

# Top Ten IQ Index, 2008 Overall

HEADING	SUBJECT		DATE	IQ INDEX
<a href="#">QUATTRORUOTE</a>	XC60		2008, NOVEMBER	345
<a href="#">AUTO</a>	XC60		2009, JANUARY	325
<a href="#">CORRIERE DELLA SERA, MOTORI</a>	XC60		2008, NOVEMBER	230
<a href="#">QUATTRORUOTE</a>	XC60		2008, SEPTEMBER	220
<a href="#">QUATTRORUOTE</a>	CORPORATE		2008, MARCH	210
<a href="#">AUTO</a>	CORPORATE		2009, JANUARY	200
<a href="#">AUTOMOBILISMO</a>	XC60		2009, JANUARY	198
<a href="#">CAMBIO, PANORAMA AUTO</a>	CORPORATE	V50	2008, APRIL	195
<a href="#">QUATTRORUOTE</a>	XC60		2008, OCTOBER	190
<a href="#">AUTO</a>	XC60		2008, NOVEMBER	175

IQ Index and AP Index define the value of the newspaper, or magazine, 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 size of photos, the number of time Volvo is mentioned in the article. Furthermore it is applicated an important coefficient related to the newspaper/magazine’s circulation. AP Index 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 The HandBook page via home page. **This table highlight the classification defined by IQ Index Marks, overall 2008 Quarter 1 up to Quarter 4. In this pdf file some headings are linked with the page on the web area The Edicola**



# Top Ten IQ Index, Quarter 1

HEADING	SUBJECT		DATE	IQ INDEX
AUTOSPRINT	CORPORATE		03/mar/08	366
QUATTORUOTE	CORPORATE		2008, MARCH	210
CAMBIO, PANORAMA AUTO	CORPORATE	V50	2008, APRIL	195
QUATTORUOTE	XC60		2008, MARCH	140
AUTOMOBILISMO	CORPORATE	XC70	2008, FEBRUARY	138
GENTE MOTORI	CORPORATE	V70	2008, FEBRUARY	132
AUTODIGEST	CORPORATE	S80	2008, JANUARY	123
TOP AUTO	CORPORATE	C30	2008, FEBRUARY	123
LA MIA AUTO	XC60		2008, APRIL	102
AUTO	XC60		2008, APRIL	100

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# Top Ten IQ Index, Quarter 2

HEADING	SUBJECT		DATE	IQ INDEX
CAMBIO, PANORAMA AUTO	CORPORATE	V70	2008, JUNE	160
LA MIA AUTO	CORPORATE	C30	2008, JUNE	141
AUTOMOBILE	CORPORATE	C30	2008, MAY	130
THE PLAN	CORPORATE	XC70	2008, MAY	114
AM AUTOMESE	XC60		2008, MAY	93
AUTOCAPITAL SUV	XC60		2008, MAY	90
IL SOLE 24 ORE	XC60		03/giu/08	85
AUTO&LIFESTYLE	XC60		2008, APRIL	84
AUTOTECNICA	CORPORATE		2008, JULY	84
CORRIERE DELLA SERA, MOTORI	CORPORATE		2008, JUNE	80

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# Top Ten IQ Index, Quarter 3

HEADING	SUBJECT		DATE	IQ INDEX
QUATTRORUOTE	XC60		2008, SEPTEMBER	220
SUV&FUORISTRADA	CORPORATE	XC70	2008, SEPTEMBER	147
AUTODIGEST	CORPORATE	C70 CONVERTIBLE	2008, SEPTEMBER	129
TUTTO FUORISTRADA	CORPORATE	XC90	2008, AUGUST	122
AUTOMOBILISMO	CORPORATE	S40-V50	2008, OCTOBER	120
TUTTO FUORISTRADA	XC60		2008, SEPTEMBER	118
TUTTO FUORISTRADA	XC60		2008, AUGUST	114
AUTO	CORPORATE	S40-V50	2008, SEPTEMBER	100
INTER FOOTBALL CLUB	CORPORATE	INTER F.C.	2008, AUGUST	99
LA MIA AUTO	CORPORATE	S40-V50	2008, SEPTEMBER	99

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# Top Ten IQ Index, Quarter 4

HEADING	SUBJECT		DATE	IQ INDEX
<a href="#">QUATTORRUOTE</a>	XC60		2008, NOVEMBER	345
<a href="#">AUTO</a>	XC60		2009, JANUARY	325
<a href="#">CORRIERE DELLA SERA, MOTORI</a>	XC60		2008, NOVEMBER	230
<a href="#">AUTO</a>	CORPORATE		2009, JANUARY	200
<a href="#">AUTOMOBILISMO</a>	XC60		2009, JANUARY	198
<a href="#">QUATTORRUOTE</a>	XC60		2008, OCTOBER	190
<a href="#">AUTO</a>	XC60		2008, NOVEMBER	175
<a href="#">CORRIERE DELLA SERA, MAGAZINE</a>	CORPORATE		2008, OCTOBER	175
<a href="#">IL SOLE 24 ORE</a>	CORPORATE		01/dic/08	170
<a href="#">YACHT CAPITAL</a>	CORPORATE		2008, OCTOBER	168

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