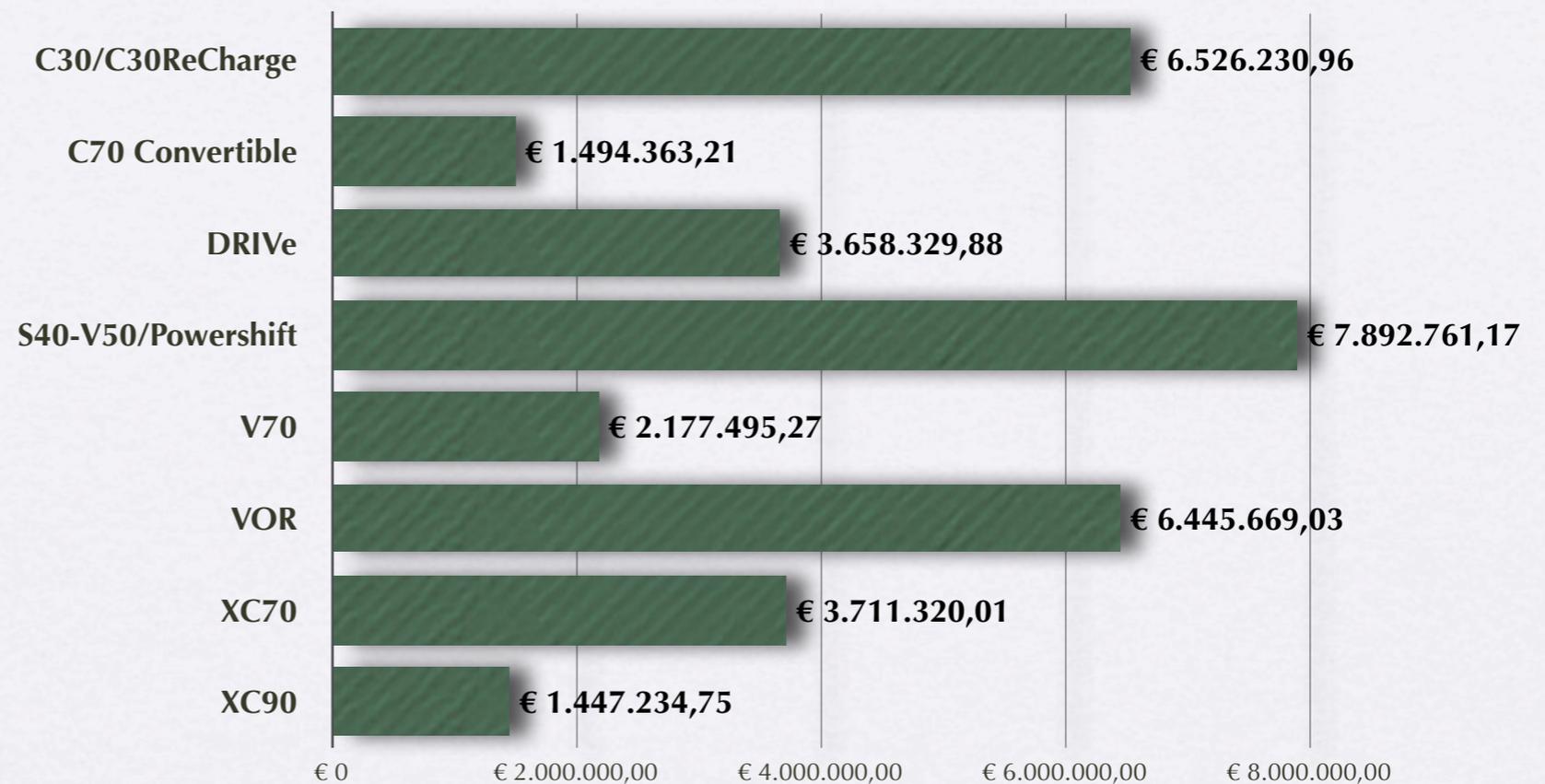


This chart display Media Space Value for Corporate model line in press review 2008. Corporate included Volvo C30 and C30 ReCharge, Volvo C70 Convertible, Volvo S40 and V50, all version, Volvo V70, Volvo S80, Volvo XC70 and XC90 and all national plus international PR Activities. In this chart the MSV may be different by other chart because to calculate the article/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 record for model line economic result: one record for Model1 and another record for Model2.



■ MSV 2008

MediaSpaceValue 2008, Model Share

