

Top Ten AP Index, 2008 Overall

ITEM	HEADING	DATE	LINE	MODEL	SUBJECT	AUTHOR	AP INDEX
1128	QUATTORUOTE	2008, MARCH	CORPORATE				865
2230	CORRIERE DELLA SERA	01/nov/08	XC60		PRODUCT PRESENTATION	ARTEMI/ BENFENATI	795
2377	QUATTORUOTE	2008, NOVEMBER	XC60		PRODUCT PRESENTATION		775
1081	CORRIERE DELLA SERA	11/feb/08	CORPORATE	XC70			765
2418	QUATTORUOTE	2008, NOVEMBER	XC60		TEST DRIVE		765
2175	CORRIERE DELLO SPORT	03/ott/08	XC60		TEST DRIVE	DE PRATO	755
1125	QUATTORUOTE	2008, MARCH	XC60				740
2110	QUATTORUOTE	2008, OCTOBER	XC60		PRODUCT PRESENTATION		730
1802	QUATTORUOTE	2008, SEPTEMBER	XC60				715
2402	AUTO	2008, NOVEMBER	XC60		PRODUCT PRESENTATION	SARASINI	715

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 AP Index Marks, overall 2008 Quarter 1 up to Quarter 4.**

Top Ten AP Index, Quarter 1

ITEM	HEADING	DATE	LINE	MODEL	SUBJECT	AUTHOR	AP INDEX
1128	QUATTORRUOTE	2008, MARCH	CORPORATE				865
1081	CORRIERE DELLA SERA	11/feb/08	CORPORATE	XC70			765
1125	QUATTORRUOTE	2008, MARCH	XC60				740
1074	AUTO	2008, JANUARY	CORPORATE	XC70			690
1098	LA REPUBBLICA	01/mar/08	XC60				620
1083	QN - GIORNO, RESTO, NAZIONE	16/feb/08	CORPORATE	XC70			585
1150	CORRIERE DELLA SERA	01/mar/08	XC60				580
1157	AUTO	2008, APRIL	XC60				525
1116	CORRIERE DELLA SERA	01/feb/08	CORPORATE	XC70			425
1160	LA MIA AUTO	2008, APRIL	XC60				423

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Top Ten AP Index, Quarter 2

ITEM	HEADING	DATE	LINE	MODEL	SUBJECT	AUTHOR	AP INDEX
1474	CORRIERE DELLA SERA	01/apr/08	CORPORATE	C70 CONVERTIBLE			570
1575	CORRIERE DELLA SERA	26/giu/08	CORPORATE	C70 CONVERTIBLE			545
1475	CORRIERE DELLA SERA	01/apr/08	CORPORATE	CORPORATE			505
1500	LA MIA AUTO	2008, JUNE	CORPORATE	C30			450
1510	CORRIERE DELLA SERA	01/mag/08	CORPORATE	CORPORATE			435
1566	CORRIERE DELLA SERA	01/giu/08	CORPORATE	CORPORATE			425
1159	IL GIORNALE	08/giu/08	XC60				342
1576	AUTO	2008, JULY	CORPORATE	V70			330
1490	CORRIERE DELLA SERA	01/apr/08	XC60				325
1420	LA REPUBBLICA	01/apr/08	XC60				270

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Top Ten AP Index, Quarter 3

ITEM	HEADING	DATE	LINE	MODEL	SUBJECT	AUTHOR	AP INDEX
1802	QUATTORRUOTE	2008, SEPTEMBER	XC60				715
1904	LA GAZZETTA DELLO SPORT	25/set/08	XC60				700
1793	QUATTORRUOTE	2008, SEPTEMBER	CORPORATE	XC90			585
1955	AUTO	2008, AUGUST	CORPORATE	S40 - V50			525
1783	AUTO	2008, SEPTEMBER	CORPORATE	S40 - V50			475
1791	LA MIA AUTO	2008, SEPTEMBER	CORPORATE	S40 - V50			453
1905	IL GIORNALE	25/set/08	CORPORATE	S40 - V50			447
1680	CORRIERE DELLA SERA	01/lug/08	CORPORATE	CORPORATE			445
1935	LA REPUBBLICA	29/set/08	XC60				430
1911	AUTOMOBILISMO	2008, OCTOBER	CORPORATE	S40 - V50			411

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Top Ten AP Index, Quarter 4

ITEM	HEADING	DATE	LINE	MODEL	SUBJECT	AUTHOR	AP INDEX
2230	CORRIERE DELLA SERA	01/nov/08	XC60		PRODUCT PRESENTATION	ARTEMI/ BENFENATI	795
2377	QUATTORRUOTE	2008, NOVEMBER	XC60		PRODUCT PRESENTATION		775
2418	QUATTORRUOTE	2008, NOVEMBER	XC60		TEST DRIVE		765
2175	CORRIERE DELLO SPORT	03/ott/08	XC60		TEST DRIVE	DE PRATO	755
2110	QUATTORRUOTE	2008, OCTOBER	XC60		PRODUCT PRESENTATION		730
2402	AUTO	2008, NOVEMBER	XC60		PRODUCT PRESENTATION	SARASINI	715
2118	IL SOLE 24 ORE	06/ott/08	XC60		PRODUCT PRESENTATION		660
2295	IL SOLE 24 ORE	13/ott/08	CORPORATE	CORPORATE	DRIVE		540
2039	SICILIA MOTORI	2008, NOVEMBER	XC60		ENNA TEST DRIVE		501
2043	VERVE	2008, NOVEMBER	XC60		TEST DRIVE	VALZ GRIS	492

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