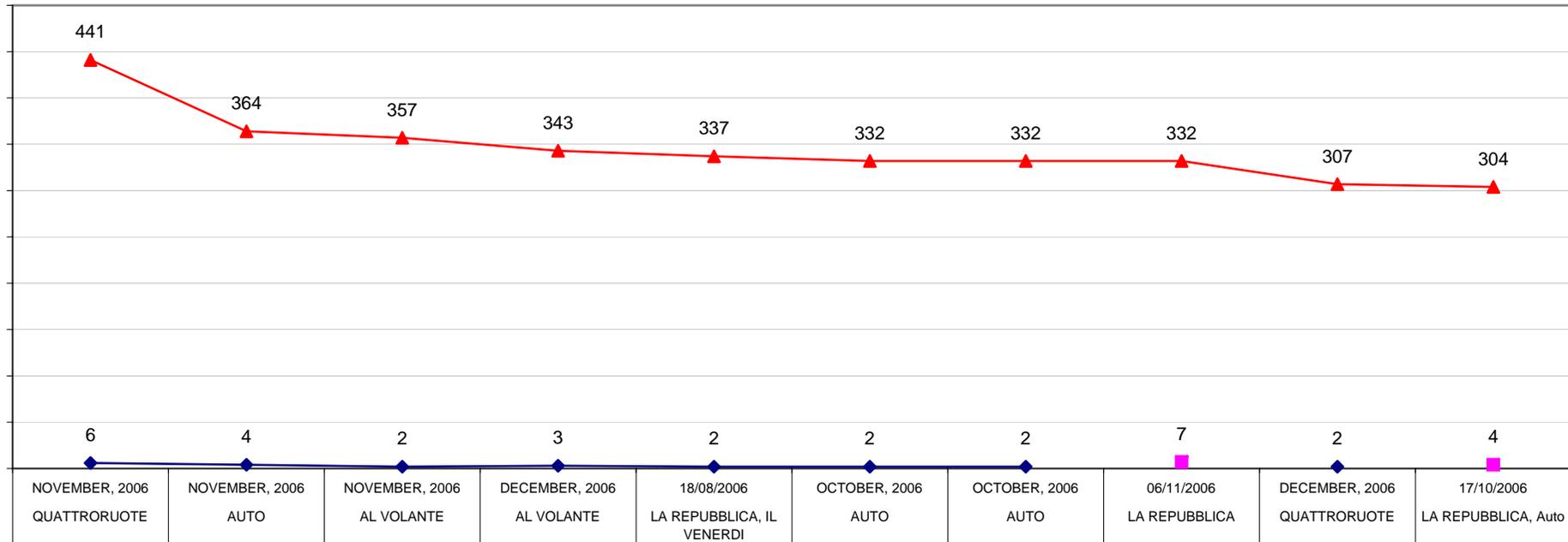
This diagram highlights the number of articles per newspaper or magazine. The list contains major newspapers and magazines classified according to their circulation, number of readers and number of sold copies.



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TOPTEN IQ INDEX



- ◆ PAGES
- COLUMNS
- ▲ IQ INDEX

IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. AP index is given by how a Volvo product has been discussed by the author or the editor of the article. For further information regarding evaluation criteria, please refer to keytable page. **This diagram highlights the classification defined by IQ index marks.**

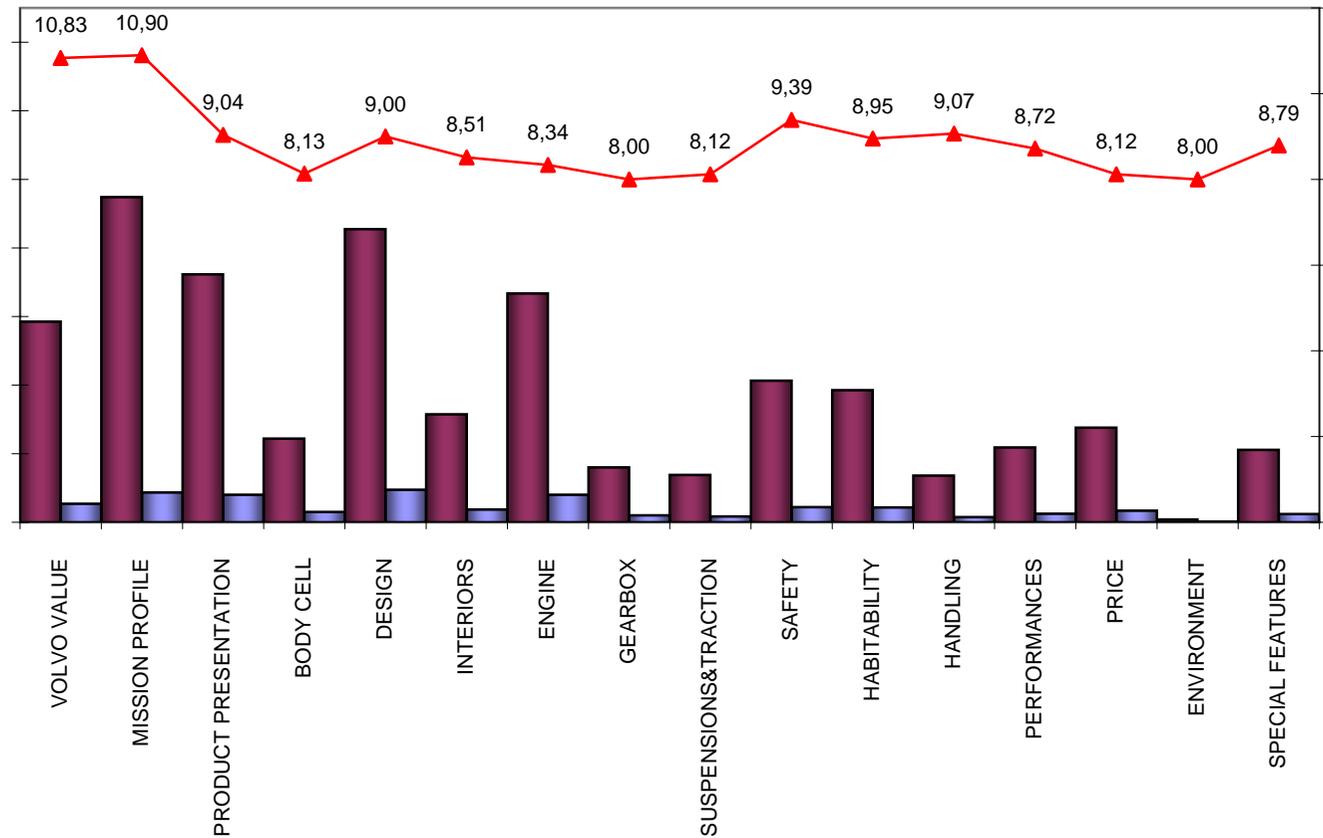
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PRODUCT ANALYSIS and AVERAGE MARKS

IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. **AP index is given by how a Volvo product has been discussed by the author or the editor of the article.** For further information regarding evaluation criteria, please refer to keytable page. **This diagram highlights the classification defined by IQ index marks.**



HIT SUM
 HIT TIME
 AVERAGE MARK

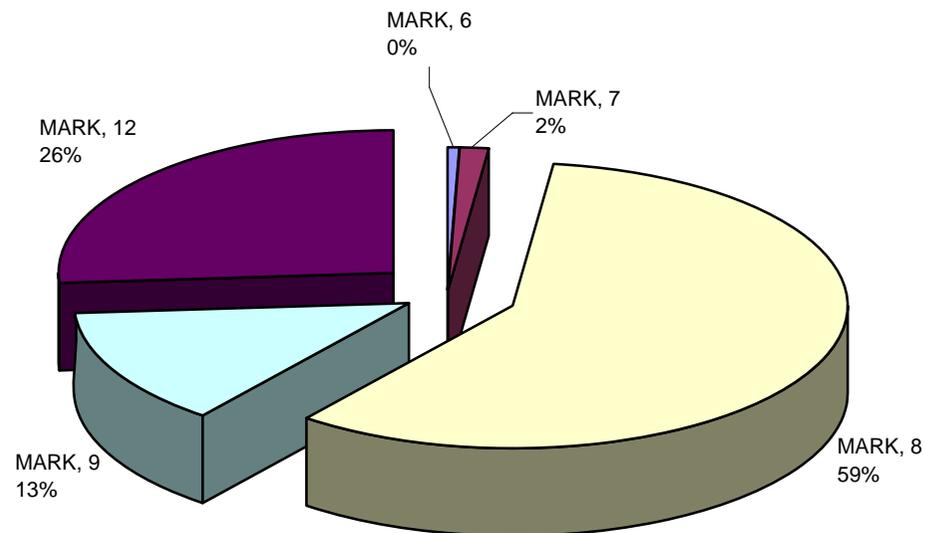


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MARK PERCENTAGE

This pie chart express the marks received percentage sharing out.
Keytable, available in press review, specifies application criteria related to words, adjectives and concepts used by authors. Titles, half titles, subheadings, picture's legends and text are analysed.

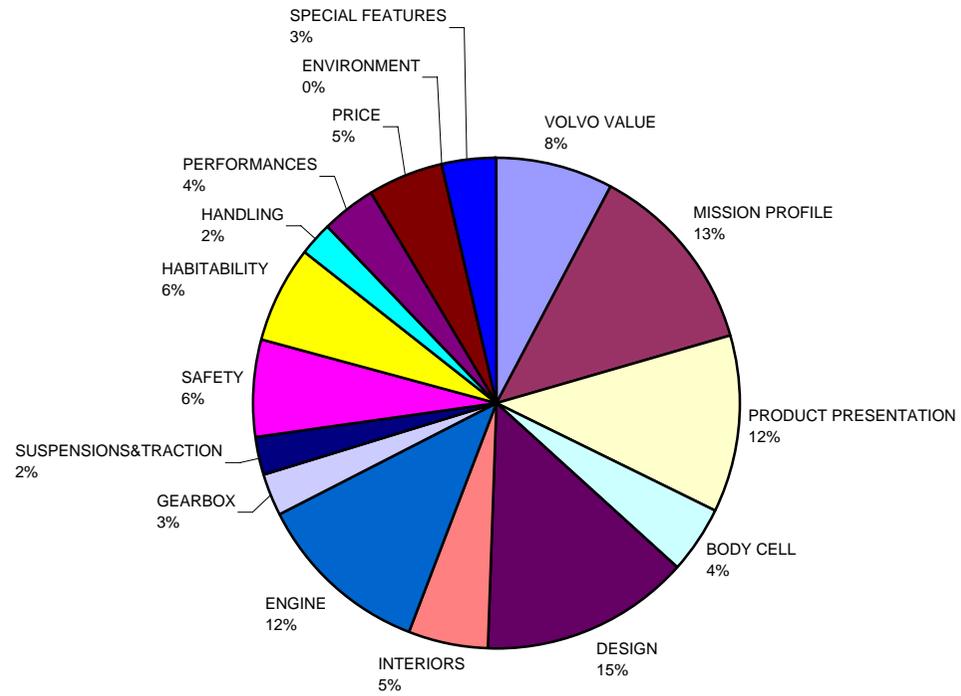


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ITEM PERCENTAGE

This pie chart express the topic percentage sharing out based on how many times a certain subject has been discussed in all articles of this Volvo C30 Design Concept press review. It show what topics have receveid more attention by both specialized press or not.



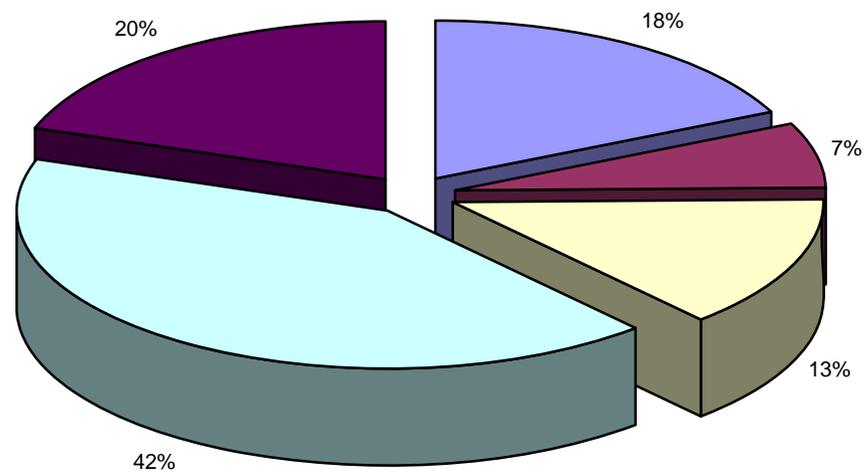
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PHOTO VIEW OVERALL

Kind of photos shown by the press.
The Internet issued is included without considering archives' photos.

- photo overall view
- photo forehead view
- photo outline view
- photo three quarter view
- photo rear view

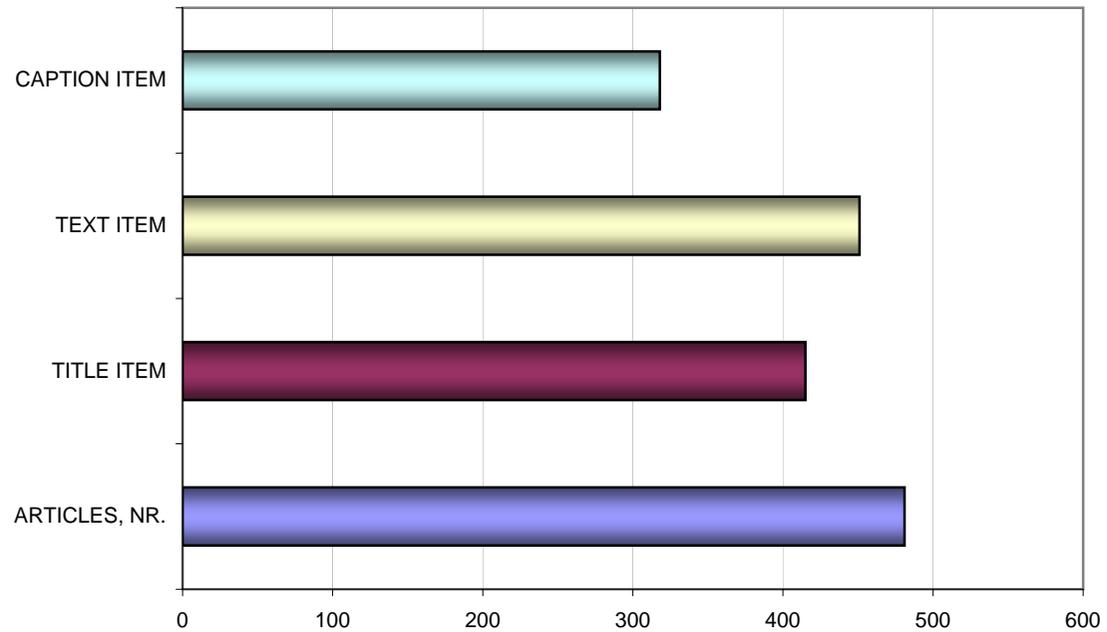


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ITEM VOLVO IN ARTICLES

Number of times that the word Volvo has appeared in titles, half titles, subheadings, text and picture's legend in all articles examined.



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