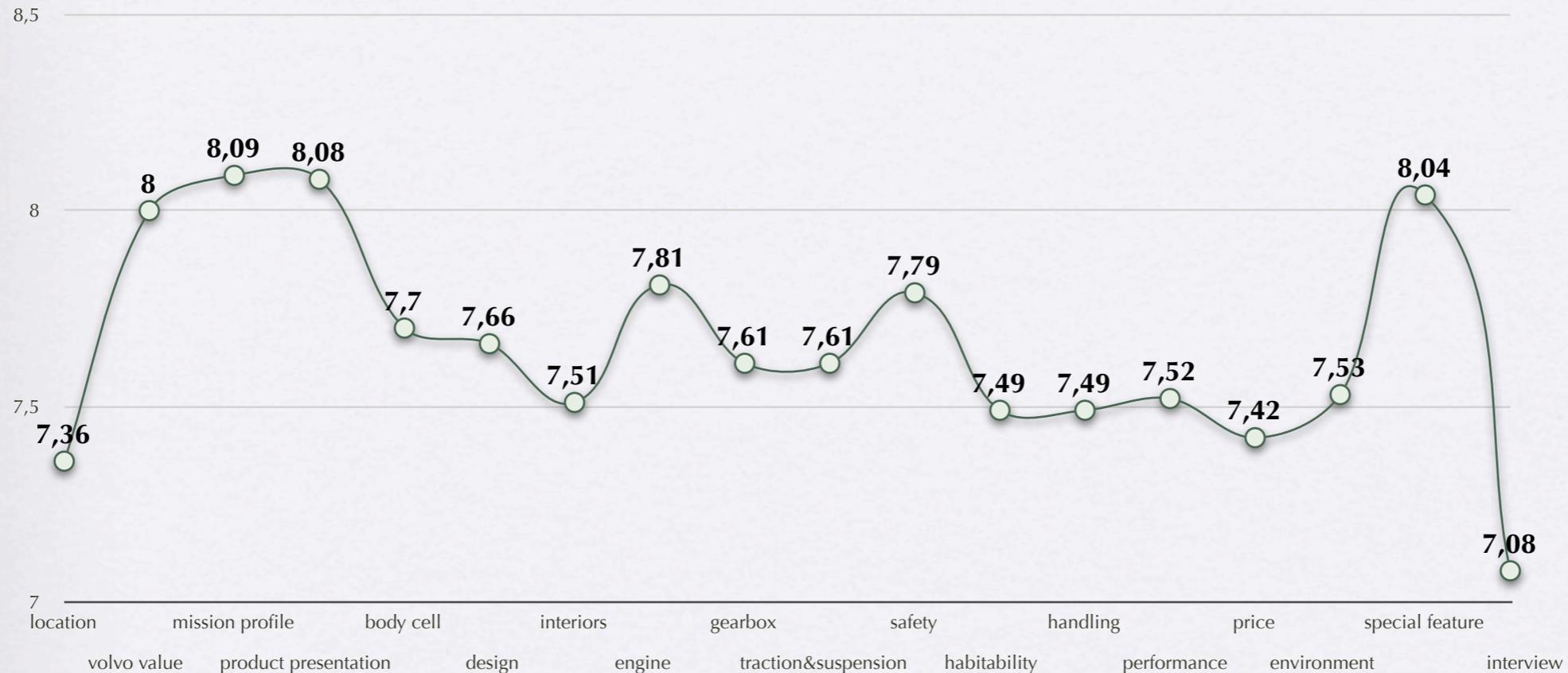


# AP Index **OverAll**, Average Mark



## ○ average mark, overall

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 and Average Mark defined by AP Index, overall 2008 and in the next pages the highlights Quarter by Quarter. The referred database are based on 1,381 articles read.**

# AP Index Q1:Q4, Average Mark



● Q1 ● Q2 ● Q3 ● Q4

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# AP Index, Average Mark Quarter One



## ○ average mark, Quarter One

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# AP Index, Average Mark Quarter Two



## ○ average mark, Quarter Two

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 and Average Mark defined by AP Index, Quarter Two. The referred database are based on 1,381 articles read.**

# AP Index, Average Mark Quarter Three

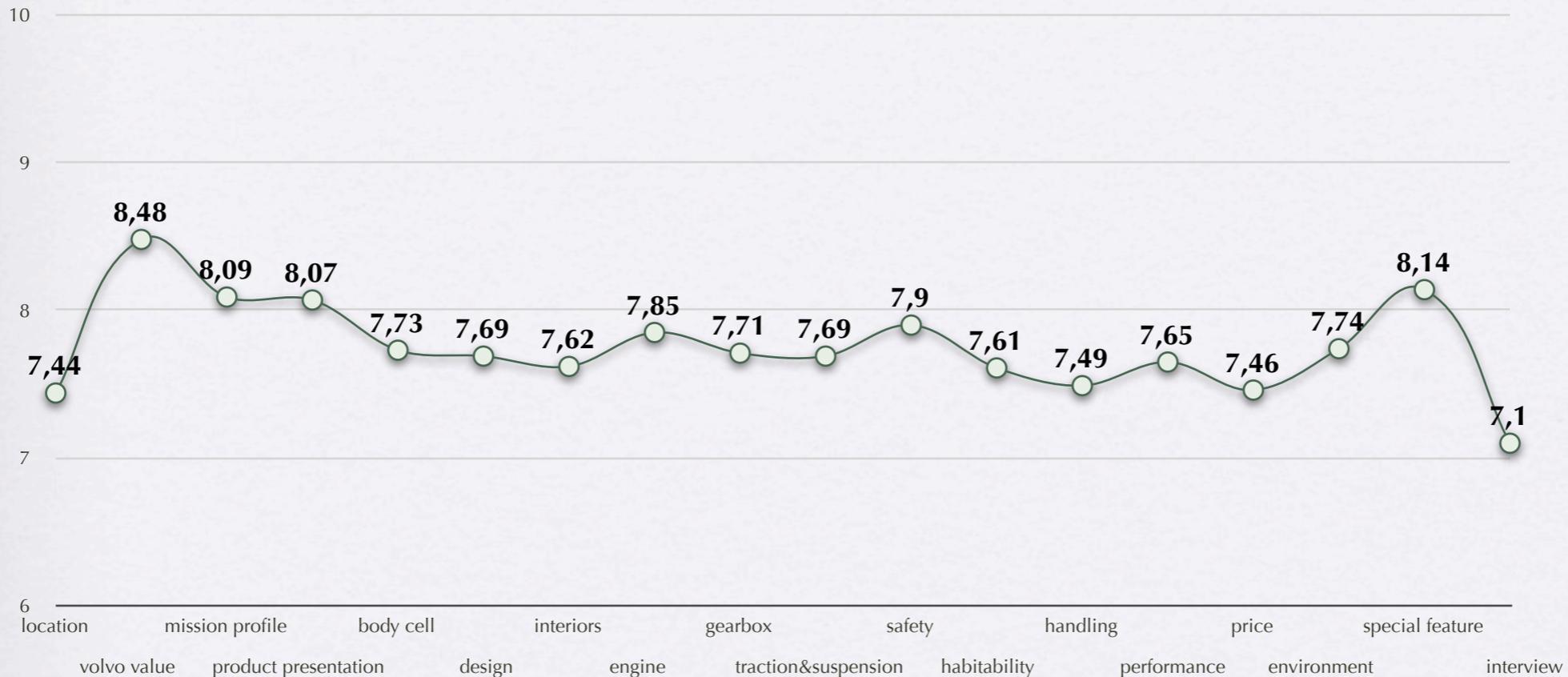


## ○ average mark, Quarter Three

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 and Average Mark defined by AP Index Quarter Three. The referred database are based on 1,381 articles read.**



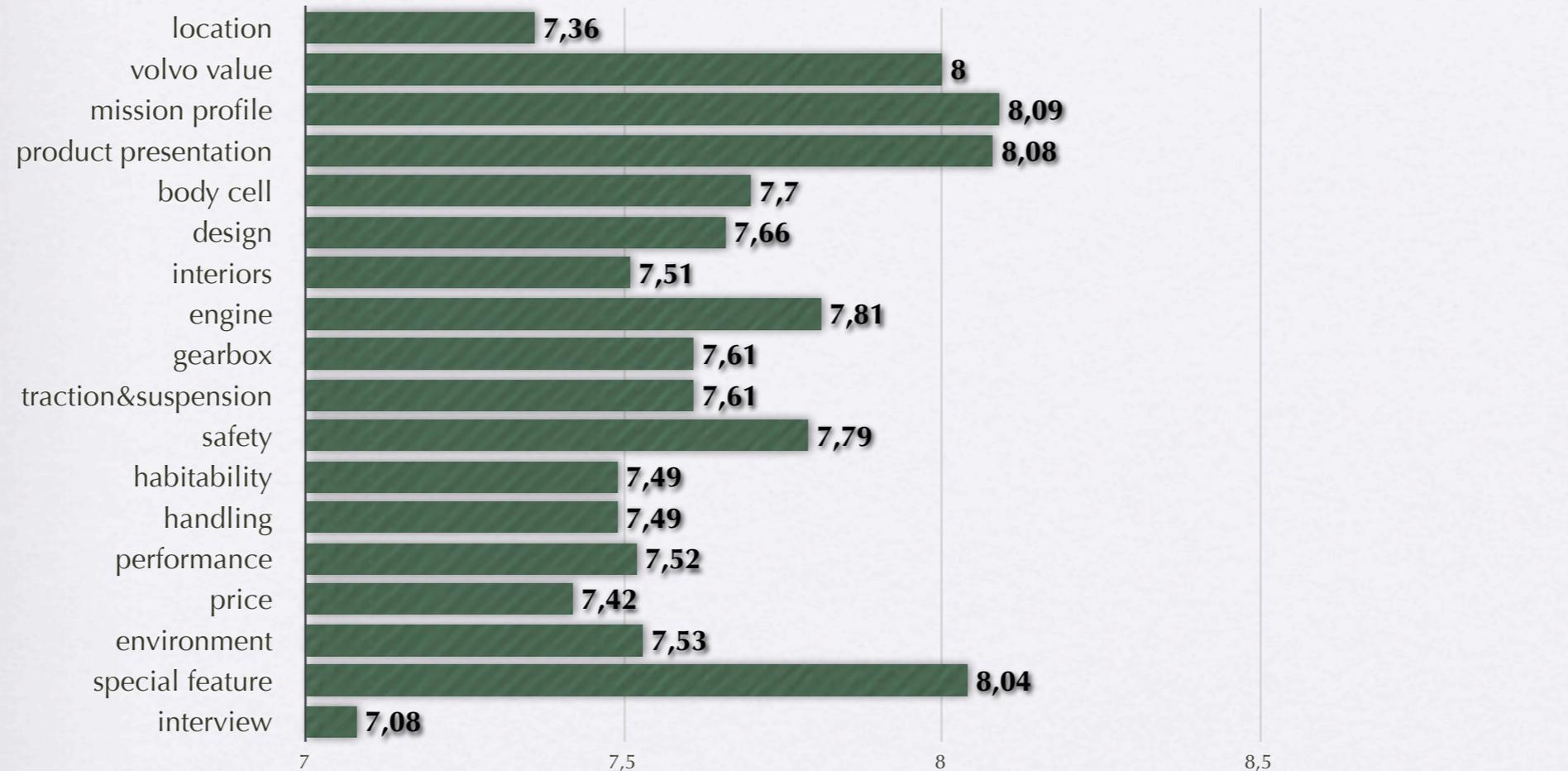
# AP Index, Average Mark Quarter Four



## ○ average mark, Quarter Four

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 and Average Mark defined by AP Index Quarter Four. The referred database are based on 1,381 articles read.**

## AP Index OverAll, Average Mark (2)



■ average mark, overall

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AP Index given by how a Volvo product has been discussed by the author or the editor of the article.

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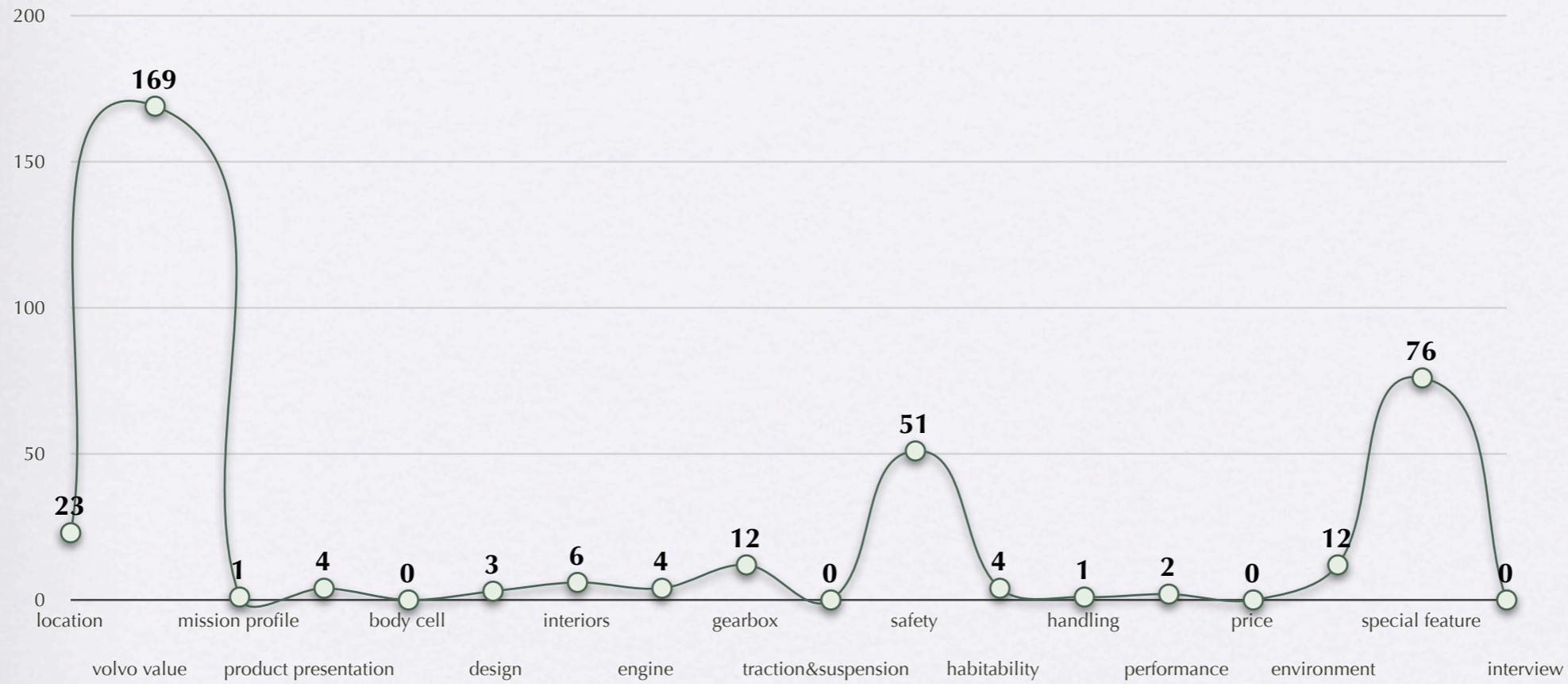
**This table highlight the Classification and Average Mark defined by AP Index, overall 2008**

**and in the next pages the highlights Quarter by Quarter. The referred database are based on 1,381 articles read.**

Press Review 2008, Product Analysis Item&Marks and Average Mark



# AP Index OverAll, Mark 12 as Excellent



○ mark 12

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 hit’s item for each mark.** **The referred database are based on 1,381 articles read.**

# AP Index OverAll, Mark 9 as Very Good



## mark 9

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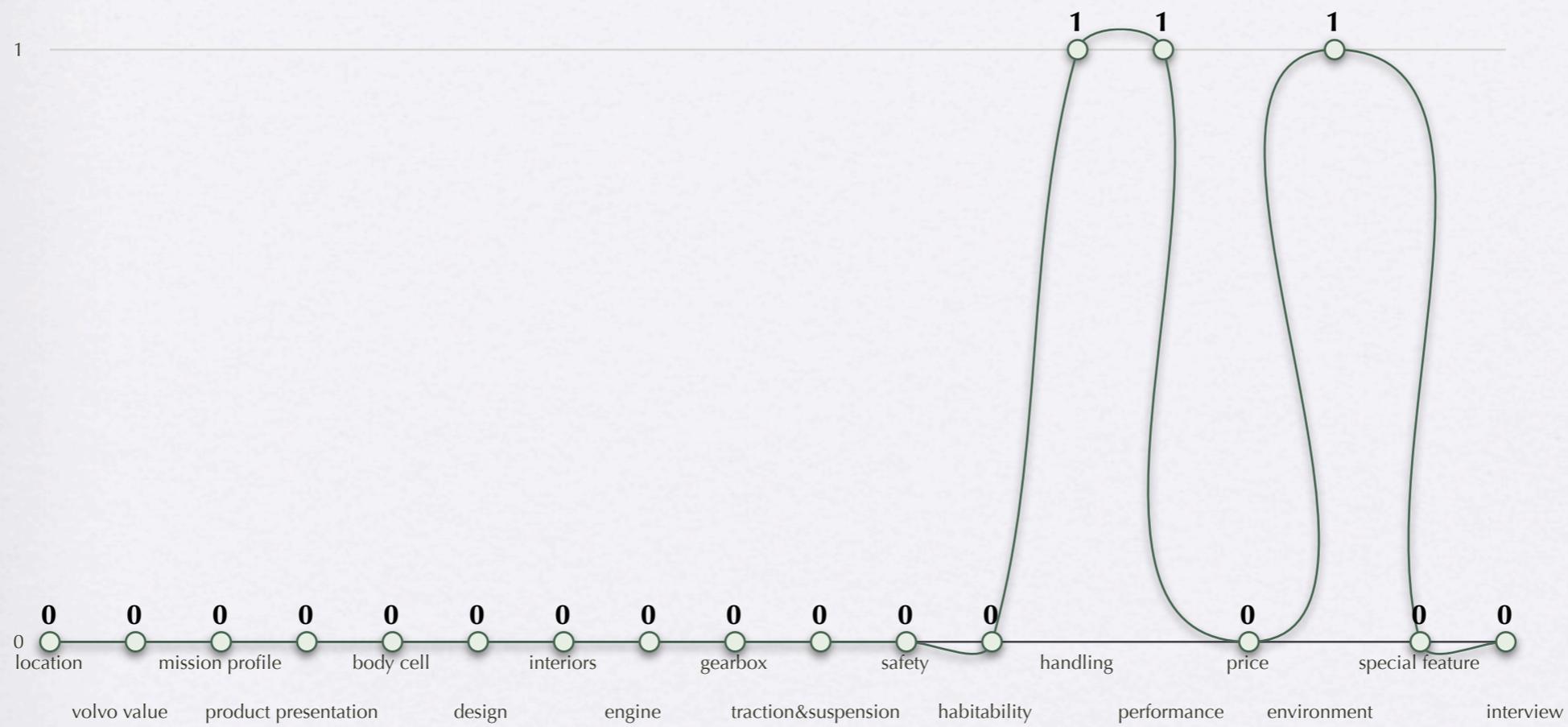
# AP Index OverAll, Mark 8 as Good



○ mark 8

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.  
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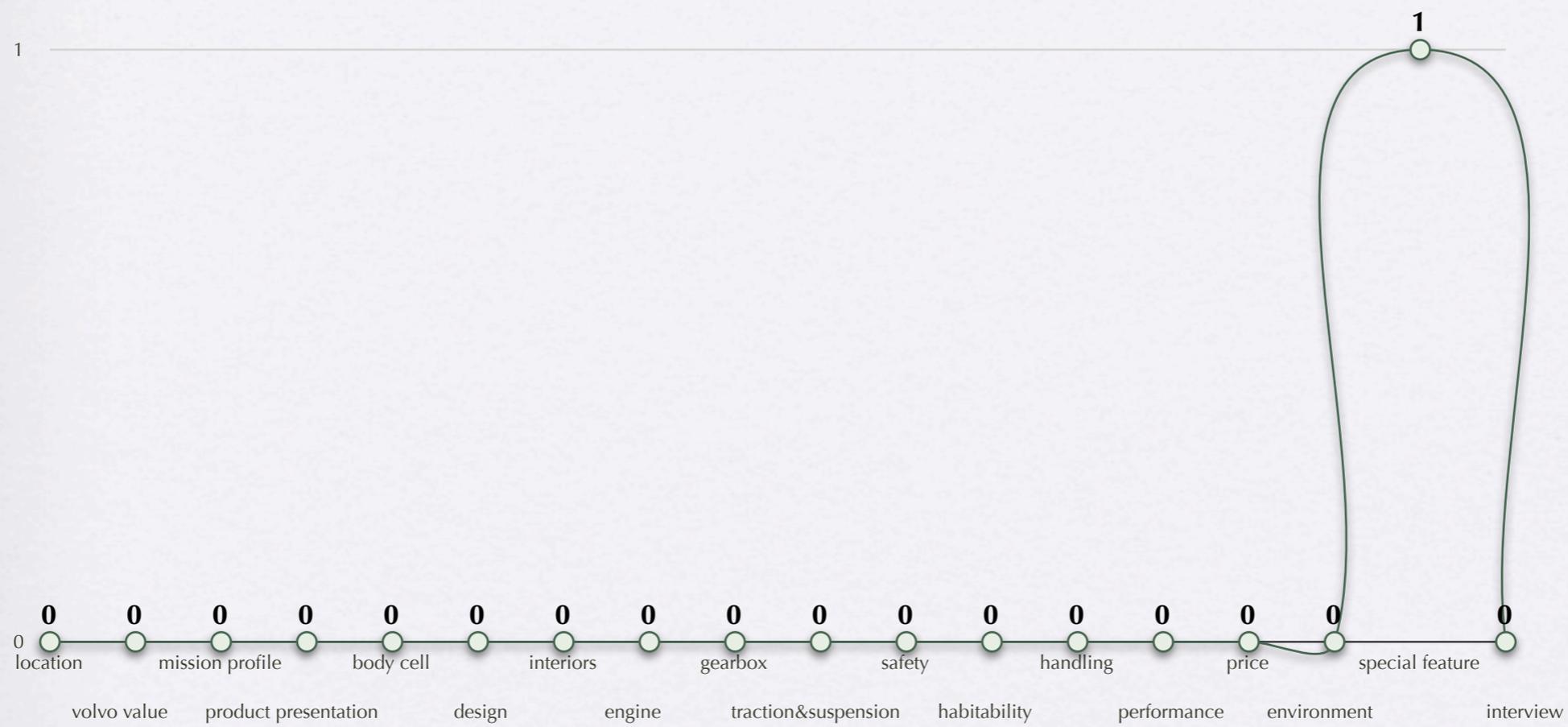
# AP Index OverAll, Mark 7 as Moderate



## mark 7

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# AP Index OverAll, Mark 6 as Mediocre

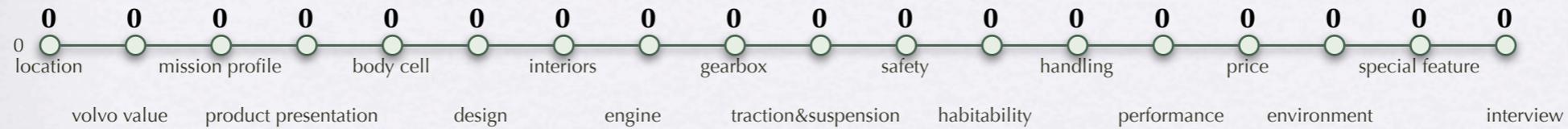


## mark 6

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 hit’s item for each mark.** **The referred database are based on 1,381 articles read.**

# AP Index OverAll, Mark 4 as Poor

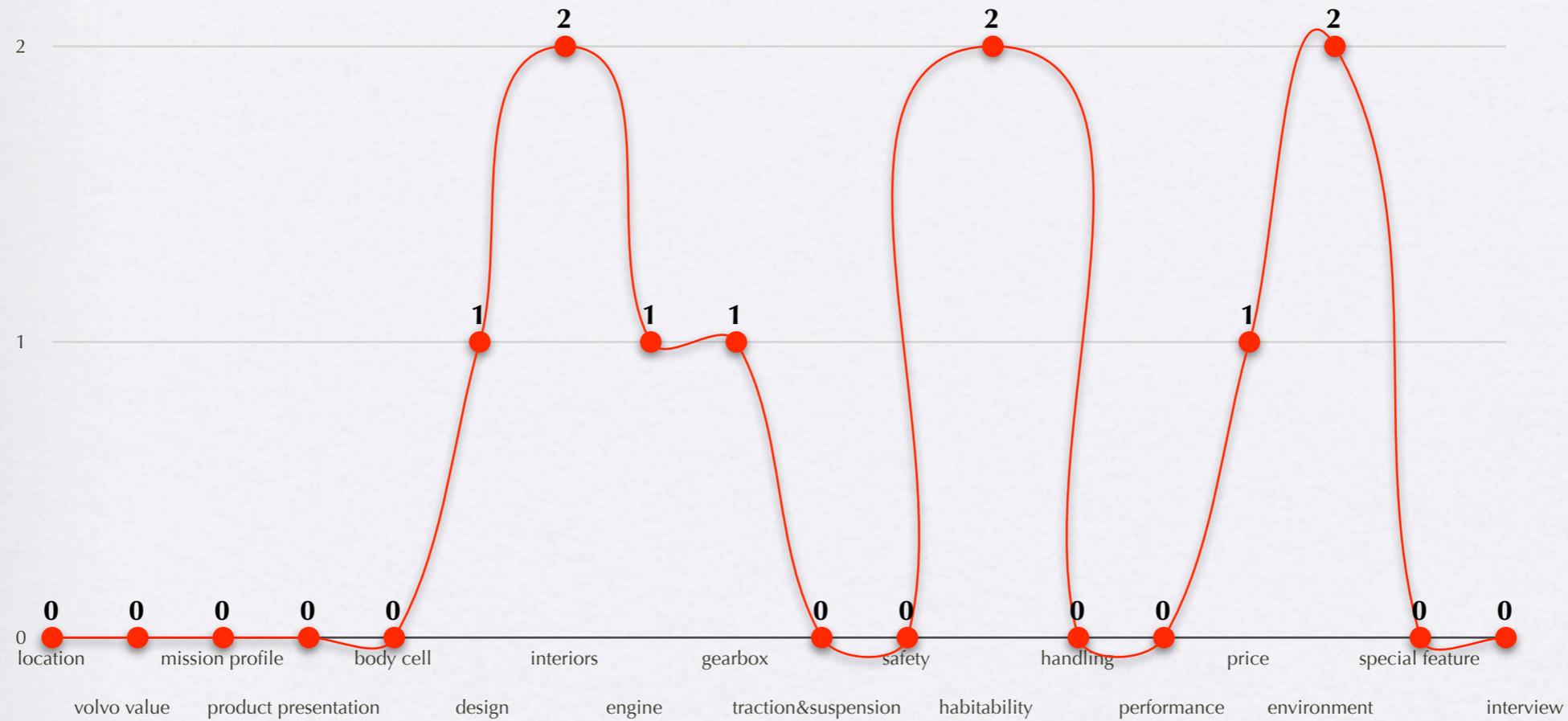
1



## mark 4

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 hit’s item for each mark.** **The referred database are based on 1,381 articles read.**

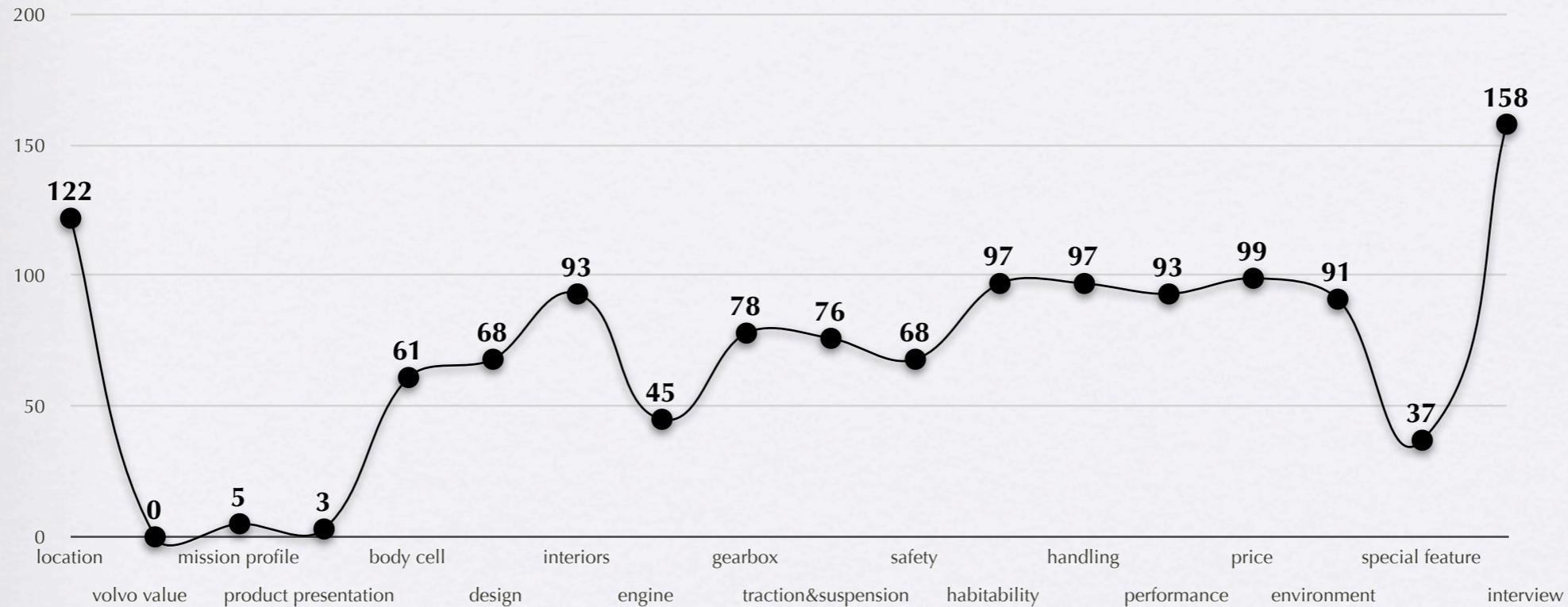
# AP Index OverAll, Mark 2 as Critical



● mark 2

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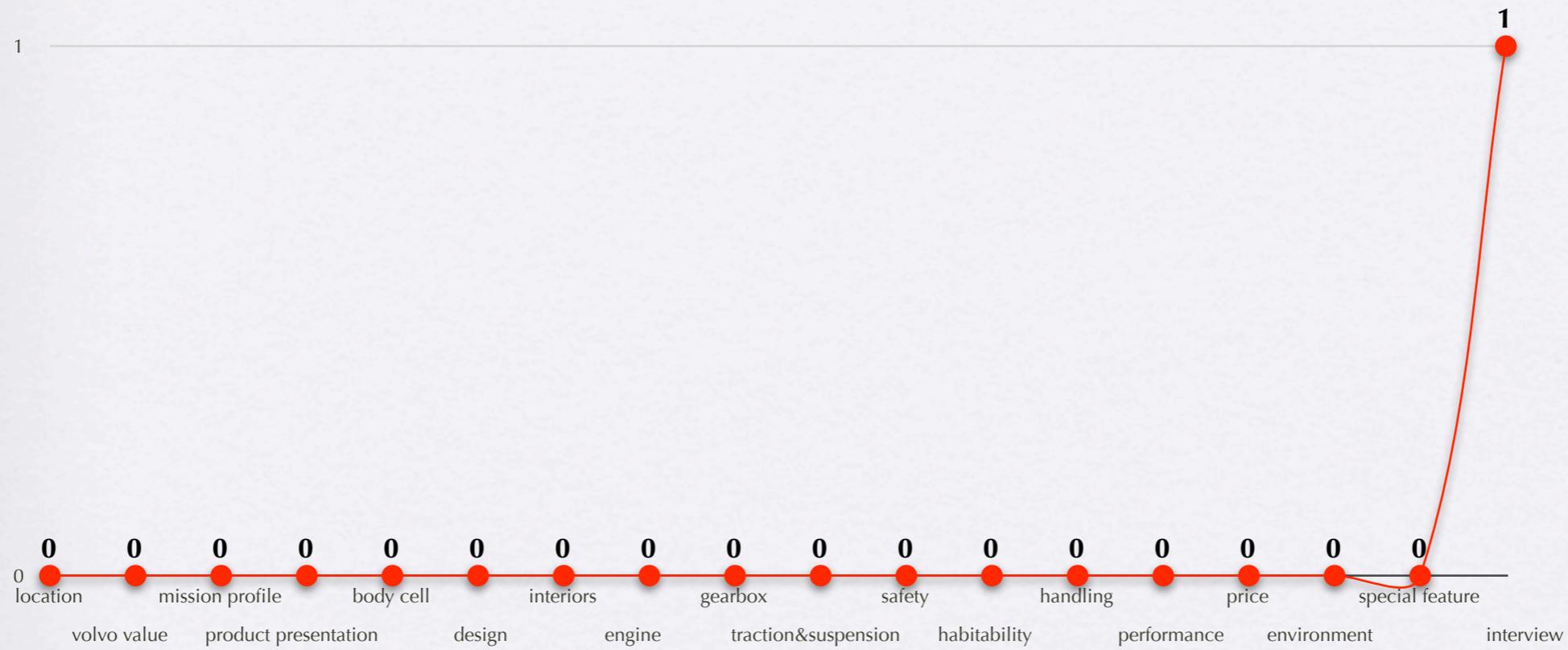
# AP Index OverAll, Mark 0 as N/A means not available in articles



● mark 0

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# AP Index OverAll, Mark -2 as Very Bad



● mark -2

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# AP Index OverAll, Mark -4 as Accusing

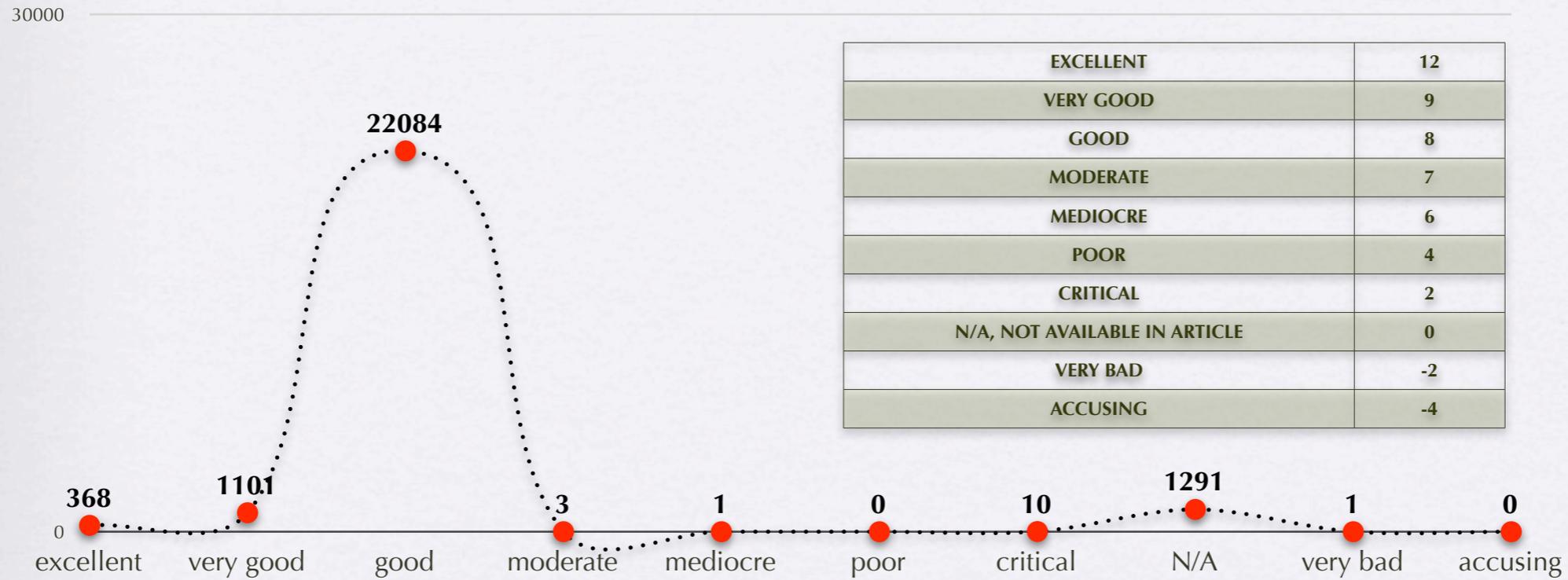
1



● mark -4

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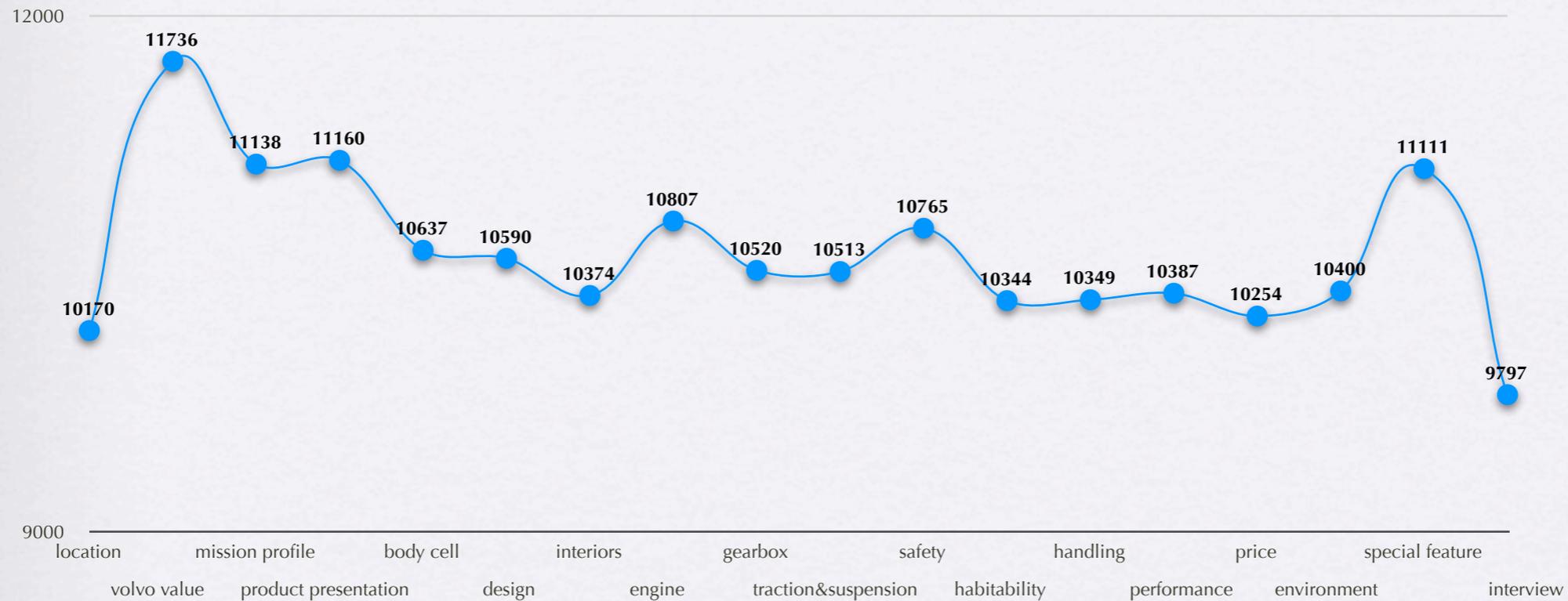
# AP Index OverAll, Mark Number



• mark nr.

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# AP Index OverAll, Hit's Item



● overall hit

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