



MANAGEMENT Summary

€ 6.535.441.58 Media Space Value, overall

€ 2.674.988,46 per specializzati (41%)*, 75 pubblicati

€ 3.860.453,10 per quotidiani (59%)*, 54 pubblicati

Dodici mesi di copertura stampa

129** articoli, 2 copertine, 5 richiami in copertina, 267 fotografie

* riferito al media space value

** compresi tutti gli articoli in doppia pubblicazione

Design

Sicurezza

Ecologia

Profilo di missione del modello

Identità di modello Volvo

Dimensioni

Tipologia di auto intermedia tra sport utility e coupé

XC60 attraverso i servizi da Detroit e dal Motorshow ha descritto la capacità di Volvo nella progettazione di un modello intermedio di sport utility vehicle. Design, soluzioni per l'abitacolo e aspetti tecnici della sicurezza attiva e passiva, sono stati gli argomenti sui quali i redattori hanno composto titoli, anche a tutta pagina nei quotidiani, e scritti gli articoli. Articoli che hanno tributato alla Volvo XC60 il merito di essere il modello identificativo con i due saloni.



MANAGEMENT Summary

€ 6.535.441.58 Media Space Value, overall

€ 2.674.988,46 per magazines (41%)*, 75 issued

€ 3.860.453,10 per newspapers (59%)*, 54 issued

Twelve months press coverage

129** article, 2 cover, 5 cover recall, 267 photo

* referred to media space value

** Overall articles

Design

Safety

Ecology

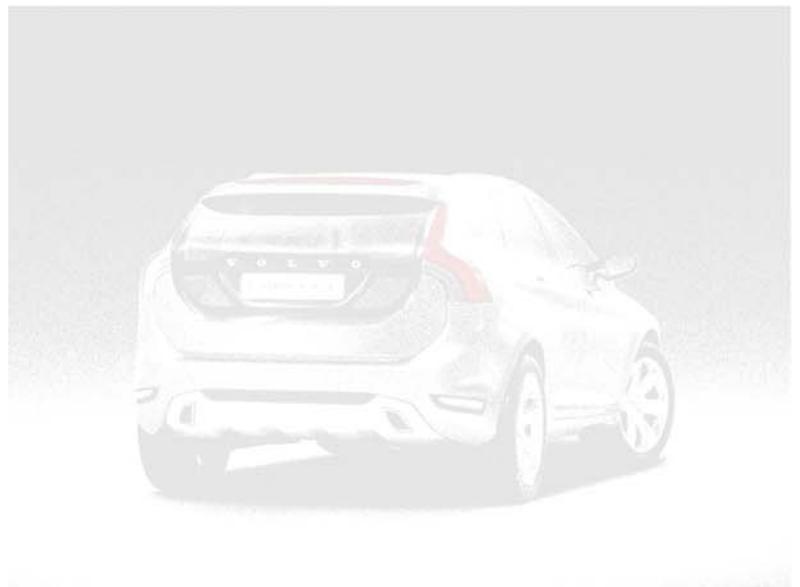
Profile of the mission of the model

Volvo model identity

Dimensions

Typology of car intermediate to sport utility and coupé

XC60, through the reports from Detroit and the Motorshow, described Volvo's skill in designing an intermediate model of sport utility vehicle. Design, solutions for the passenger's compartment and technical aspects of active and passive safety, were the topics on which the reporters composed headlines, also full page, in newspapers, and wrote the articles. Articles that recognized to Volvo XC60 the merit of being identification model with the two car shows.



CHART&PIE

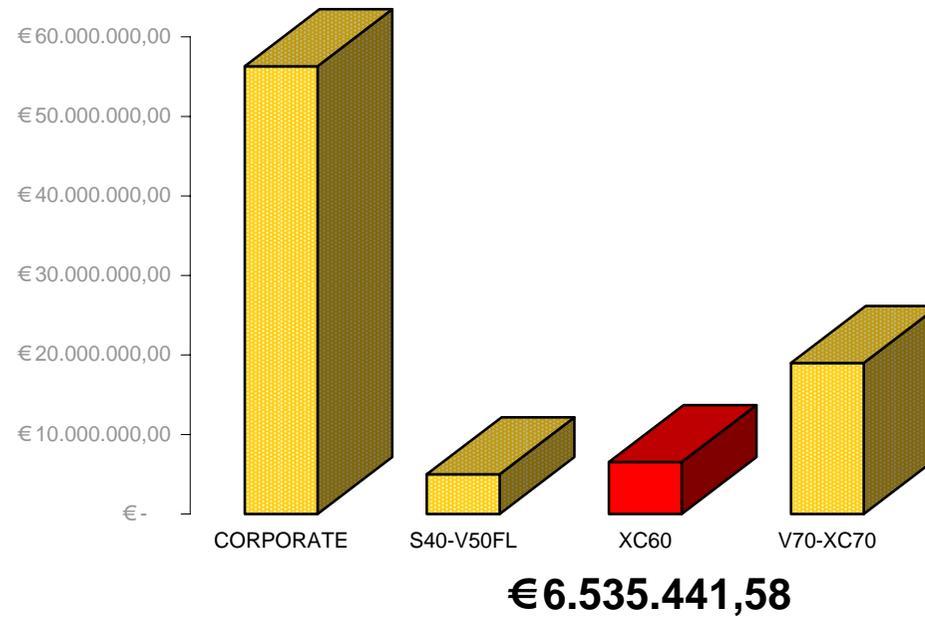
VOLVO XC60



XC60, 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.

VOLVO AUTO ITALIA
Public Relations
2007 Press Review and Clipping Analysis

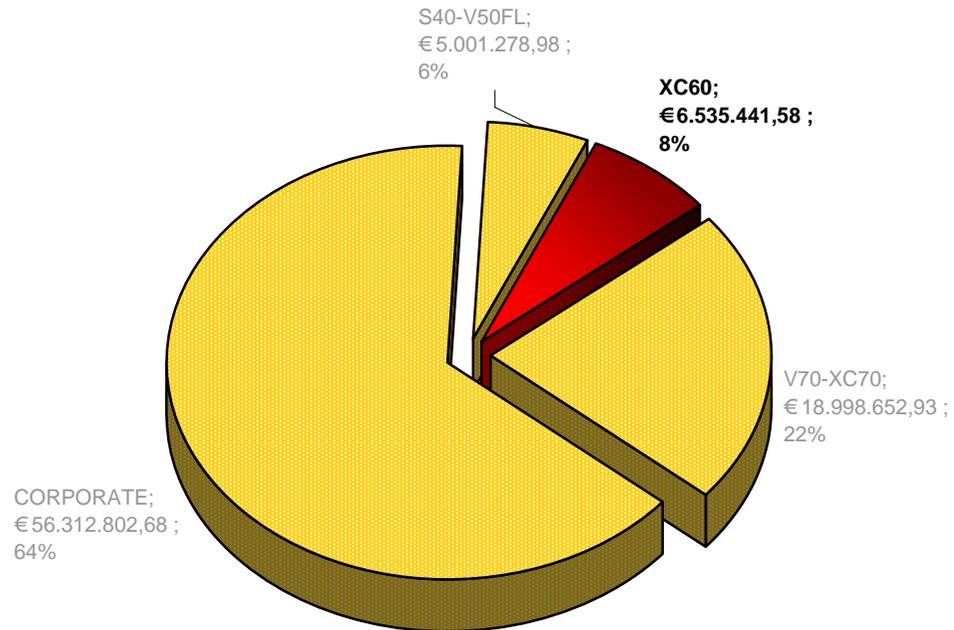




XC60, MEDIA SPACE VALUE, MODEL SHARE

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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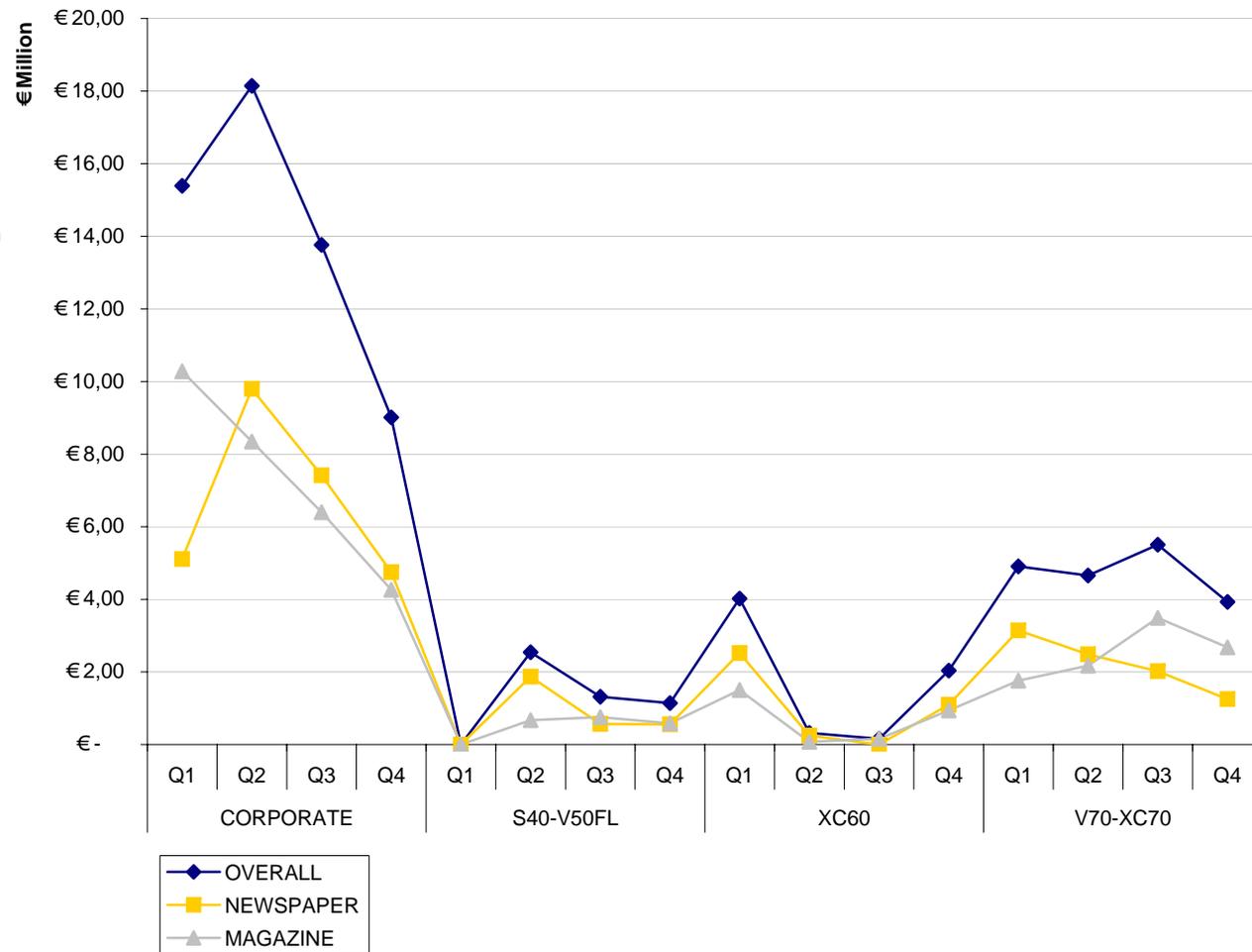




XC60, MEDIA SPACE VALUE, MODEL/QUARTER

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.

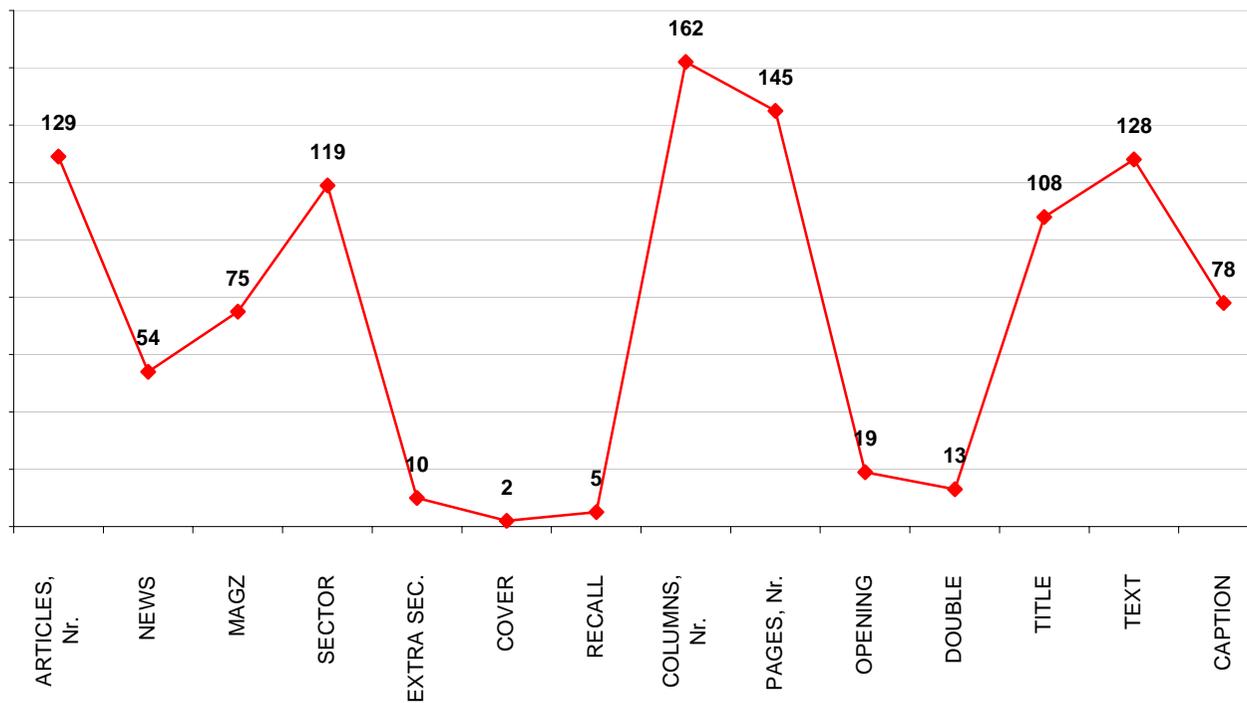
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XC60, PORTRAIT on MEDIA

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A portrait of **Volvo XC60** 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.

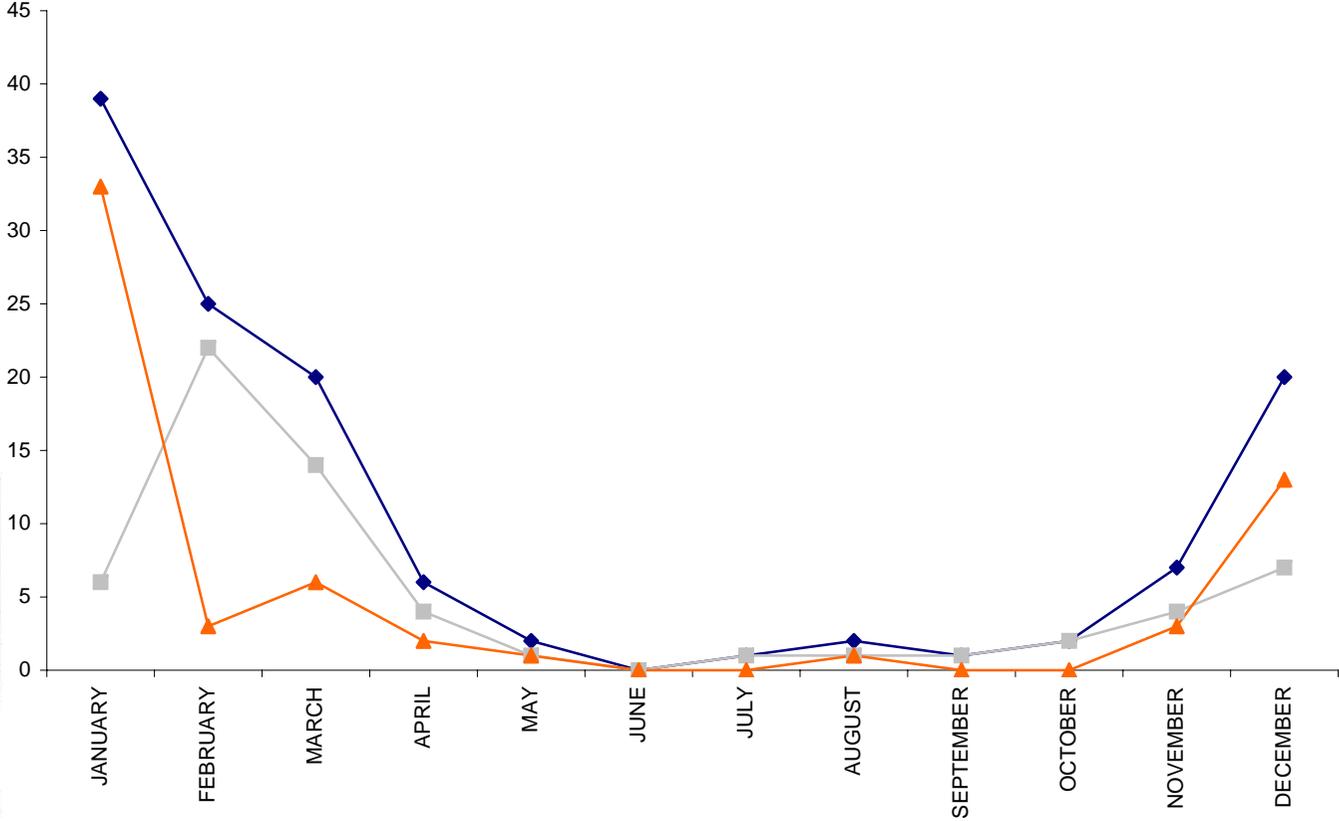
XC60, ISSUED by DATE - OVERALL and NEWS&MAGZ



This chart show issued for XC60 press review line by News&Mag. for each month during 2007 year.

- ◆ XC60 TOTAL ISSUED
- XC60 MAGAZINE
- ▲ XC60 NEWSPAPER

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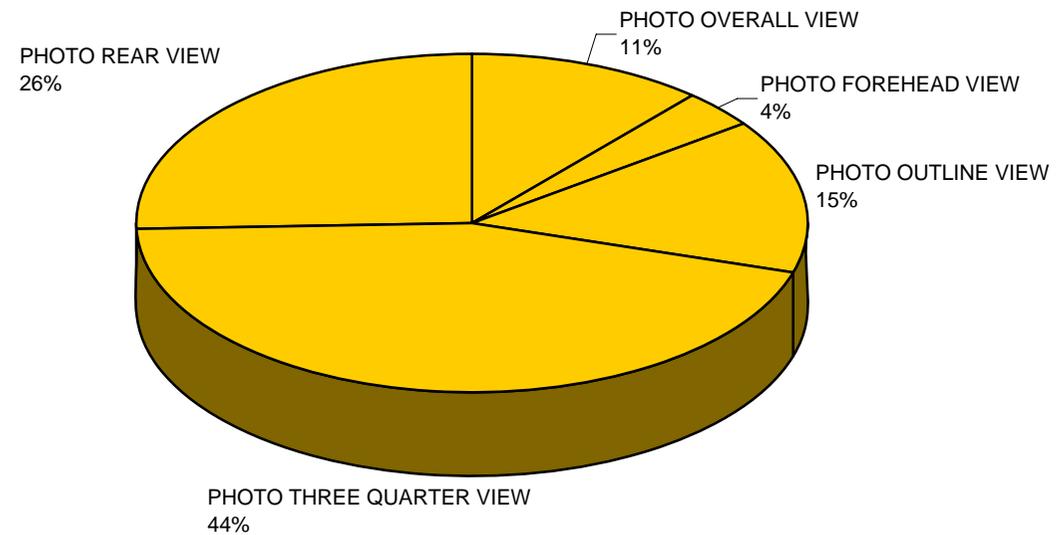




VOLVO XC60, PHOTO VIEWS

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

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VOLVO XC60, ITEM in ARTICLES

Number of times that the word **Volvo and/or XC60** has appeared in titles, half titles, subheadings, text and picture's legend in all articles examined.

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