



# MANAGEMENT Summary

## € 18.898652,93 Media Space Value, overall

€ 10.101938,52 per specializzati (53%)\*, 198 pubblicati

€ 8.896.714,40 per quotidiani (47%)\*, 160 pubblicati

Dodici mesi di copertura stampa

358\*\* articoli, 5 copertine, 20 richiami in copertina, 1.406 fotografie

\* riferito al media space value

\*\* compresi tutti gli articoli in doppia pubblicazione

Station wagon d'elezione, tradizione, status

Target, la famiglia, capacità bagagliaio

Design, abitabilità, confort, funzionalità degli interni

Sicurezza, prestazioni, sportività, stradista

Nuovo motore sei cilindri, guida offroad (XC70)

L'importante numero di articoli dedicati alle nuove Volvo V70 e XC70 è, sì, il risultato delle attività di comunicazione attivate per il lancio internazionale e nazionale dei due modelli ma è anche l'indice di gradimento ed attenzione della stampa italiana. L'elevato numero di pagine e colonne, le aperture a doppia pagina e, soprattutto, la descrizione dell'automobile al lettore, vanno ben oltre la semplice narrazione delle impressioni di guida all'indomani di un test.drive. I significativi livelli di eccellenza utilizzati per la presentazione delle due nuove automobili sono evidenziati dalle tavole Mark Percentage e Item Percentage insieme alle due tabelle che descrivono l'attribuzione del voto di gradimento, Mark Table. Testimonianza questa di quanto entusiastico sia stato il tono della narrazione delle novità in gamma Volvo, manifestato peraltro da alcuni, anche divertenti, titoli di apertura delle pagine di quotidiani e specializzati.

La Mia Auto 4x4, luglio 07: "Fascino selvaggio"

Tuttofuoristrada, agosto 07: "Svedese in cerca d'avventure"

AM Automesse, luglio 07: "Campionessa di discesa libera"

Automobilismo, marzo 07: "the bodyguard"

Cambio, luglio 07: "La corazzata svedese"

Corriere della Sera, Magazine, 13.12.07: "Morbida per famiglia"

Corriere della Sera, Motori, marzo 07: "V70, un incrociatore per viaggi panoramici"

Quattroruote, ottobre 07: "Tengo famiglia"



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**€ 18.898652,93 Media Space Value, overall**

**€ 10.101938,52** per magazine (53%)\*, 198 issued

**€ 8.896.714,40** per newspaper (47%)\*, 160 issued

Twelve months press coverage

358\*\* article, 5 cover, 20 cover recall, 1.406 photo

\* referred to media space value

\*\* overall articles

Ideal station wagon, tradition, status

Target, families

Design

Habitability, confort

Functionality of interior

Safety

Performance, sport attitude, roadman

New 6-cylinder engine

Offroad performance (XC70)

Boot capacity

The remarkable number of articles dedicated to new Volvo V70 and XC70 is, of course, the outcome of the communication activities carried out for the international and national launch of the two models, but is also appreciation and attention rating from Italian press. The high number of pages and columns and, above all, the description of the car given to the reader, go far beyond simple account of the driving impressions after a drive test.

The significant excellence level employed for the presentation of the two new cars is highlighted by the Mark Percentage and Item Percentage tables together with the two charts that describe the rating attribution, Mark Table. This is evidence of how enthusiastic was the tone of the accounts that described the novelties in Volvo's range, which was expressed also by some, even funny, opening headlines of newspapers and specialized press.

La Mia Auto 4x4, July 07:

**"Wild charme"**

Tuttofuoristrada, August 07:

**"Swedish in pursue of adventures"**

AM Automese, July 07:

**"Lady champion in downhill race"**

Automobilismo, March 07:

**"The bodyguard"**

Cambio, July 07:

**"The Swedish battleship"**

Corriere della Sera, Magazine, 13.12.07:

**"Soft for the family"**

Corriere della Sera, Motori, March 07:

**"V70, a battle cruiser for panoramic journeys"**

Quattroruote, October 07:

**"I am a family man"**



**CHART&PIE**

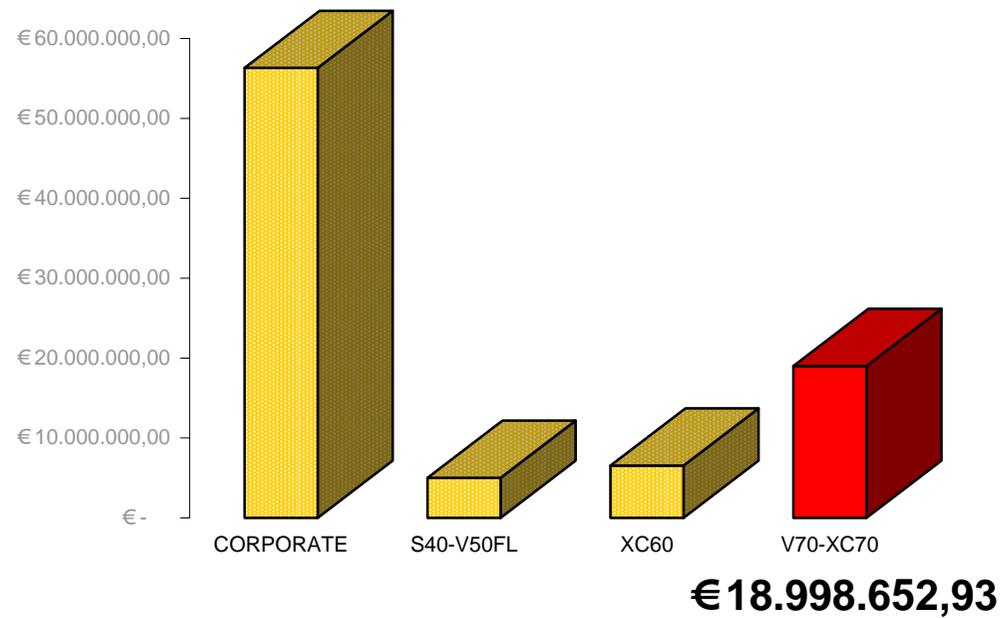
**VOLVO**  
**V70 - XC70**



## V70 - XC70, MEDIA SPACE VALUE MODEL

This chart display Media Space Value for model line in press review 2007. Corporate included Volvo C30, Volvo C70 Convertible, Volvo S80 Volvo XC90 and all national and international PR activities. In this chart the MSV it's different by other chart because to calculate the articles/space the method it's different. By other way, we intend: one article, for example, with Model1 plus Model2 it's one record for general economic result. The same article it's two records for model line economic result: one record for Model1 and another record for Model2.

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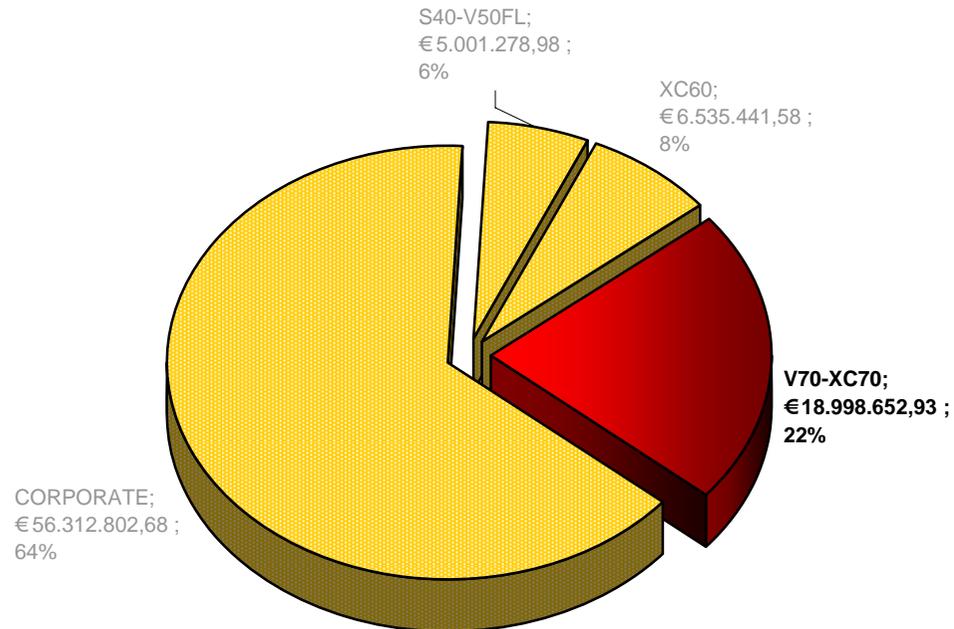




## V70 - XC70, MEDIA SPACE VALUE, MODEL SHARE

This chart display Media Space Value for model line in press review 2007. Corporate included Volvo C30, Volvo C70 Convertible, Volvo S80 Volvo XC90 and all national and international PR activities. In this chart the MSV it's different by other chart because to calculate the articles/space the method it's different. By other way, we intend: one article, for example, with Model1plus Model2 it's one record for general economic result. The same article it's two records for model line economic result: one record for Model1 and another record for Model2.

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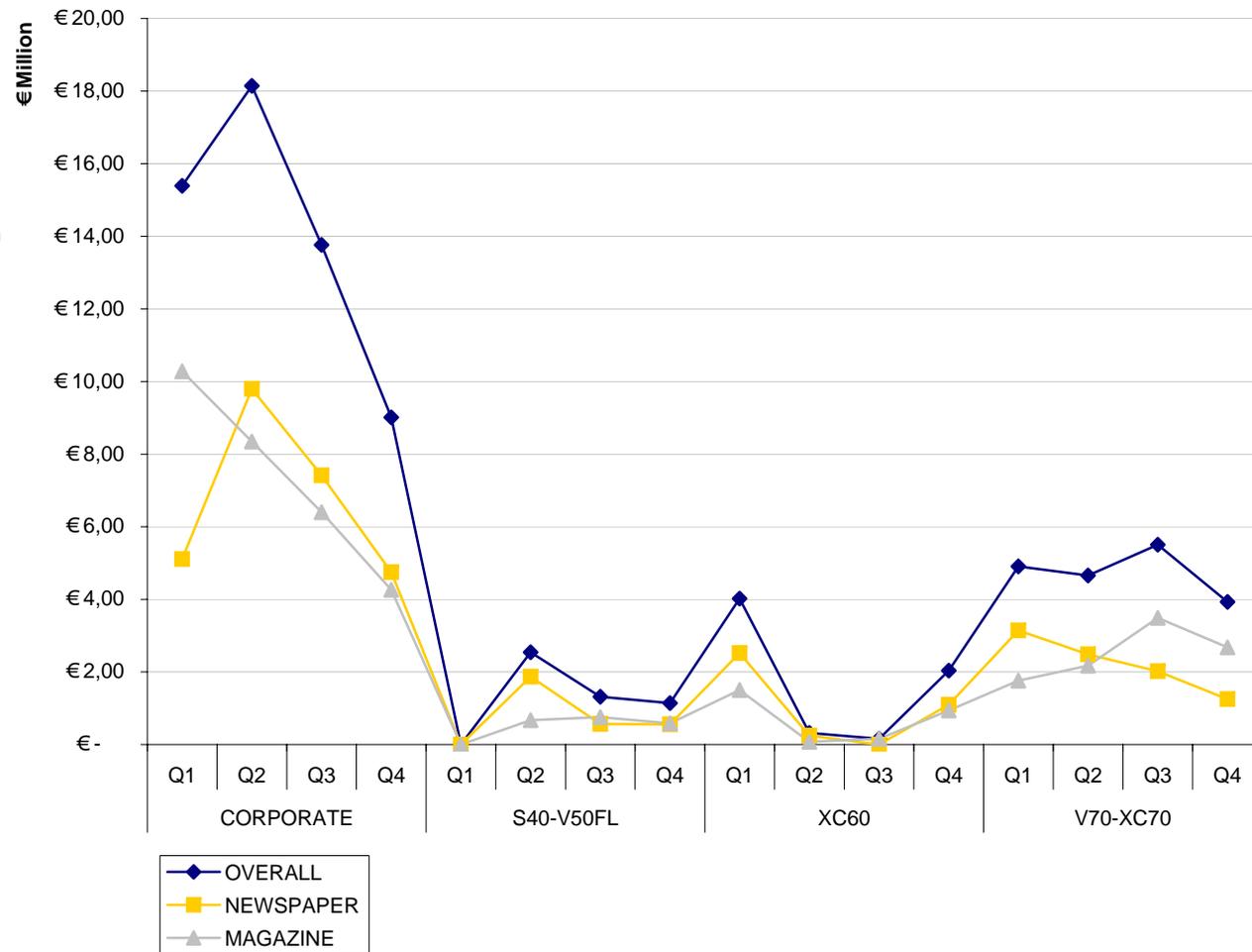




## V70 - XC70, MEDIA SPACE VALUE, MODEL/QUARTER

Volvo 2007 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.

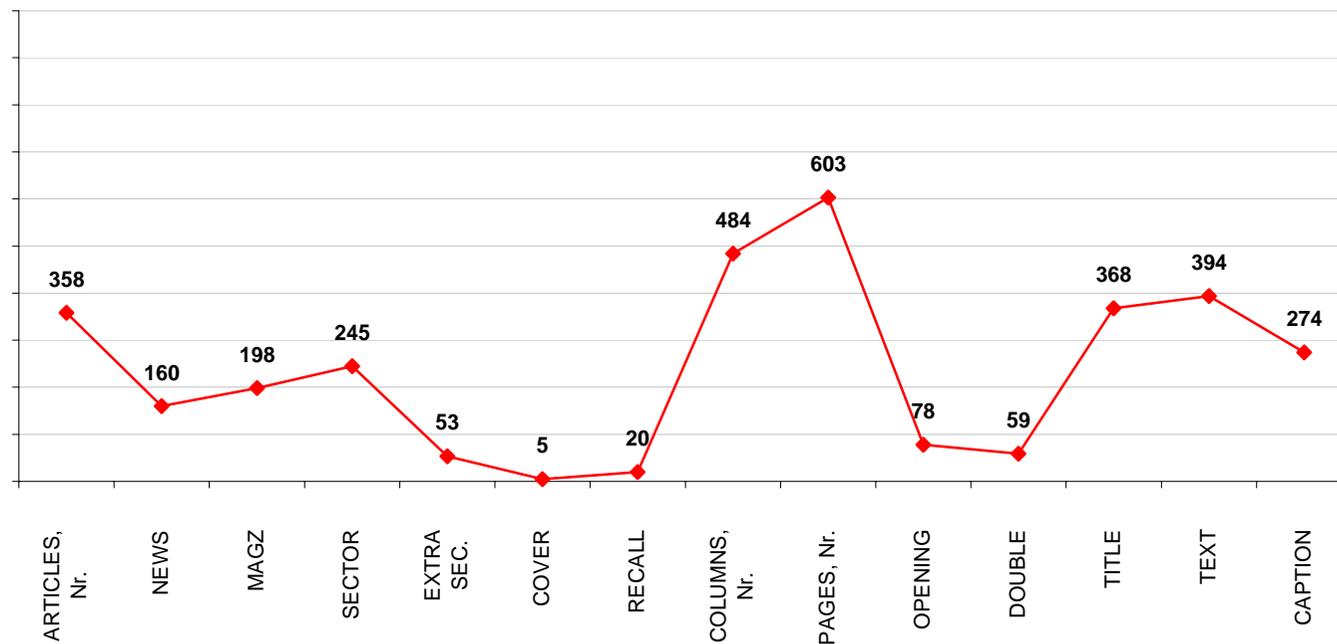
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## V70 - XC70, PORTRAIT on MEDIA

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A portrait of **Volvo V70 - XC70** 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.

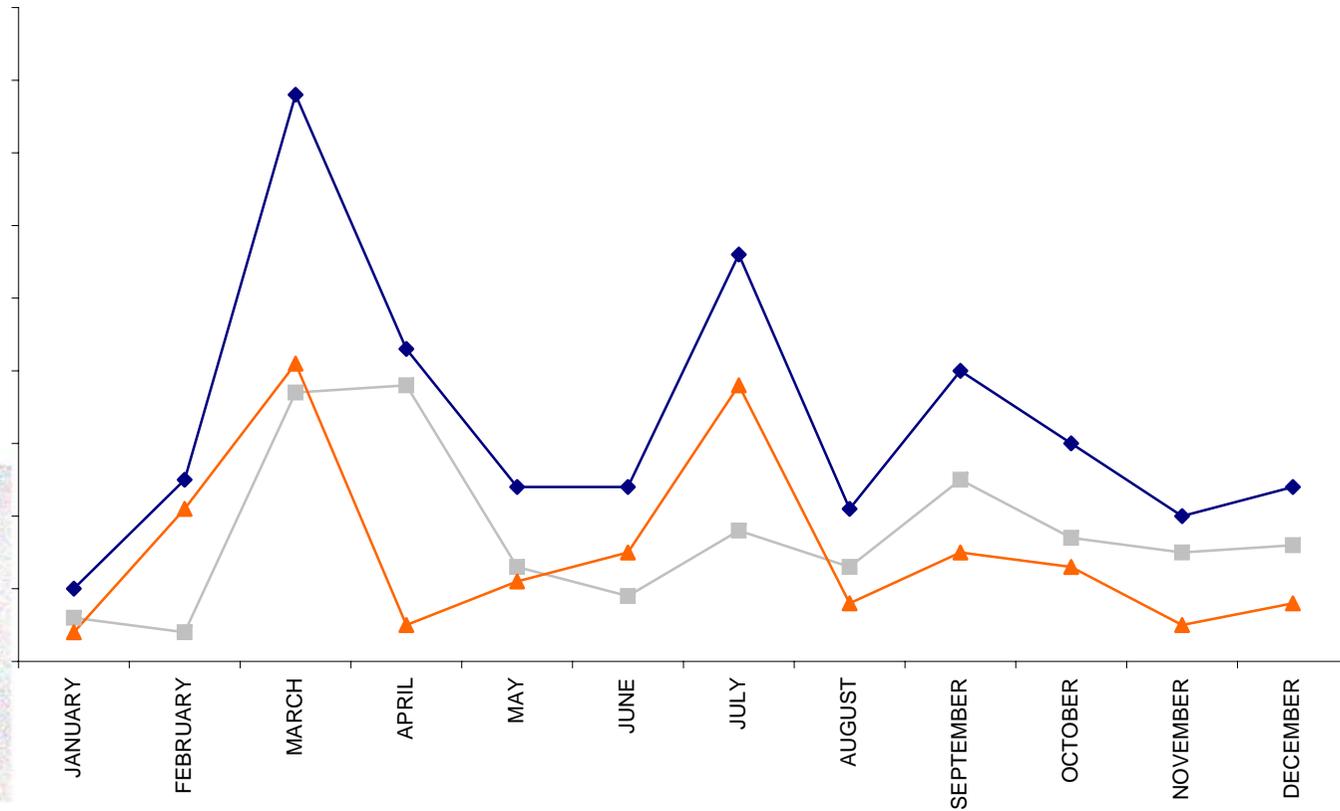
## V70 - XC70, ISSUED by DATE - OVERALL and NEWS&MAGZ



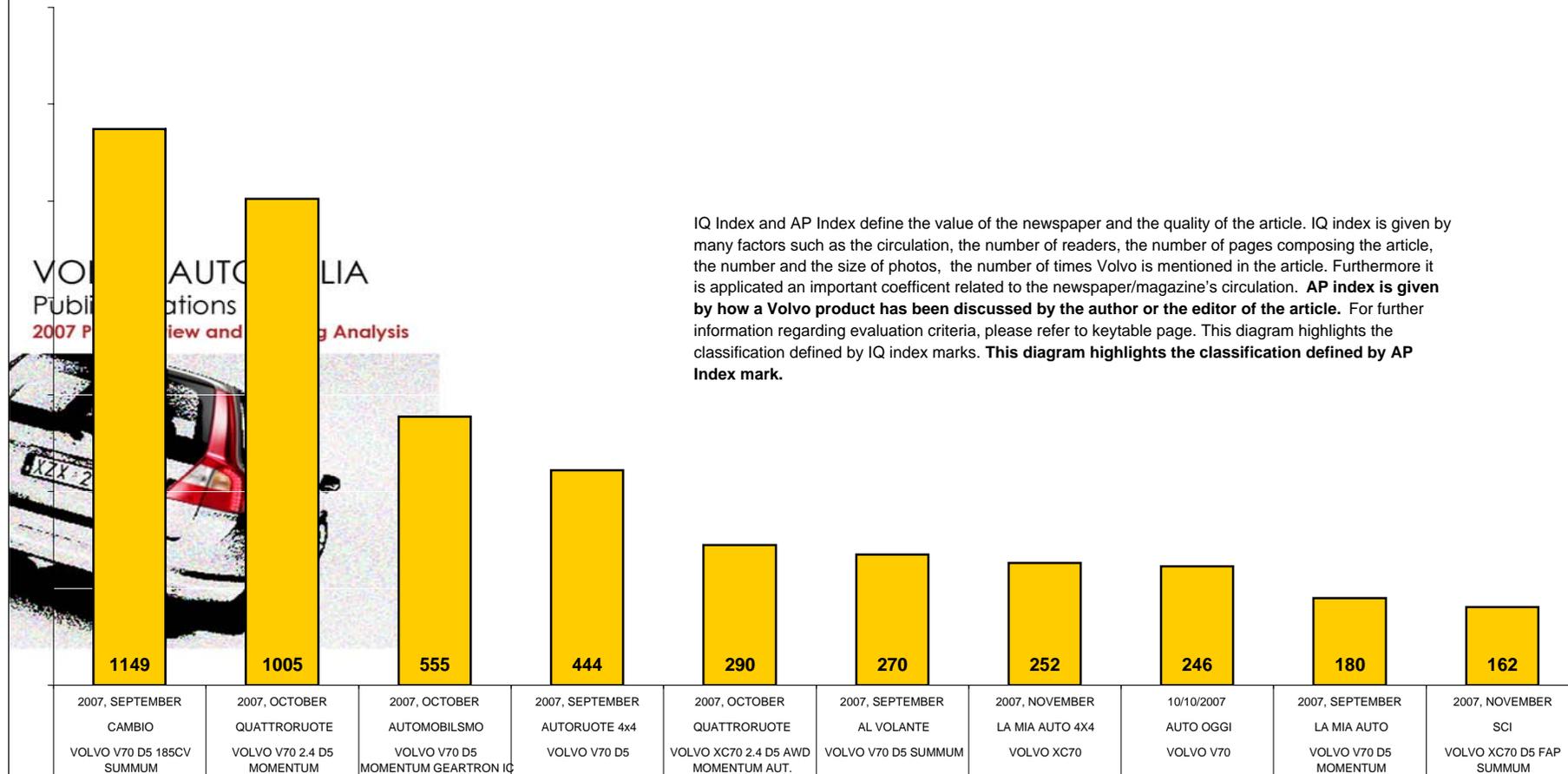
This chart show issued for Volvo V70 - XC70 press review line by News&Mag. for each month during 2007 year.



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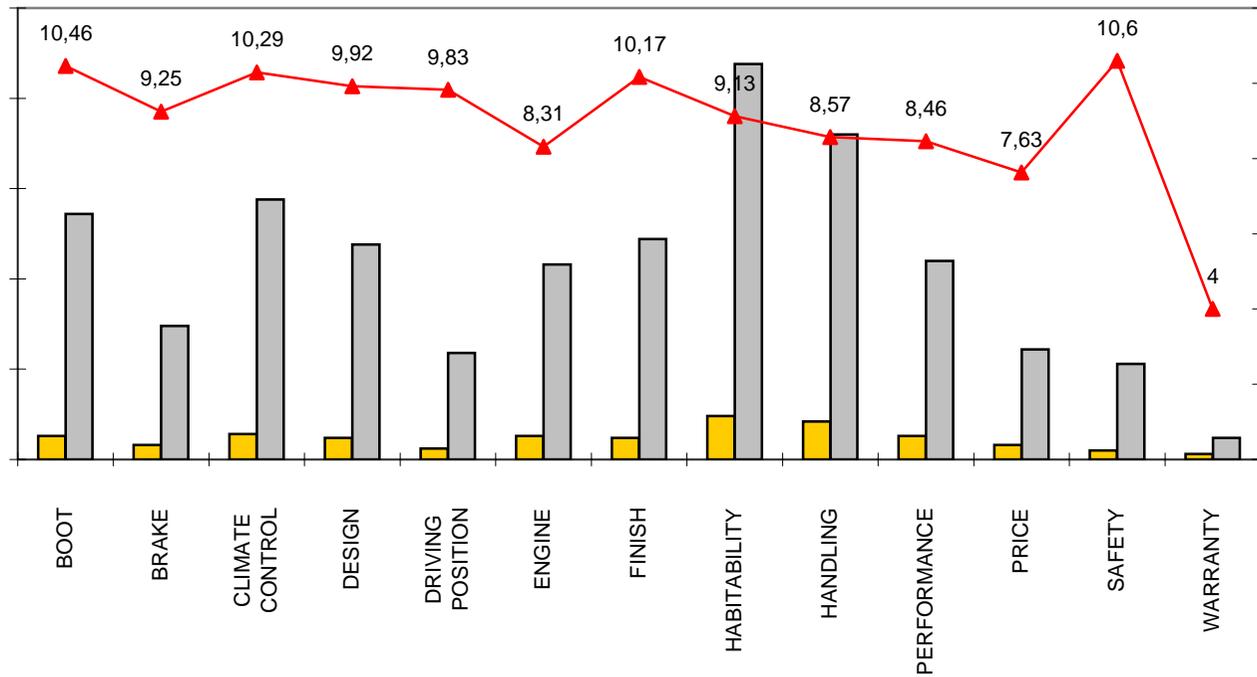
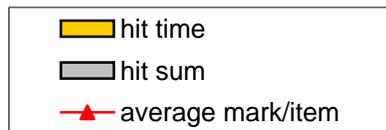


## V70 - XC70, TOPTEN AP INDEX



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. **This diagram highlights the classification defined by AP Index mark.**

## V70 - XC70 AP INDEX ANALYSIS



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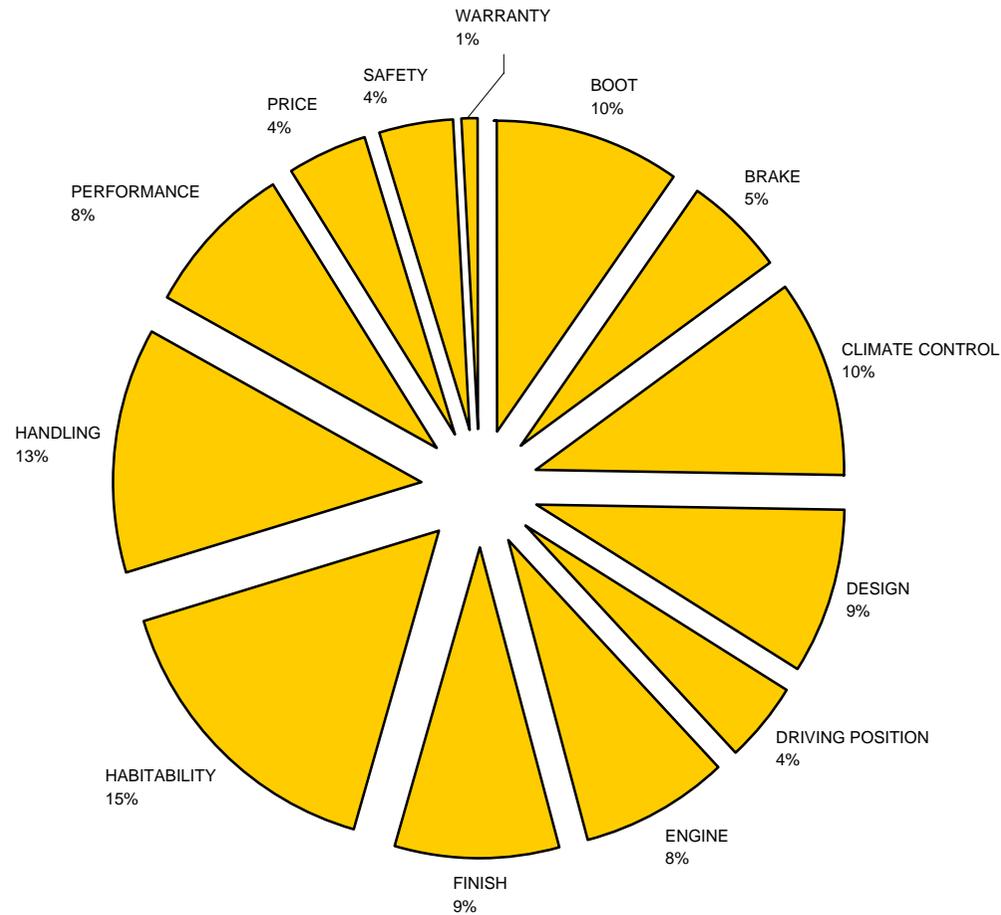
*IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applicated 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 AP index marks.***



## V70 - XC70, 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 oh this Volvo V70 - XC70 press review. It show what topics have receveid more attention by both specialized press or not.

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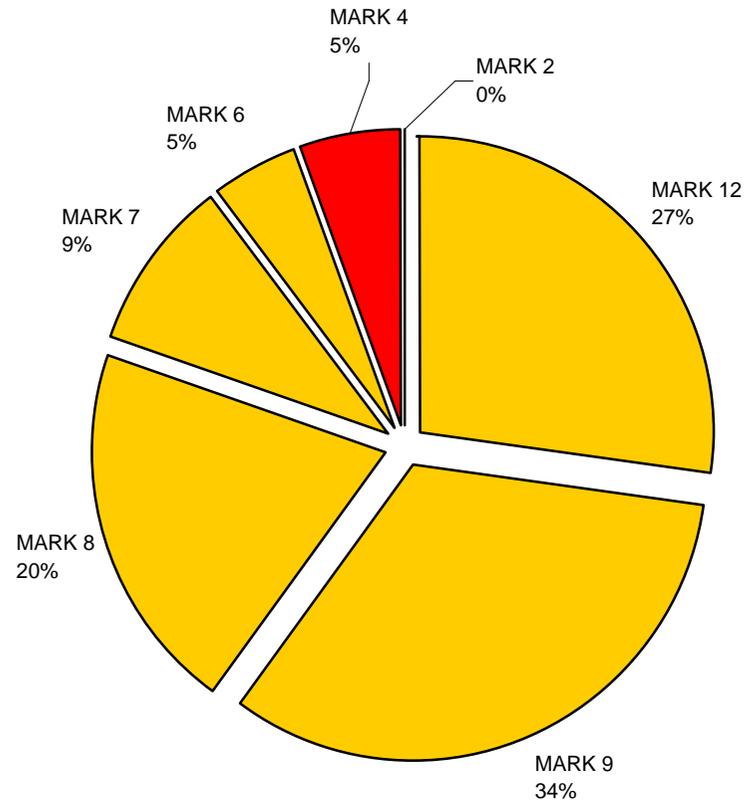




## V70 - XC70, MARK PERCENTAGE

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. **Mark 4 it's referred to: coachwork, consumption, flexibility body, offroad&performance, pick-up, price, warranty.**

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**VOLVO V70 profile in AP Analysis**



**MARK**

	12	9	8	7	6	4	
ACCESSIBILITY	ACCELERATION	ACCELERATION	ACCELERATION	BOOT CAPACITY	BACK WINDOW	COACHWORK	
AUTONOMY	ACCESSORIES	ACCESSORIES	BRAKE	CONSUMPTION	CRASH TEST EURONCAP	FLEXIBILITY BODY	
BOOT	ASSEMBLY	ASSEMBLY	CITY CONSUMPTION	EASY HANDLING	NOISINESS	PICK-UP	
BOOT HOLDER	AVERAGE MARK	AVERAGE MARK	CLIMATE CONTROL	ENGINE	REAR SEATS	WARRANTY	
BOOT, CAPACITY	BOOT, LEVEL	BOOT, LEVEL	CONFORT	GEARBOX	STEERING GEAR		
BRAKES	BOOT, WIDTH	BOOT, WIDTH	DASHBOARD	GEARBOX HANDLING	VISIBILITY		
CLIMATE CONTROL	BRAKES	BRAKES	DESIGN	HANDLING			
CONFORT ACCESSORIES	BRAKING AREA	BRAKING AREA	DRIVING POSITION	NOISINESS			
DASHBOARD	BRAKING MODULATE	BRAKING MODULATE	ECONOMY	PARKING			
DESIGN	COMFORT	COMFORT	ENGINE	PERFORMANCE			
DESIGN ACCESSORIES	COMFORT, PAVE'	COMFORT, PAVE'	ERGONOMIC CONTROL	PICK-UP			
DRIVING POSITION	CONSUMPTION	CONSUMPTION	FINISH	PRICE			
ENGINE	DASHBOARD CONTROL	DASHBOARD CONTROL	FRONT HABITABILITY	RANGE			
EQUIPMENT	DESIGN, MECHANIC	DESIGN, MECHANIC	FUEL CONSUMPTION	VALUE FOR MONEY			
FINISH	DRIVING LEISURE	DRIVING LEISURE	GEARBOX	VISIBILITY			
FRONT, REAR SEATS	DRIVING POSITION	DRIVING POSITION	HANDLING				
GEARBOX	EFFECTIVE STEERING	EFFECTIVE STEERING	MAX SPEED				
HABITABILITY	ENGINE	ENGINE	MOTORWAY CONSUMPTION				
INTERIORS SPACE	ENGINE SUPPLY	ENGINE SUPPLY	OUTFIT				
MATERIALS	ENGINE, LOW SPEED	ENGINE, LOW SPEED	PICK-UP				
ON ROAD	EQUIPMENT	EQUIPMENT	PRICE				
OUTFIT	EXTRA ACCESSORIES	EXTRA ACCESSORIES	REAR HABITABILITY				
QUALITY	FINISH	FINISH	ROAD HOLDING				
SAFETY	FRONT HABITABILITY	FRONT HABITABILITY	SAFETY				
SPEED	FUNCTIONALITY	FUNCTIONALITY	STABILITY				
STABILITY	HABITABILITY	HABITABILITY	STEERING GEAR				
SUSPENSIONS, CONFORT	HOLDER	HOLDER	VISIBILITY				
	INSTRUMENTATION	INSTRUMENTATION					



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## VOLVO V70 profile in AP Analysis



MARK

	12	9	8	7	6	4	
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LOADED ABILITY  
PERFORMANCE  
PRICE  
PURCHASE, MANAGEMENT  
REAR HABITABILITY  
ROAD HOLDING  
SAFETY FEEL  
STABILITY  
STEERING GEAR  
SUSPENSIONS, CONFORT  
VISIBILITY



## VOLVO XC70 profile in AP Analysis



### MARK

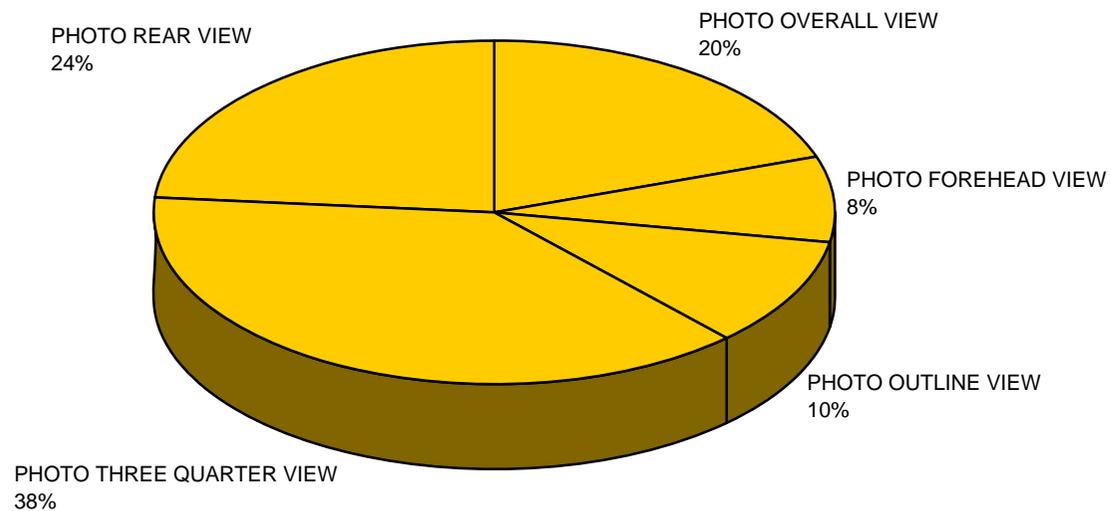
12	9	6	4				
ACCESSIBILITY	COMFORT	BRAKE, HANDLING	CONSUMPTION				
ACCESSORIES	CONSUMPTION	OPTIONAL	OFFROAD				
BOOT	DESIGN	STEERING GEAR	OFFROAD, PERFORMANCE				
BOOT	EQUIPMENT		PRICE				
BOOT CAPACITY	EQUIPMENT						
CONFORT, SAFETY	HABITABILITY						
DESIGN	INSIDE DESIGN						
ERGONOMIC CONTROL	ON ROAD						
HABITABILITY	ON ROAD, PERFORMANCE						
HABITABILITY	PERFORMANCE						
OFFROAD	PRICE						
PERFORMANCE							
SAFETY							



## V70 - XC70, PHOTO VIEWS

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

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## VOLVO V70 - XC70, ITEM in ARTICLES

Number of times that the word **Volvo and/or V70-XC70** has appeared in titles, half titles, subheadings, text and picture's legend in all articles examined.

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