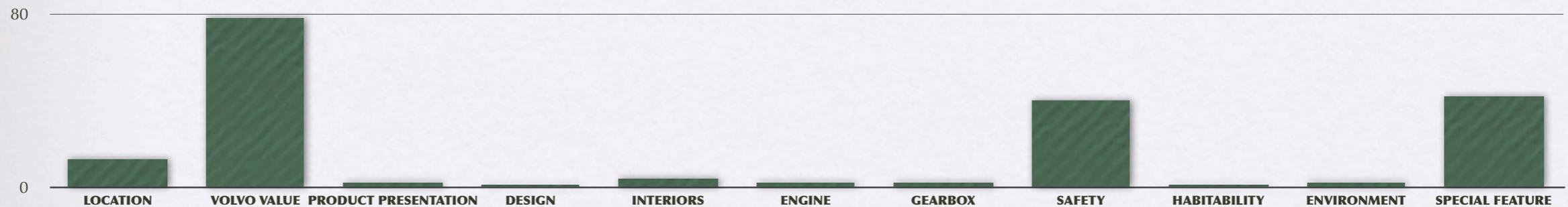


## AP Index **XC60**, Average Mark



## AP Index **XC60**, Mark 12, TopScore



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 by Quarter. **The referred database are based on 1,381 articles read.**

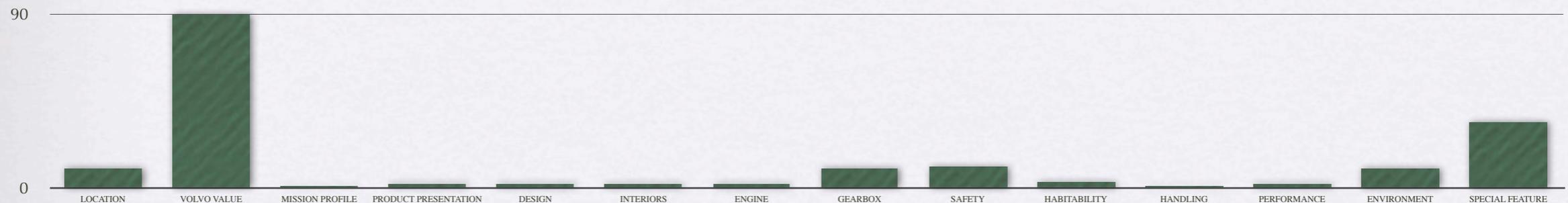
Press Review 2008, Product Analysis Item&Marks and Average Mark



## AP Index **CORPORATE OVERALL**, Average Mark



## AP Index **CORPORATE OVERALL**, Mark 12, TopScore



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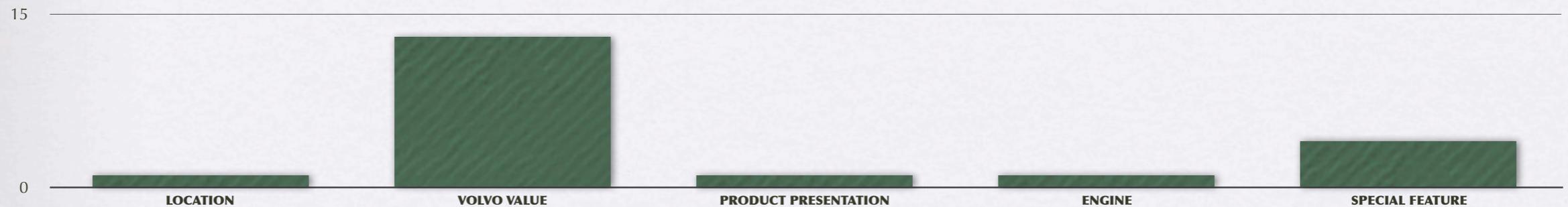
Press Review 2008, Product Analysis Item&Marks and Average Mark



## AP Index C30, Average Mark



## AP Index C30, Mark 12, TopScore



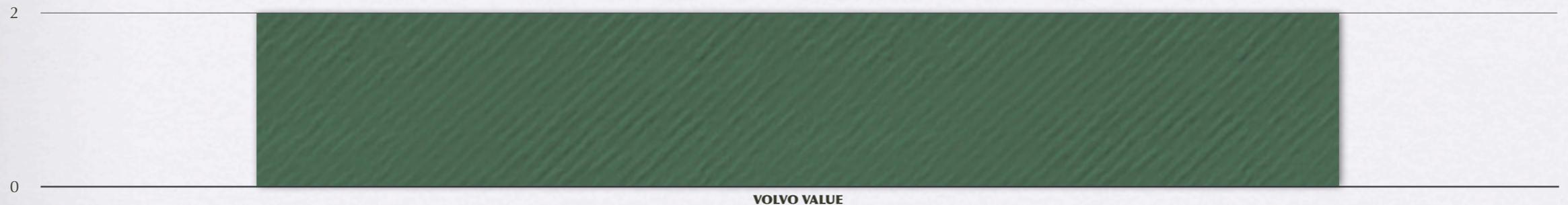
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## AP Index **C70**, Average Mark



## AP Index **C70**, Mark 12, TopScore



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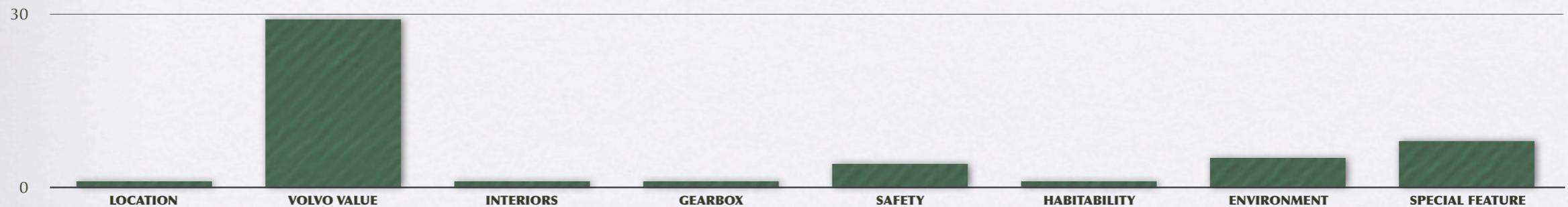
Press Review 2008, Product Analysis Item&Marks and Average Mark



## AP Index **CORPORATE**, Average Mark



## AP Index **CORPORATE**, Mark 12, TopScore

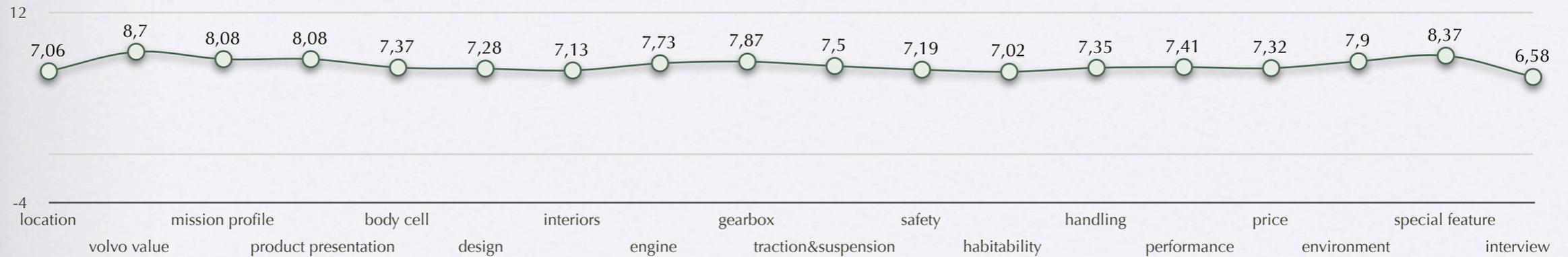


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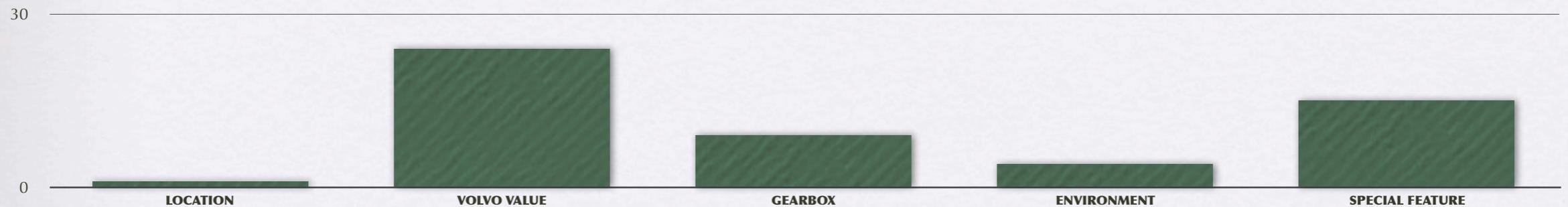
Press Review 2008, Product Analysis Item&Marks and Average Mark



## AP Index **S40 - V50**, Average Mark



## AP Index **S40 - V50**, Mark 12, TopScore



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



## AP Index **S80**, Average Mark



## AP Index **S80**, Mark 12, TopScore



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## AP Index **V70**, Average Mark



## AP Index **V70**, Mark 12, TopScore



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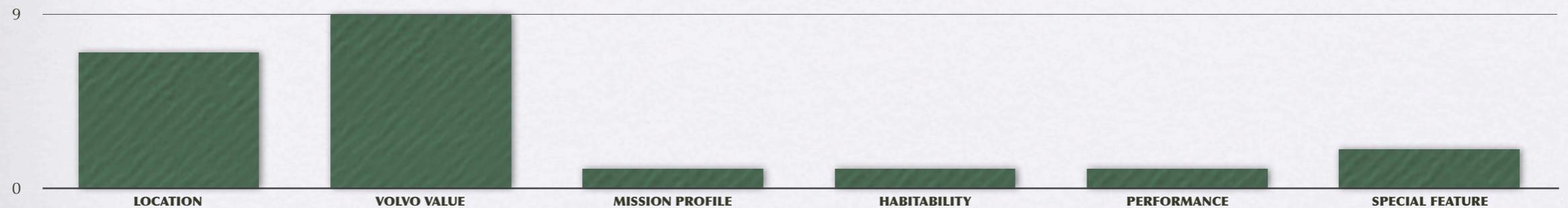
Press Review 2008, Product Analysis Item&Marks and Average Mark



## AP Index **XC70**, Average Mark



## AP Index **XC70**, Mark 12, TopScore



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



## AP Index **XC90**, Average Mark



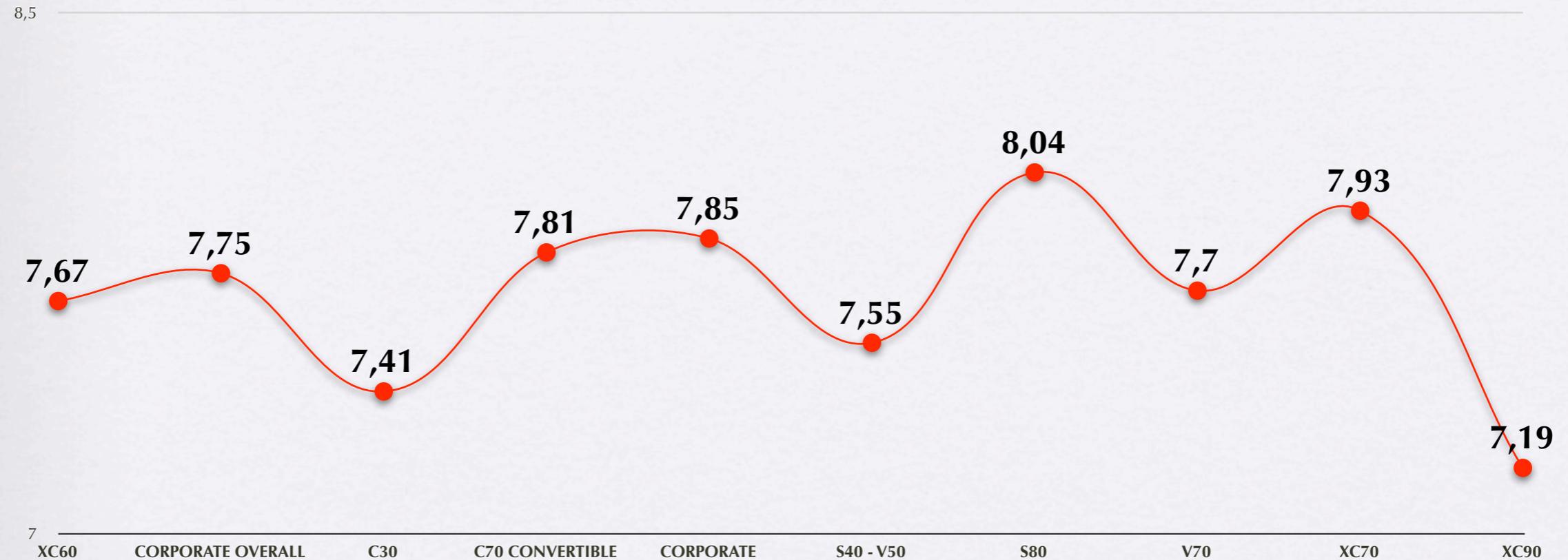
## AP Index **XC90**, Mark 12, TopScore



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# AP Index **OVERALL**, Average Mark



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 by Quarter. **The referred database are based on 1,381 articles read.**

