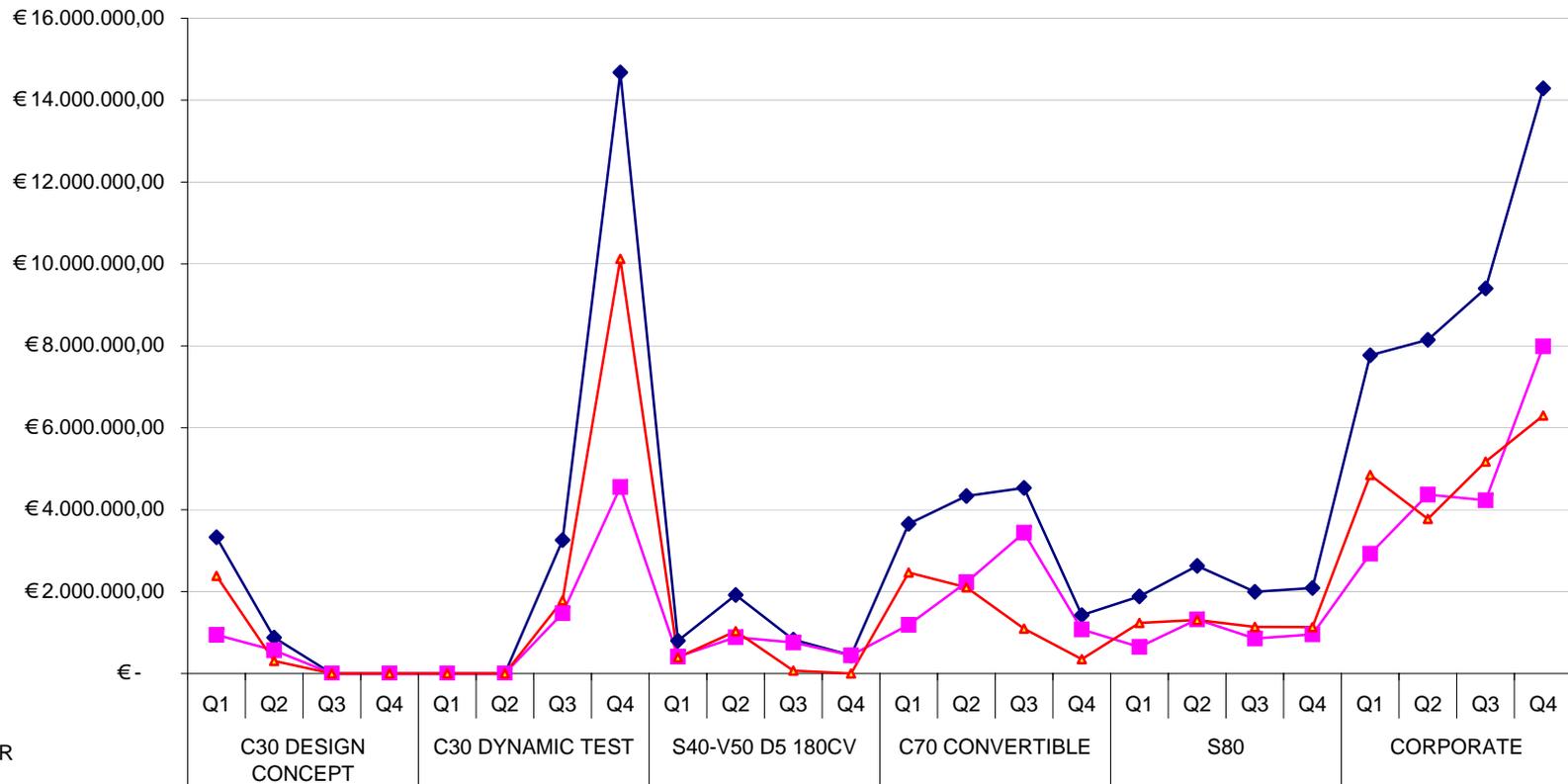




2006, MEDIASPACEVALUE, MODEL/QUARTER

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.



perseverance



VOLVO AUTO ITALIA - Public Relations - Press Review 2006 and clipping analysis