

VOLVO AUTO ITALIA

Pubbliche Relazioni



2008 PRESS REVIEW & CLIPPING ANALYSIS

L'andamento della pubblicazione di articoli per Volvo ha avuto una importante accelerazione nel Quarter Four. Il numero di articoli rilevato nel trimestre ottobre - dicembre supera di gran lunga il totale delle pubblicazioni rilevate nel corso dei tre quarter precedenti. L'impulso è stato generato dalle attività di pubbliche relazioni e comunicazione relative al nuovo modello XC60.

Nella valutazione comparativa con le tre competitor di riferimento prese in esame XC60 raggiunge un risultato di copertura simile a quello ottenuto da Mercedes GLK e migliore di quello di Audi Q5. Insignificante la presenza di BMW X3.

Il risultato economico, identificato nelle tavole on line con l'acronimo MSV, (Media Space Value) è superiore al 2007 seppure il numero di articoli pubblicati sia inferiore. L'analisi della rassegna stampa ha individuato questo miglior risultato economico come un successo raggiunto per il maggior valore degli spazi relativi alle pubblicazioni ottenute con la presenza sui quotidiani.

I numeri, riportati nella home page, sono 90,65 milioni di euro per 1.772 articoli pubblicati. Il Quarter 4 con un valore degli spazi rilevato superiore a 42 milioni di euro rappresenta quasi il cinquanta per cento della valutazione complessiva del 2008.

In sintesi, i Quarter 1, 2 e 3 mostrano un risultato economico inferiore, o di poco superiore, ai 15 milioni ciascuno. Per il dettaglio si rimanda alla pagina Clippings Analysis, in particolare alla slide Volvo OverAll 2008.

La Volvo XC60 presentata dagli articoli pubblicati da quotidiani e periodici è stata descritta come la punta di diamante di Volvo, icona della casa, per i suoi contenuti di sicurezza, di compatibilità ambientale e per la eccellente dinamica di marcia.

Gli altri modelli della gamma Volvo, in ogni articolo pubblicato, sono stati sempre descritti con un profilo di eccellenza confermando l'elevato status tecnologico proprio della Marca.

L'estensore delle note rimanda alle tabelle di questo Studio 2008 ed alla valutazione analitica disponibile on line nella sezione Clippings Analysis per il necessario approfondimento dei contenuti relativi.

MediaSpaceValue 2008

90,65 Euro Millions

1.772 articles

Overall Space Value concerning Volvo
during the 2008 year.

Newspapers, magazine and internet
classification are included in the Report.



		ARTICLES, NR.	COVER NR. with cover recall	MEDIA SPACE VALUE EURO MILLION	CIRCULATION	DIFFUSION	READERSHIP AVERAGE DAY
Report 2008, Quarter	Quarter 1	373	16	€ 17.224.426,91	70.205.192	59.091.774	257.404.676
	Quarter 2	321	10	€ 15.195.526,12	65.575.353	57.650.751	255.201.868
	Quarter 3	359	8	€ 15.797.464,15	74.692.351	57.829.118	270.094.816
	Quarter 4	719	20	€ 42.439.878,00	142.531.174	113.445.180	512.451.984
	Overall	1.772	54	€ 90.657.295,18	353.004.070	288.016.823	1.295.153.344
Overall 2008 vs 2007	Share 2008 vs 2007	-11%	-24%	7,2%	-6,7%	-4,1%	-6,3%
	Delta	-219	-17	€ 6.033.078,18	-25.466.883	-12.281.663	-87.539.900
	Report 2008	1.772	54	90.657.295,18	353.004.070	288.016.823	1.295.153.344
	Report 2007	1.991	71	€ 84.624.217,00	378.470.953	300.298.486	1.382.693.244
	Report 2006	2.162	71	€ 88.279.174,76	379.397.349	292.235.219	1.282.871.628
	Report 2005	1.382	49	€ 45.958.928,28	214.872.894	167.359.717	813.593.757

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Note
italiano



Note per la consultazione

Nelle tavole seguenti sono riportate alcune informazioni utili per una rapida consultazione della AreaWeb costruita per Volvo Auto Italia all'interno della quale sono conservati gli archivi delle Rassegne Stampa.

Con la definizione **"The Edicola"** si intende la sezione che riunisce le immagini delle pagine dei giornali.

Con la definizione **"Clipping Analysis"** si intende la sezione che riunisce tutte le tavole degli studi di valorizzazione della Rassegna Stampa e della analisi dell'articolo finalizzata alla fotografia del modo in cui è stata presentata l'automobile Volvo ai lettori.

Nell'AreaWeb sono consultabili tutte le Rassegne Stampa: dalla home page 2008 attualmente on line attraverso il collegamento "Archive" sono raggiungibili tutti gli studi a partire dall'anno 2000/2001.

Nella home page 2008 sono stati inseriti i campi di ricerca per "Heading Name" e "Date" utili per la immediata visualizzazione degli articoli per i quali è richiesta la lettura.

Il **"Reference Book"** all'interno dell'area **"Dashboard"** nella home page è un pannello di controllo abilitato alla consultazione del database per le analisi di valorizzazione personalizzate. Per informazioni più dettagliate si rimanda alle tavole successive di questo volume.

La pagina **"Clipping Analysis"** contiene il collegamento alla sezione **"Item&Mark Database"**, un'area della Rassegna Stampa 2008 all'interno della quale sono archiviate tutte le "pagelle" ("SchoolReport") pubblicate dalle principali riviste, e quando presenti anche dai quotidiani, attribuite alle automobili Volvo. Nell'archivio sono conservate tutte le pagelle pubblicate negli anni 2007 e 2008 anche se NON riconducibili ad un modello Volvo.

A seguire le note esplicative delle pagine citate.



Indirizzo & Password

dominio

<http://www.engineerreview.com>

password

ronniejamesdio



Clipping Analysis

LA ANALISI DELLA RASSEGNA STAMPA 2008. PER OGNI TITOLO DELL'ELENCO SOTTOSTANTE (in area web) E' PUBBLICATO UN FILE IN FORMATO .pdf, IN ALCUNI CASI COMPOSTO DA PIU' DI UNA TAVOLA ILLUSTRATIVA.

PER OGNI FILE .pdf E' DISPONIBILE, CON RICHIESTA, UNA ANIMAZIONE IN FORMATO Apple KeyNote, ED UN FILE IN FORMATO Apple QuickTime.

QUALORA IL LETTORE ABBIA DESIDERIO DI SPECIFICI APPROFONDIMENTI POTRA' SEGNALARE LA RICHIESTA ALL'UFFICIO STAMPA.

Elenco tavole(*):

MEDIA SPACE VALUE 2008, TABLE+GRAPH
MEDIA SPACE VALUE MODEL SHARE
MEDIA SPACE VALUE LINE CORPORATE
MEDIA SPACE VALUE QUARTER
MEDIA SPACE VALUE MAJOR HEADINGS
PORTRAIT ON MEDIA
ISSUED BY DATE
ARTICLES NUMBER
TOP TEN IQ INDEX
TOP TEN AP INDEX
PRODUCT ANALYSIS AVERAGE MARK
PRODUCT ANALYSIS LINE
COMPETITOR, BRAND
COMPETITOR, MODEL
PHOTO VIEW
ITEM VOLVO IN ARTICLES

() argomenti primari, nella pagina sono attivi link a più tavole esplicative dello stesso soggetto di analisi.*



Reference Book

LA PAGINA "REFERENCE BOOK" PERMETTE L'ESPLORAZIONE ANALITICA DELLA RASSEGNA STAMPA PER L'ASPETTO DELLA VALORIZZAZIONE DEGLI SPAZI, MEDIA SPACE VALUE.

ATTRAVERSO LA SELEZIONE DELLE PREFERENZE, IMPOSTATE CON I MENU A DISCESA, I CAMPI ED I FLAG, E' DEFINITO L'AMBITO DI RICERCA DELLA VALORIZZAZIONE.

IL PULSANTE "COUNT" (E PER GLI AUTORI "VIEW") ATTIVA LA RICHIESTA GENERANDO LA RISPOSTA NEI CAMPI, A DESTRA DELLA PAGINA, "Articles Nr.", "Media Space Value Euro", "Circulation", "Diffusion" E "Readership Average Day".

**L'AMBITO DI RICERCA E' TOTALE PER IL 2009 (Q1)*
E PER IL QUARTER 4 2008.**

**I PERIODI ANTECEDENTI, 2007 E 2008 QUARTER 1, 2 E 3,
NON SONO, AL MOMENTO, CONSULTABILI CON IL SERVIZIO
"REFERENCE BOOK".**

**QUESTI PERIODI DI TEMPO, TUTTAVIA, SONO DISPONIBILI
IN MODO COMPLETO PER QUANTO RIGUARDA L'ESPLORAZIONE
DELLA RASSEGNA STAMPA CON I CRITERI SINO AD OGGI
APPLICATI DI ARCHIVIO DEGLI ARTICOLI.**

()Nella rassegna 2008 fino alla disponibilità on line della 2009*



Item&Mark Database, **School Report!**

LA PAGINA "SCHOOL REPORT" PERMETTE LA LETTURA DELLE "PAGELLE" PUBBLICATE DALLE PRINCIPALI TESTATE SPECIALIZZATE. SONO POSSIBILI RICERCHE PER I CAMPI DI INTESTAZIONE DELLA COLONNA COSI' DA POTER EFFETTUARE LETTURE COMPARATE.

SONO QUI (in areaweb) RIPORTATE TUTTE LE VALUTAZIONI ATTRIBUITE A TUTTI I MODELLI SOTTOPOSTI A TEST PER I QUALI E' STATO ESPRESSO UN GIUDIZIO DI VALUTAZIONE IN STELLE (es. QUATTORRUOTE), VOTO (es. AUTO), POSITIVO O NEGATIVO (es. AUTO OGGI).

IL DATABASE RACCOGLIE TUTTI I MODELLI VOLVO E TUTTI I MODELLI DI TUTTI I COSTRUTTORI PER I QUALI SIA STATA PUBBLICATA UNA VALUTAZIONE ESPRESSA NEL FORMATO "PAGELLA". ANCHE QUEI MARCHI E QUEI MODELLI **NON DIRETTAMENTE COMPETITOR DI VOLVO.**

EFFETTUARE LA SELEZIONE DELLE PREFERENZE COMPILANDO I CAMPI DI RICERCA. QUESTA SARA' TANTO PIU' SELETTIVA IN FUNZIONE DEL NUMERO DI INFORMAZIONI INSERITE.



RoadMap della RassegnaStampa

IN BREVE

Selezionare il Report o la Linea di Modello desiderata;

Accedere alla pagina The Edicola;

Selezionare la Testata;

Dalla pagina Testata accedere alla pagina articolo, 1 click sulla miniatura, il testo è leggibile.

Nella pagina The Edicola dei Report è possibile leggere le tabelle relative ai dati di analisi del Quarter;

Nella pagina The Edicola è possibile modificare il tipo di vista e l'ordinamento delle colonne nel layout cliccando sulla intestazione di colonna.

Clipping Analysis, dalla home selezionare il collegamento, nella pagina scegliere in base al titolo l'argomento desiderato; il file è leggibile con Acrobat Reader.

APPROFONDIMENTO

In home

0. The Edicola, l'archivio degli articoli, ManagementSummary, le osservazioni, ClippingsAnalysis, Volvo sui giornali.

1. gli articoli per trimestre, click per selezionare la destinazione

2. gli articoli per linea di modello, click per selezionare la destinazione

3. The DashBoard, la consultazione dei dati

4. The HandBook, per sapere di più

Informazioni per la consultazione della Rassegna Stampa 2008

L'analisi della Rassegna Stampa Volvo Edizione 2009 propone alcuni cambiamenti apportati alla struttura on line per facilitarne la consultazione e rendere disponibili un maggior numero di informazioni...

(segue on line)

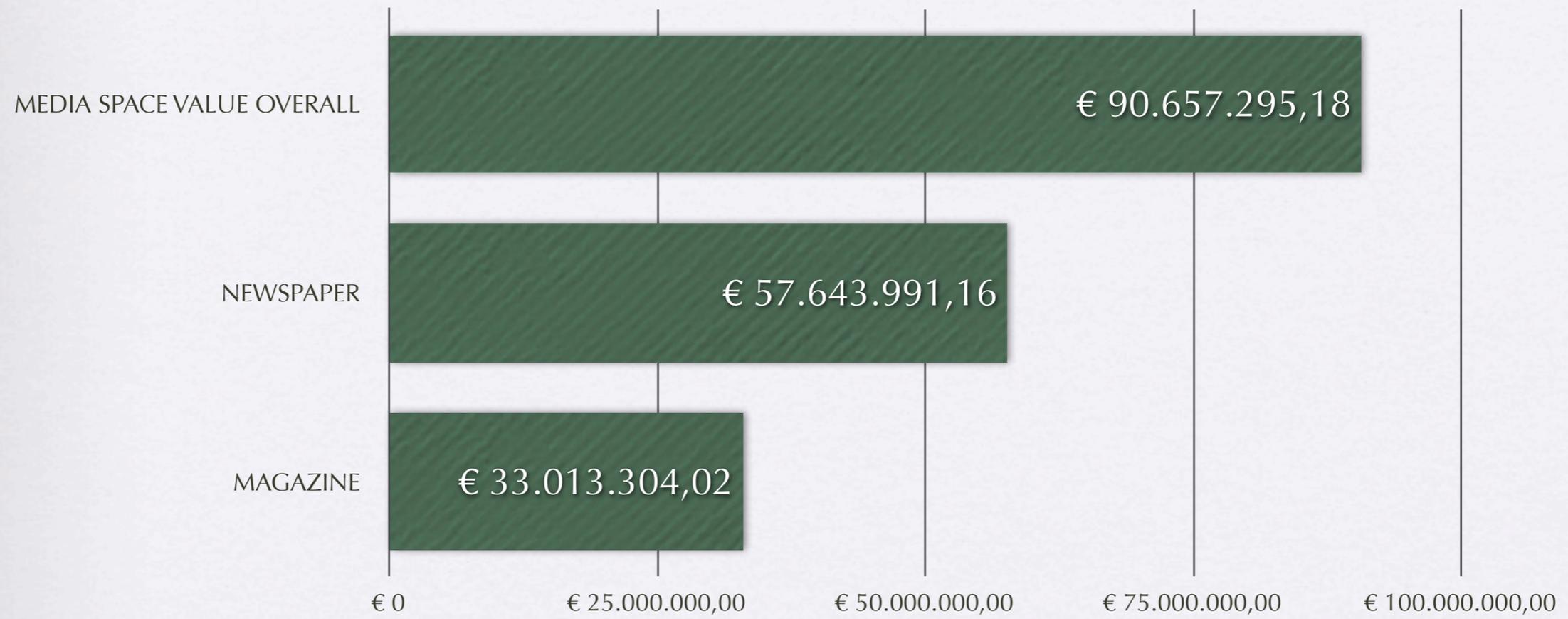
Per il testo completo si rimanda alla home page/link "**HANDBOOK**"

VOLVO AUTO ITALIA

Pubbliche Relazioni



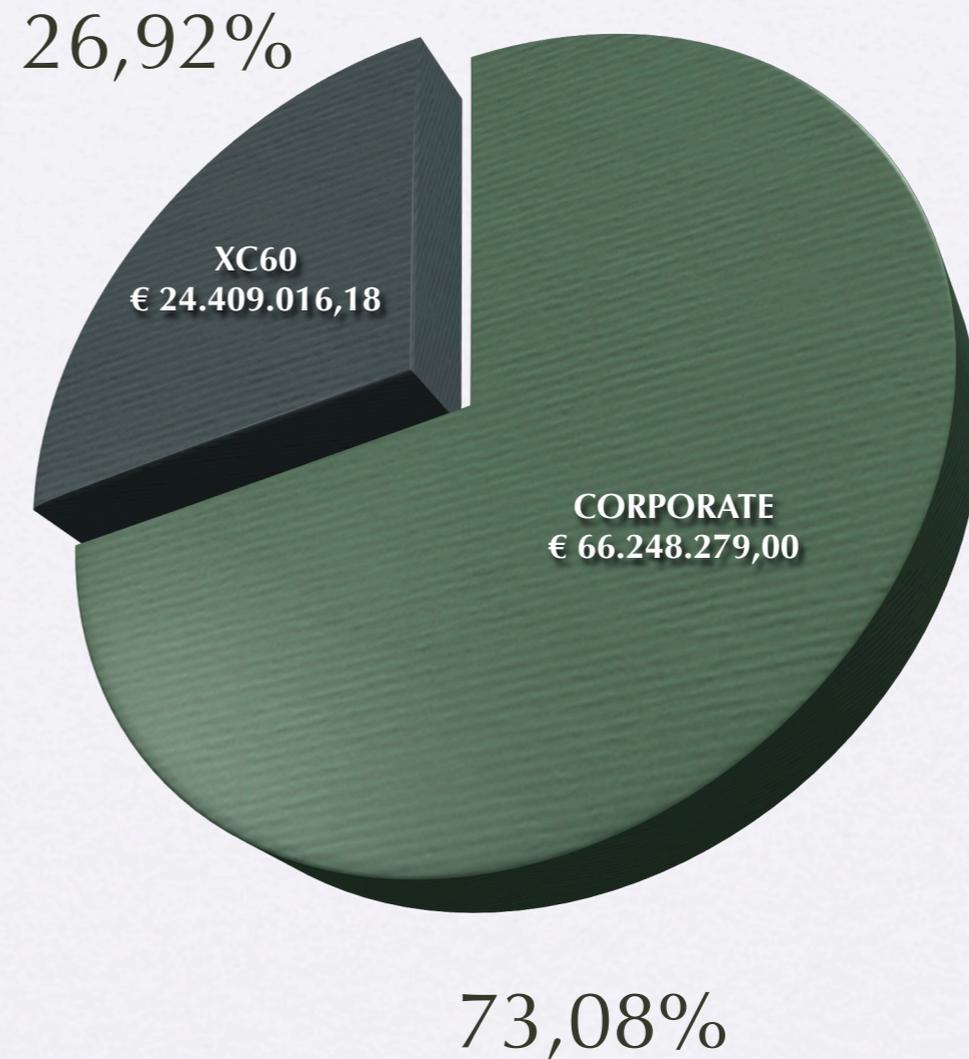
2008 Chart & Pie



■ EURO MILLION



This chart display Media Space Value for 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.

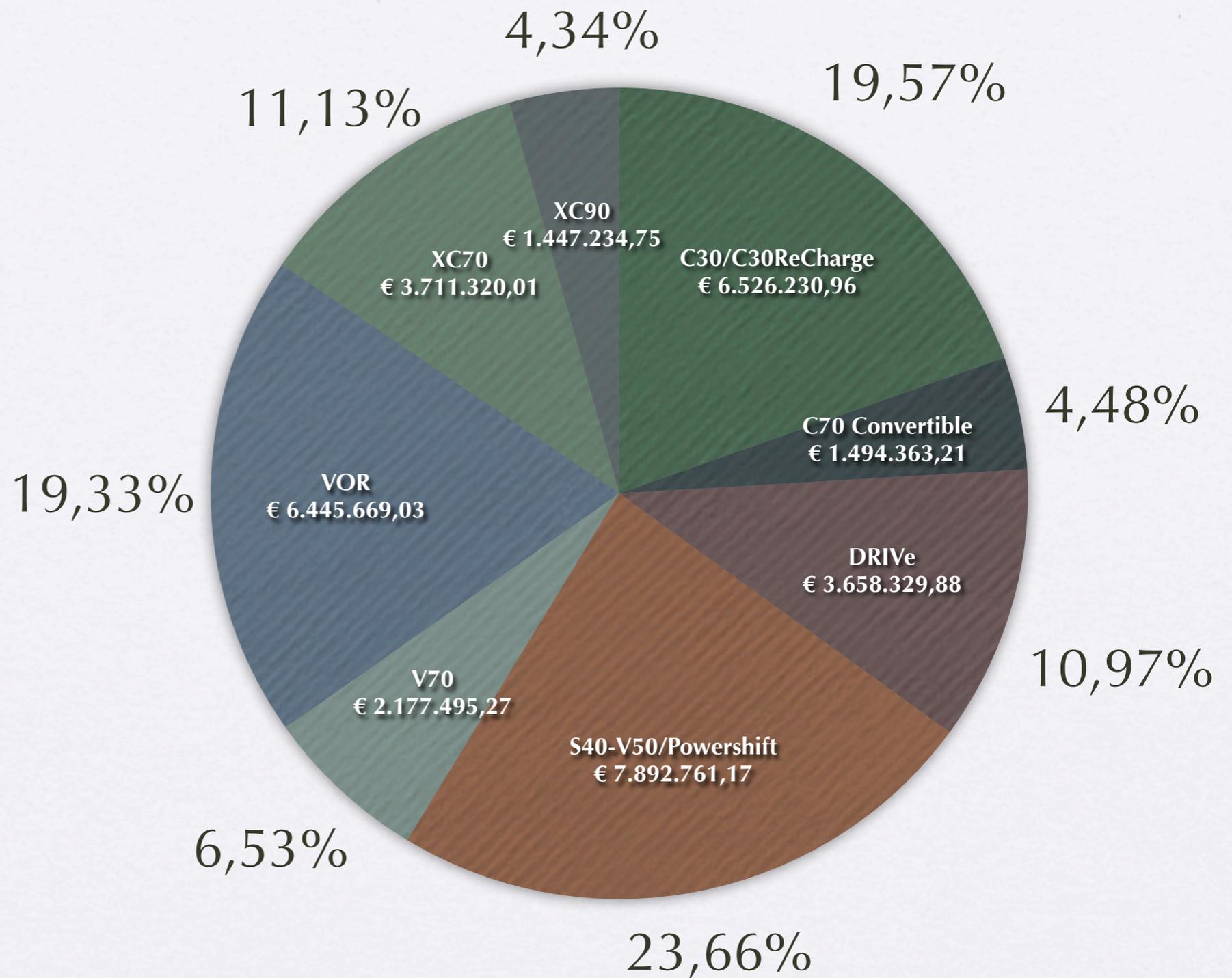


● CORPORATE

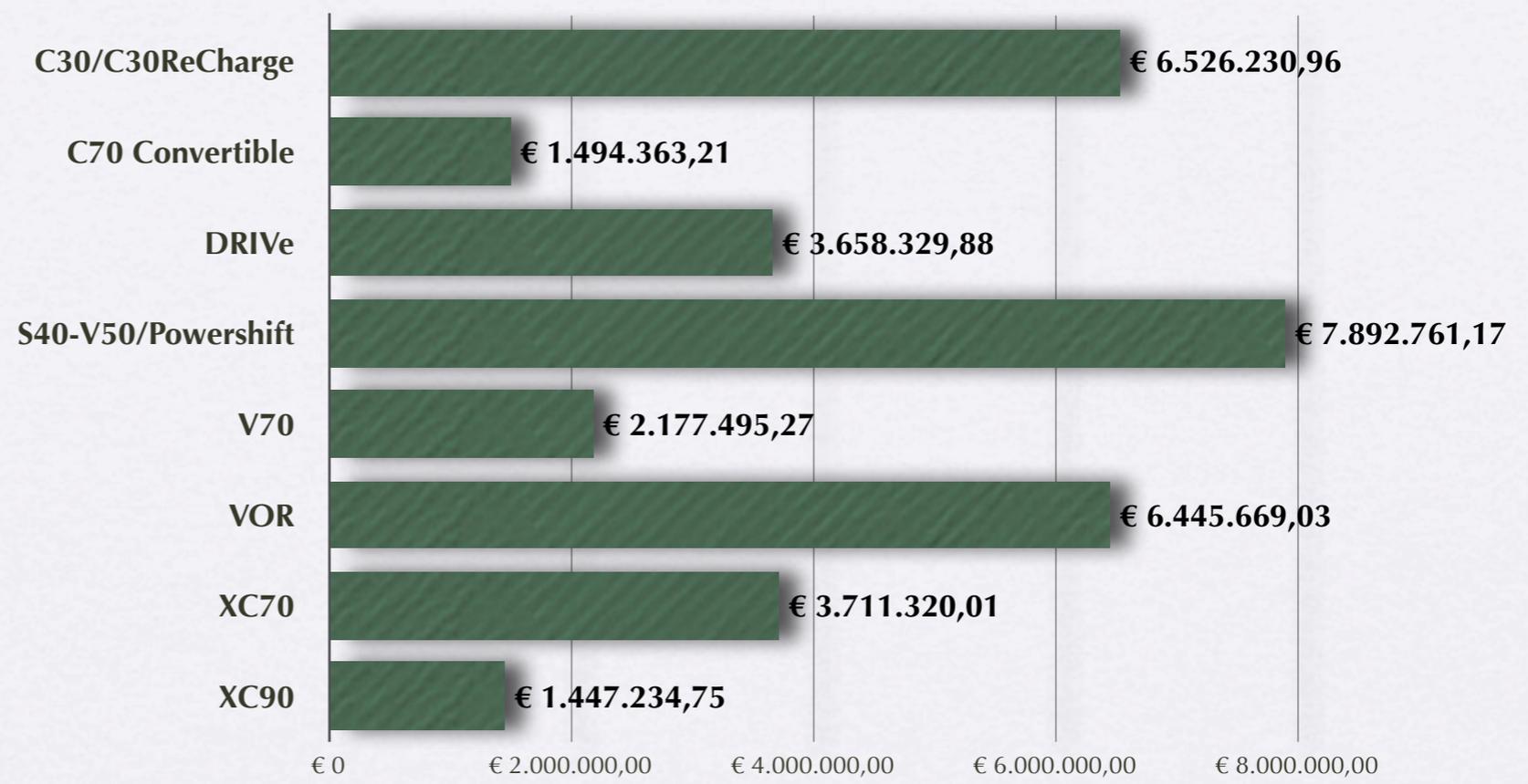
● XC60

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.

- C30/C30ReCharge
- C70 Convertible
- DRIVe
- S40-V50/Powershift
- V70
- VOR
- XC70
- XC90

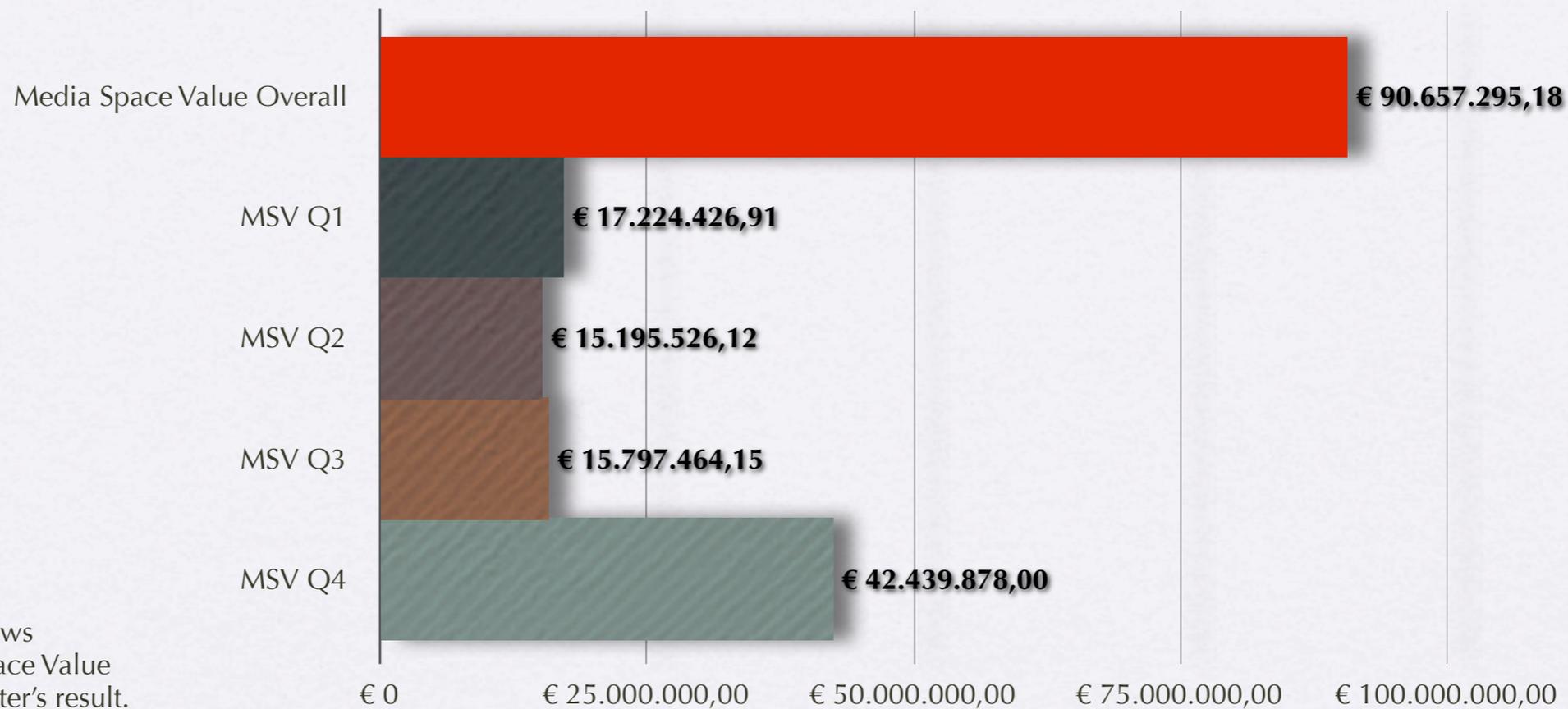


This chart display Media Space Value for Corporate model line in press review 2008. Corporate included Volvo C30 and C30 ReCharge, Volvo C70 Convertible, Volvo S40 and V50, all version, Volvo V70, Volvo S80, Volvo XC70 and XC90 and all national plus international PR Activities. In this chart the MSV 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

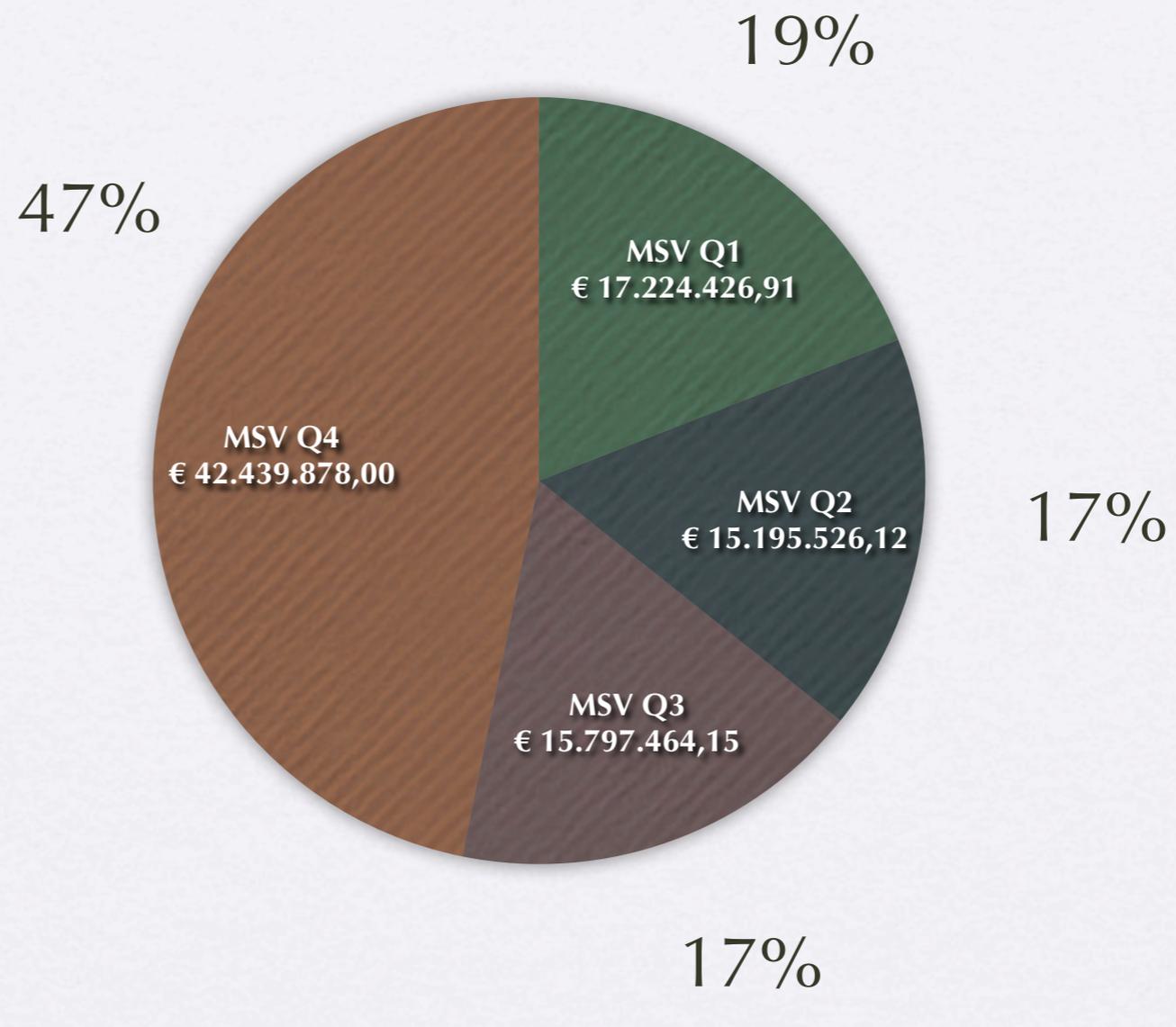
Euro Million



This chart shows the Media Space Value 2008 vs Quarter's result. The red column display Media Space Value Overall

- Media Space Value Overall
- MSV Q1
- MSV Q2
- MSV Q3
- MSV Q4

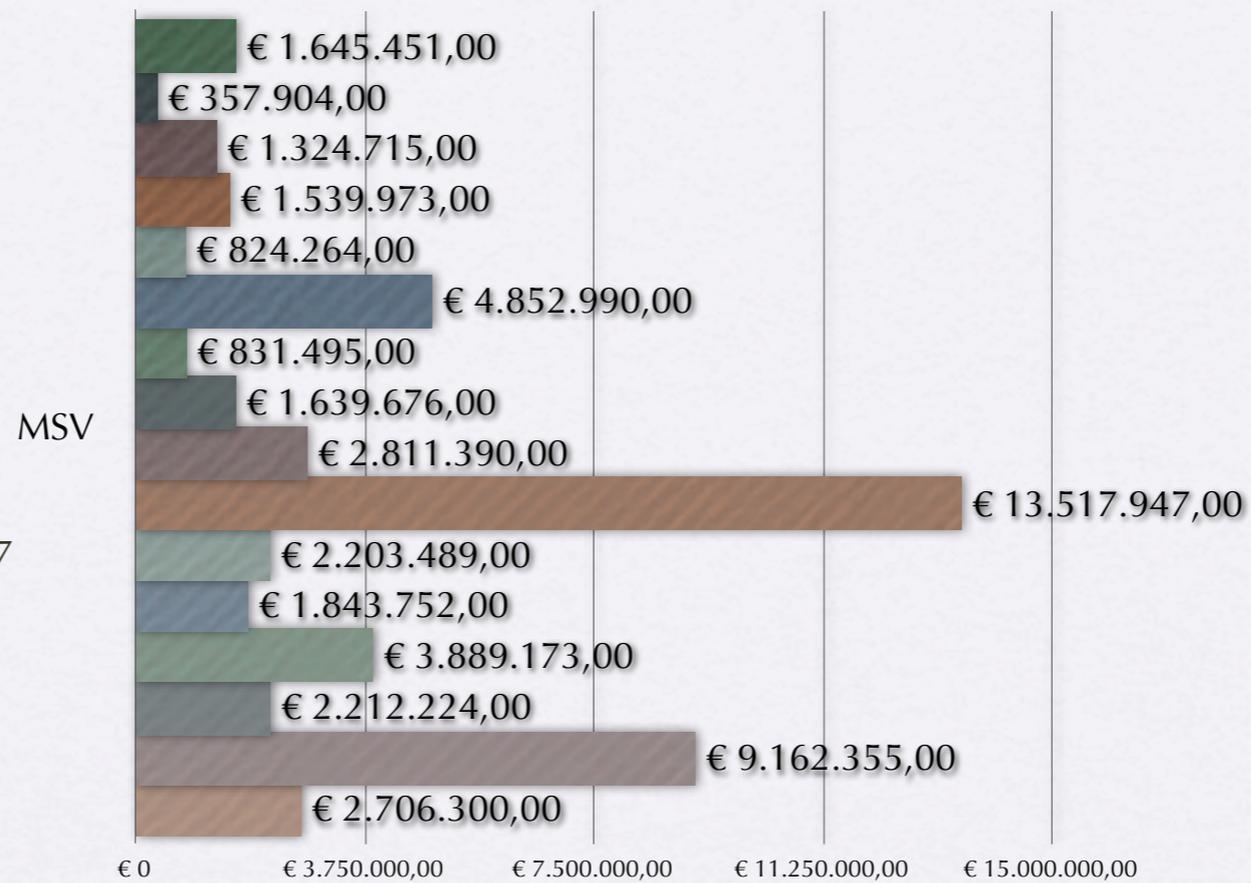




This chart show the Media Space Value by each 2008 Quarter

- MSV Q1
- MSV Q2
- MSV Q3
- MSV Q4

- Al Volante, 7
- AM Automese, 11
- Auto, 26
- Auto Oggi, 74
- Automobilismo, 27
- Corriere della Sera, 44
- Gente Motori, 21
- Il Giornale, 36
- Il Messaggero, 11
- Il Sole 24 Ore, 48
- La Gazzetta dello Sport, 37
- La Mia Auto, 43*
- La Repubblica, 28
- La Stampa, 13
- QN, G.R.N., 22
- Quattroruote, 40



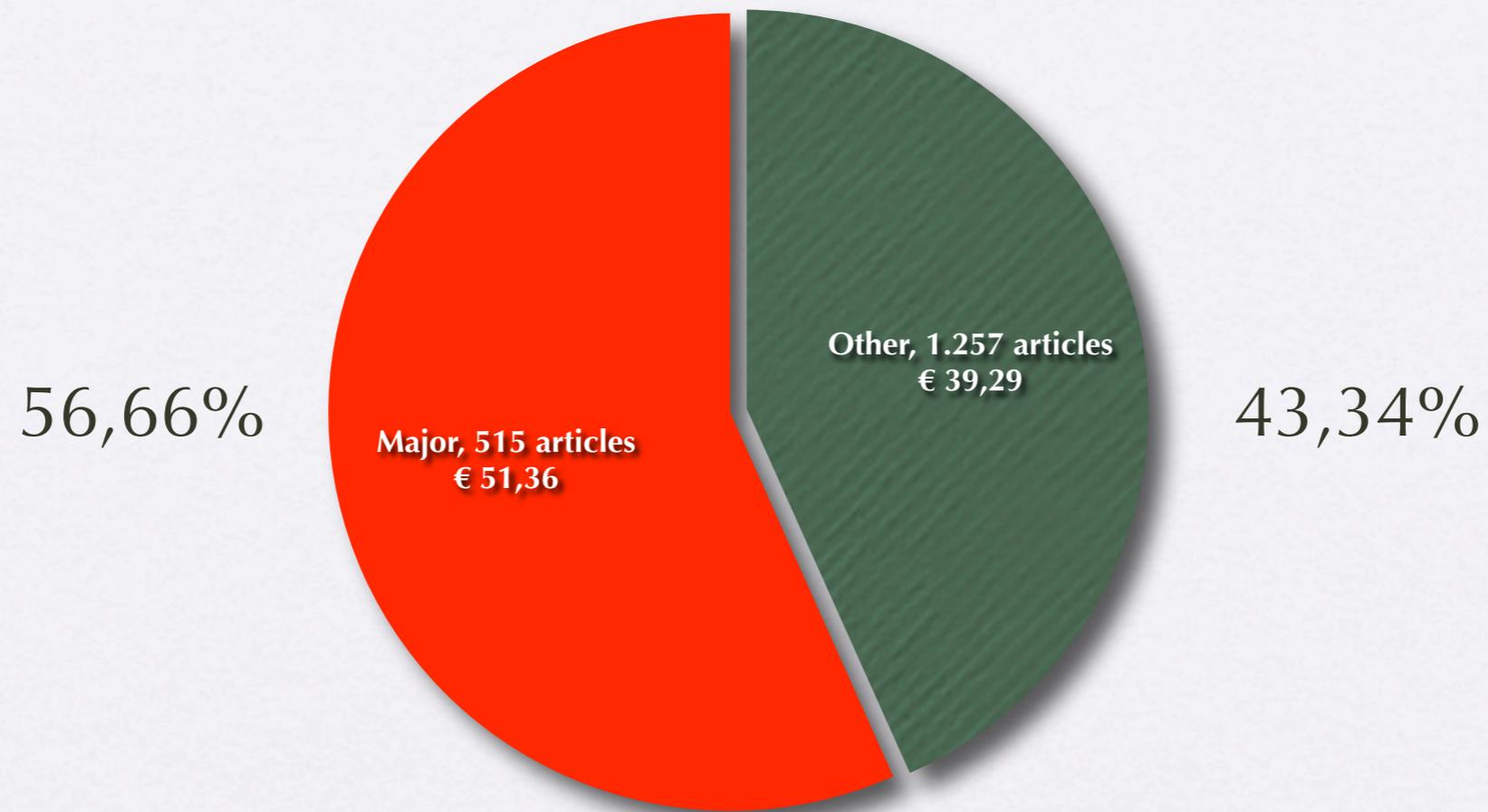
Major Italian newspapers and magazines: number of published articles by each heading and issues overall value. Please remember, the article's number follow the heading name in leggenda.

* With La Mia Auto 4x4 articles



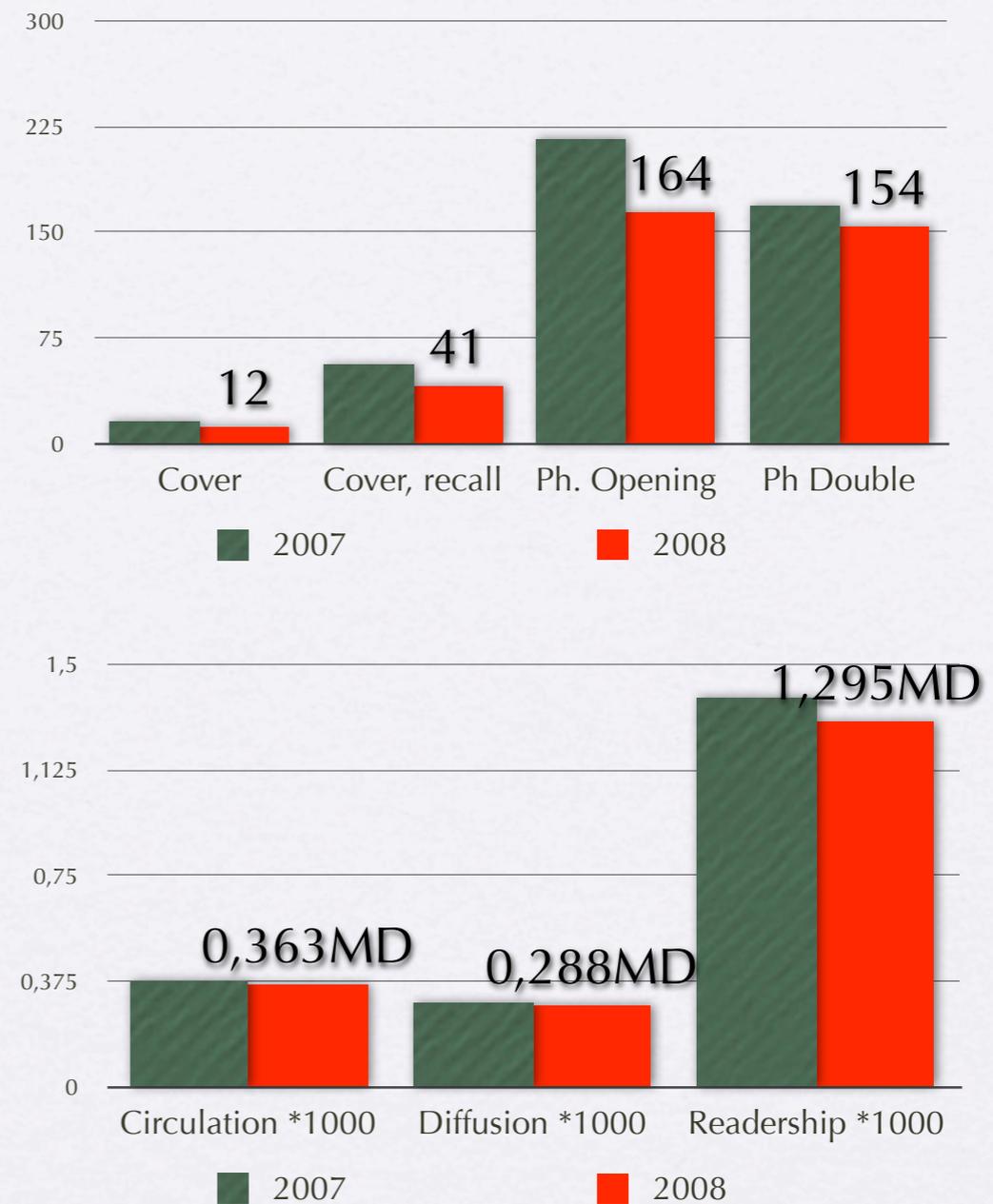
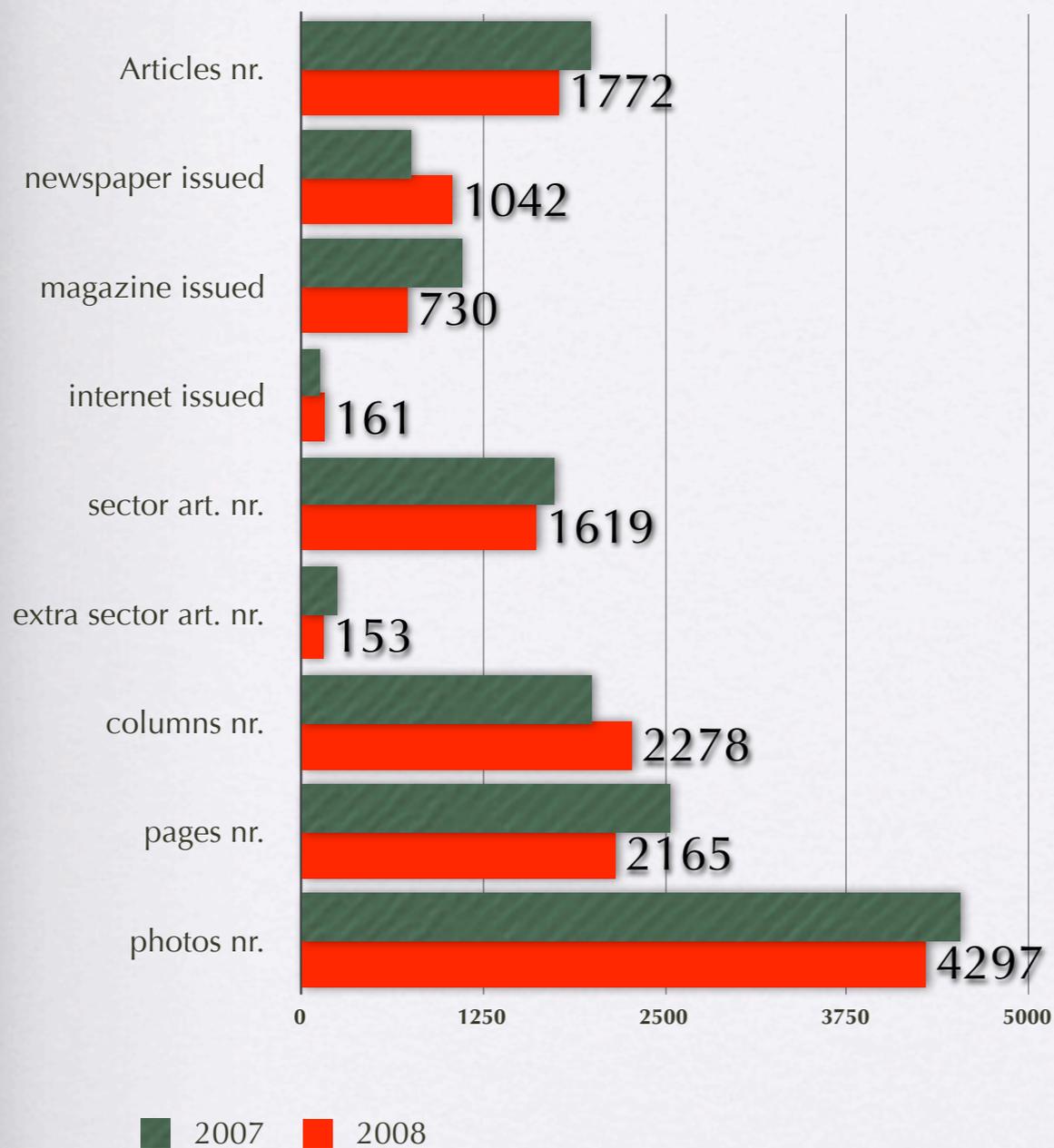
- OverAll, 1.772 articles
- Other, 1.257 articles
- Major, 515 articles

Major italian newspapers and magazines:
the chart display Media Space Value and articles number vs overall



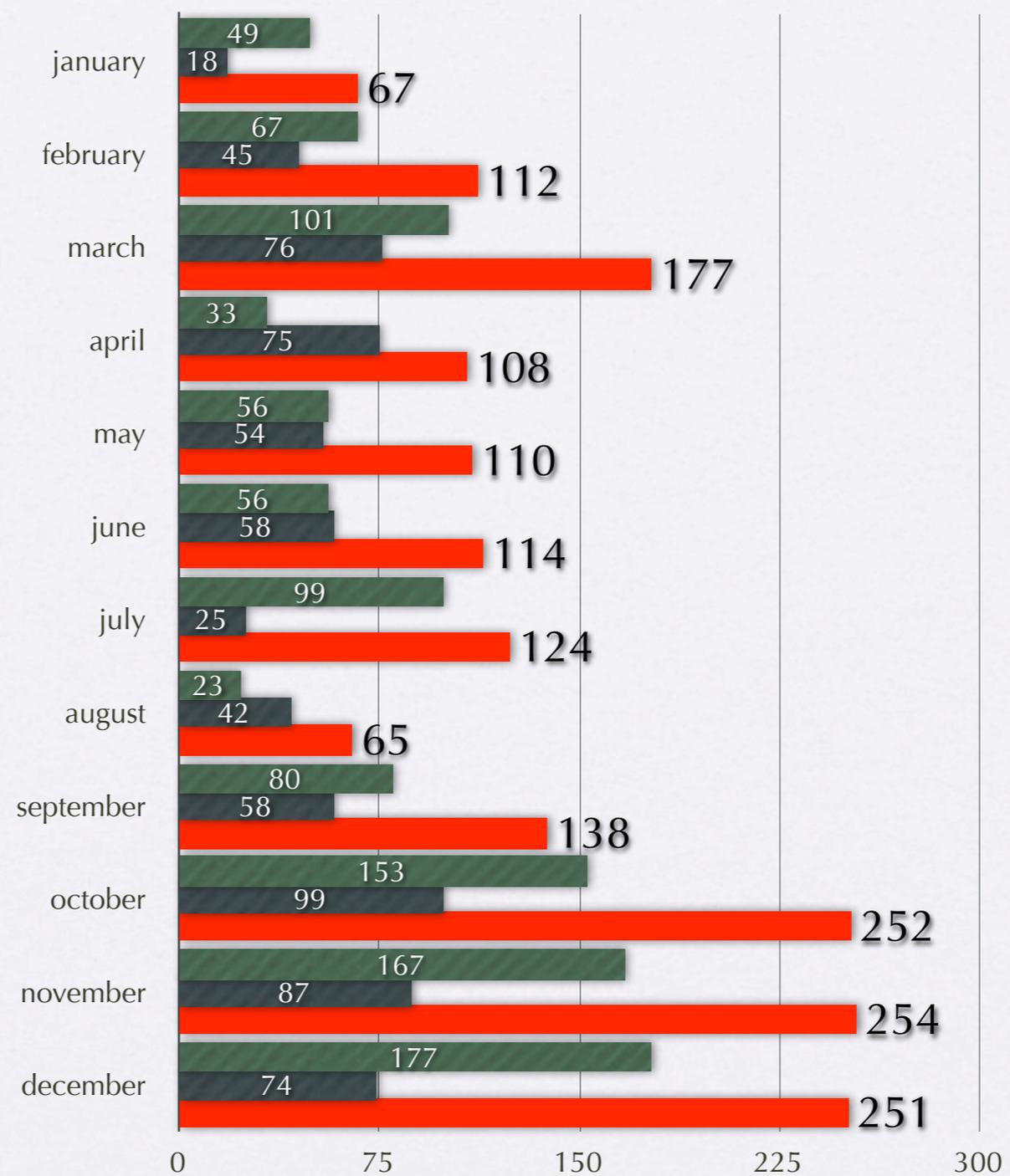
- Other, 1.257 articles
- Major, 515 articles

Major italian newspapers and magazines:
 the chart display Media Space Value, articles number
 and percentage vs Others.



A portrait of Volvo 2008 Press Review: number of articles, covers, columns (newspapers), pages (magazines), photos (b&w plus colour) number of opening articles photos, double pages photos. Data refer to one column for newspaper and one page for magazine.

* Please note that the newspaper issued number include the internet published: this one we intend as a split.

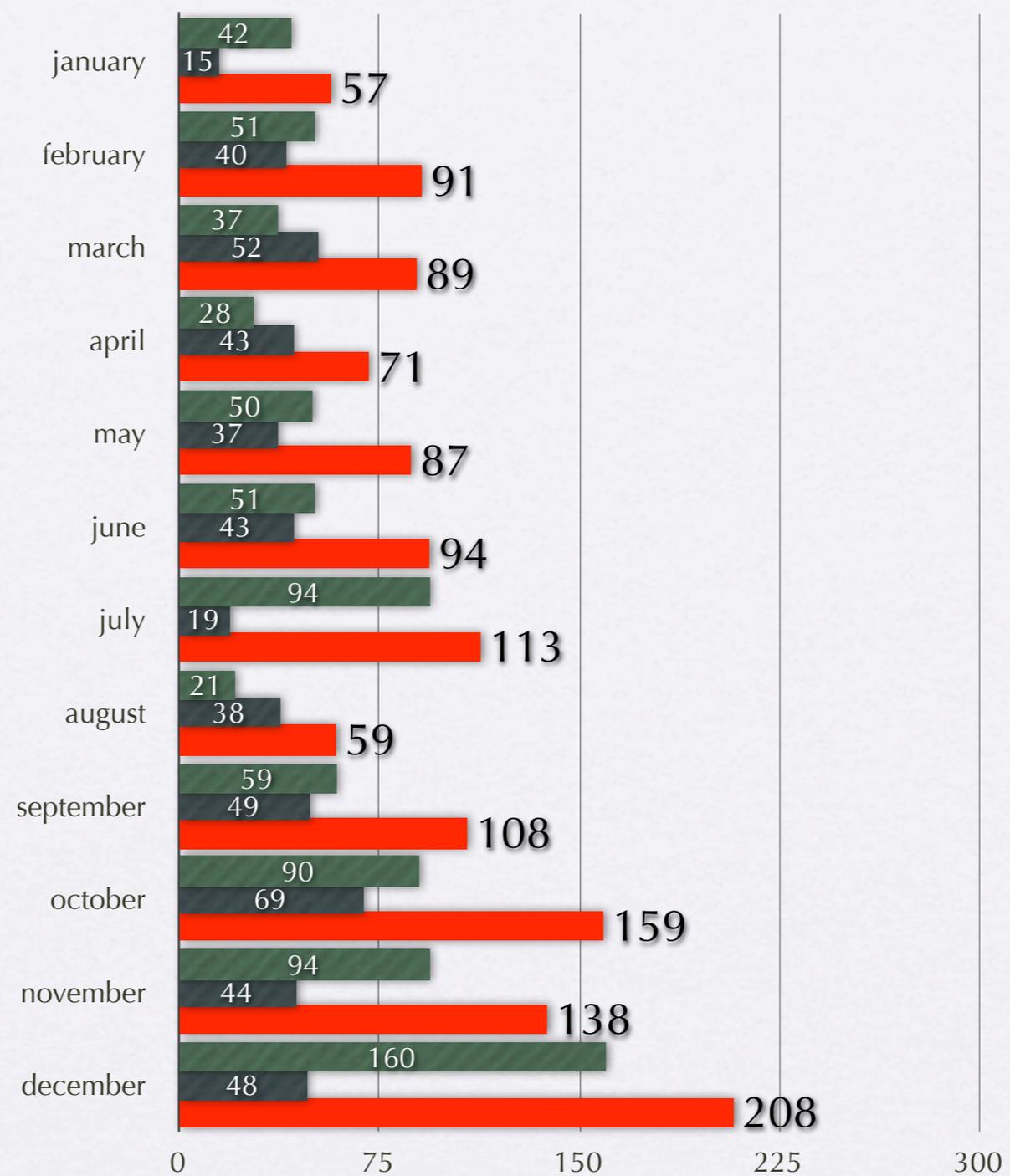


- Newspapers
- Magazine
- Overall

This chart show issued for overall press review line by newspapers and magazines for each month during 2008 year.

Press Review 2008, Newspapers & Magazine, Issued by Date



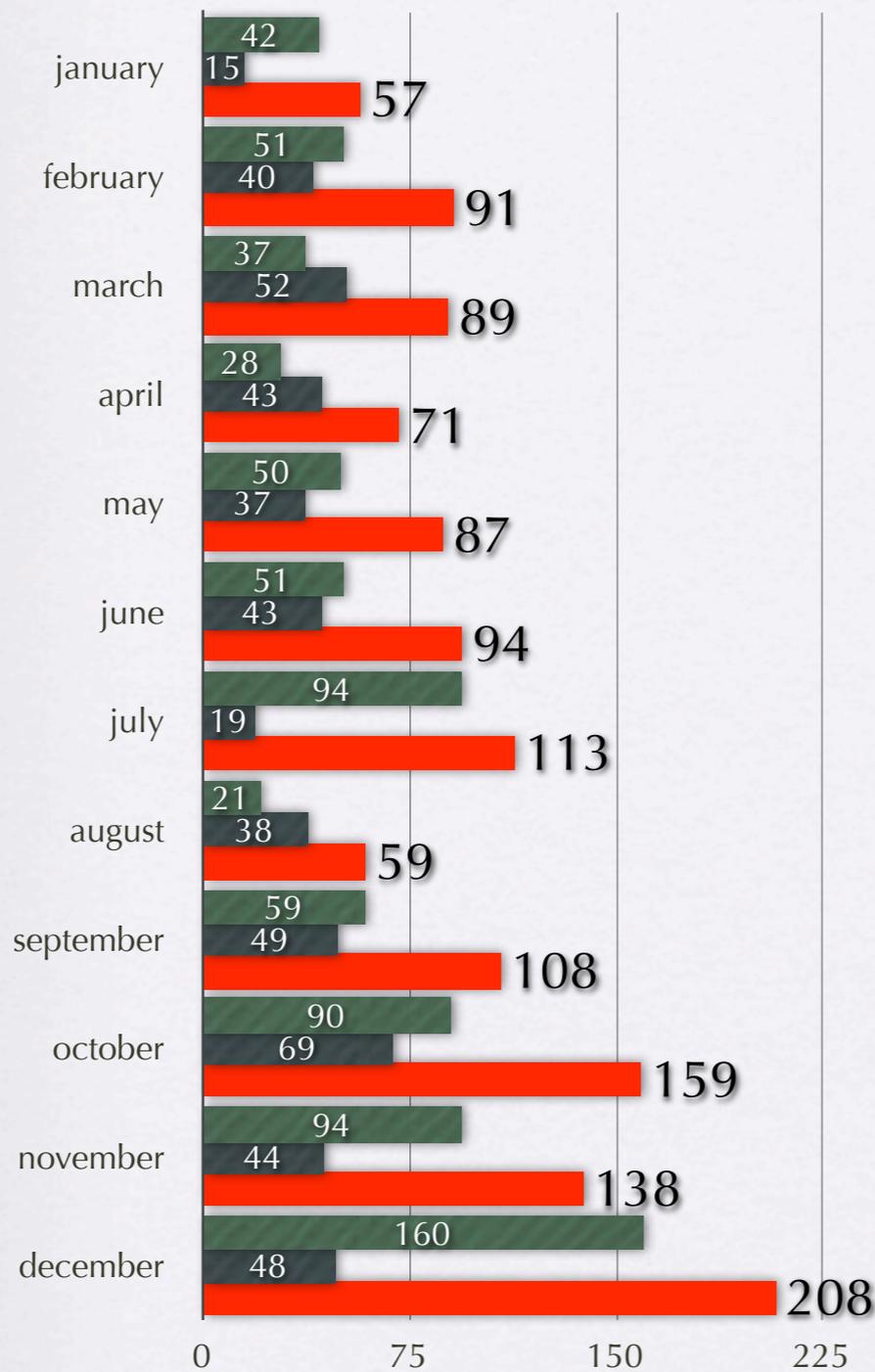


■ Newspapers
■ Magazine
■ Overall

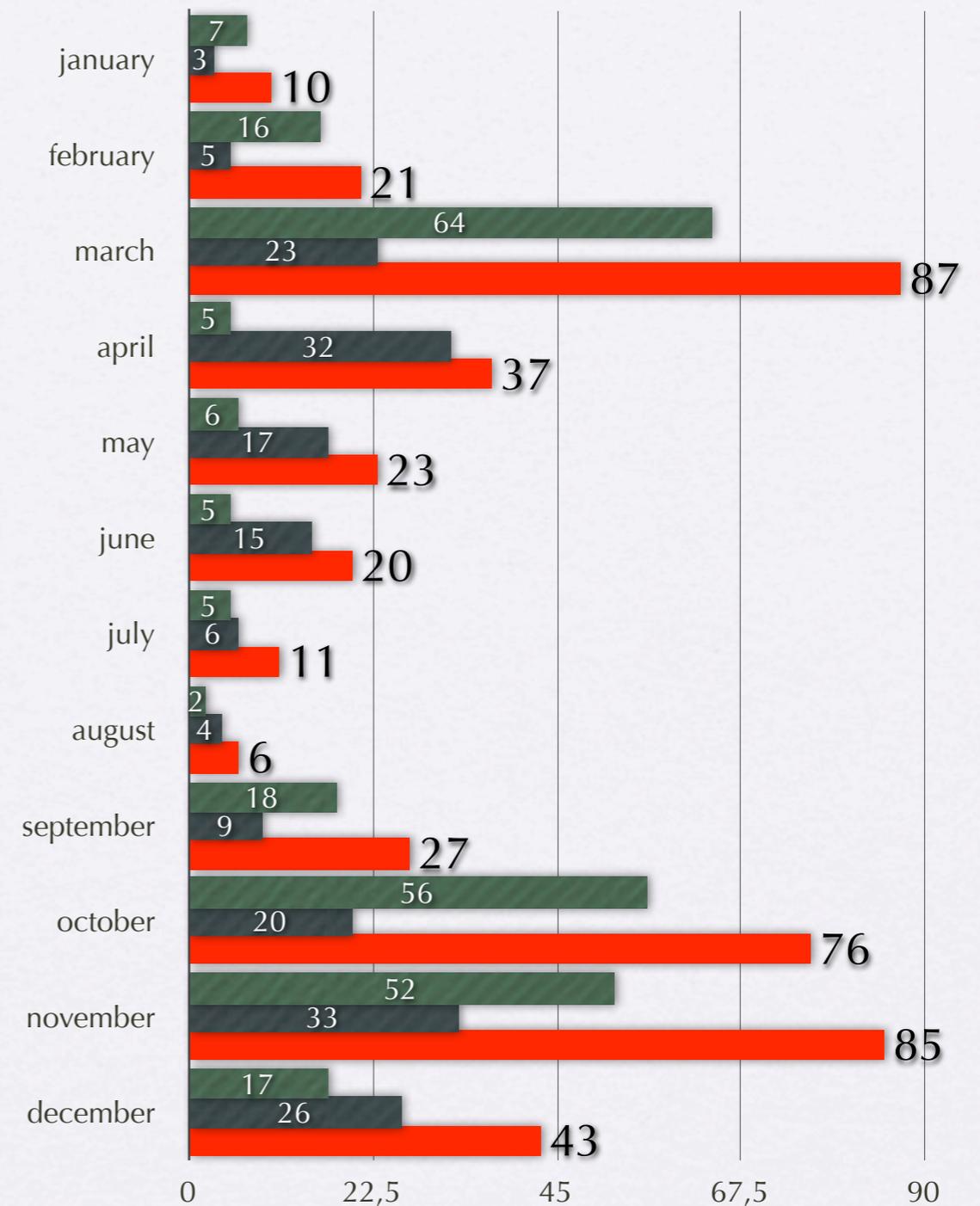
This chart show issued for **CORPORATE** press review line by newspapers and magazines for each month during 2008 year.



CORPORATE

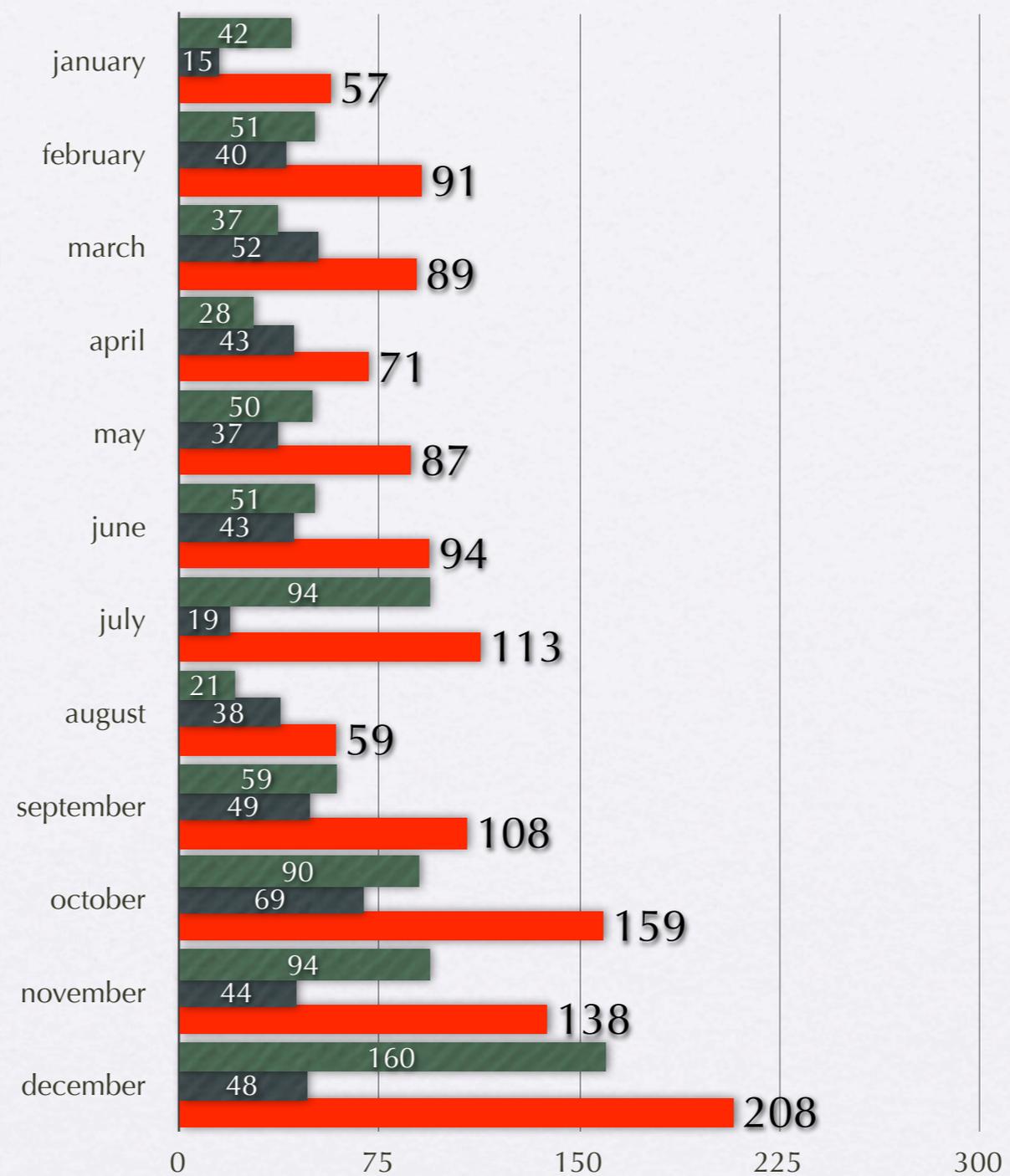


XC60



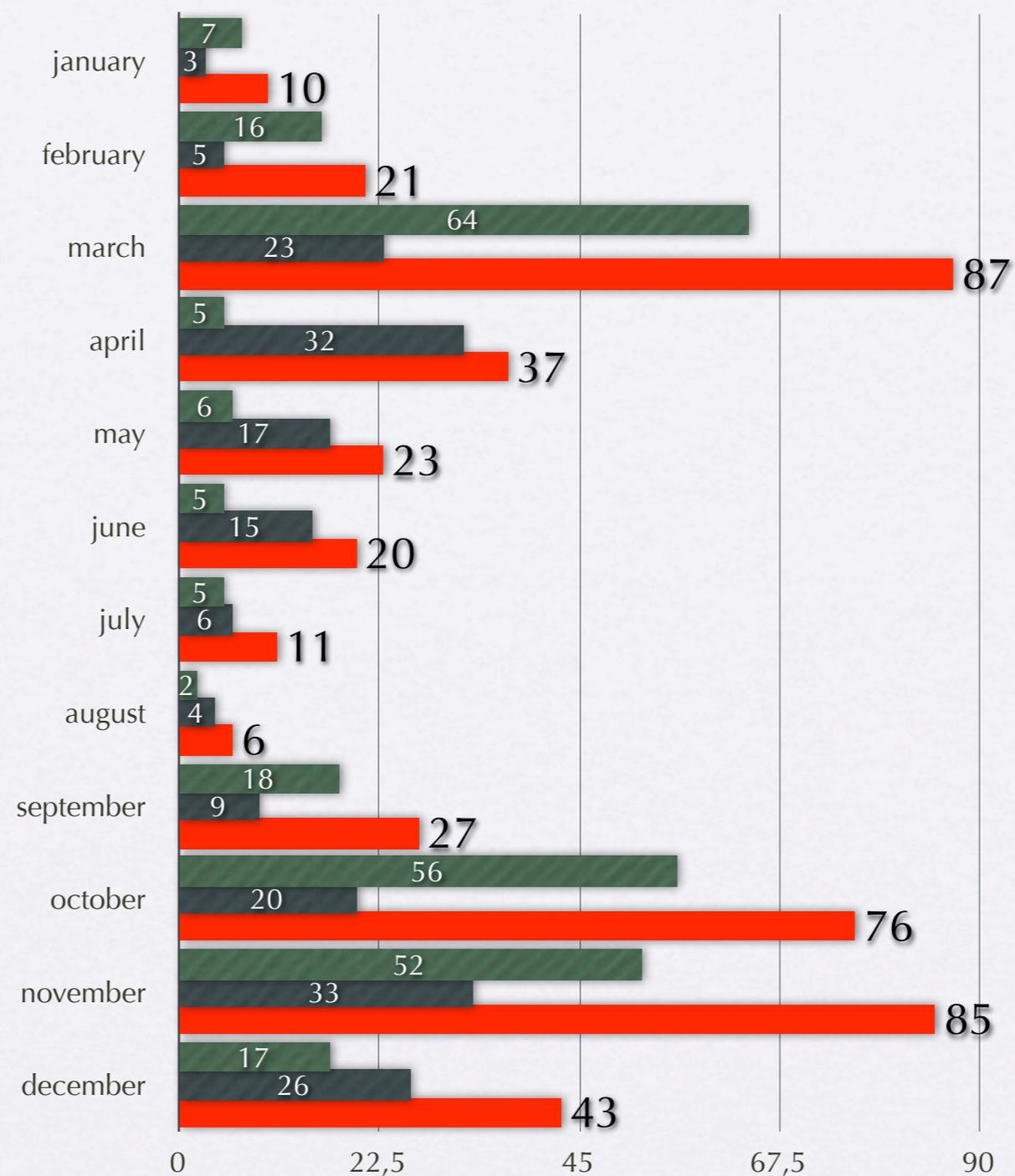
■ Newspapers
■ Magazine
■ Overall

This chart show issued for **CORPORATE** (left) and **XC60** (right) press review line by newspapers and magazines for each month during 2008 year.



■ Newspapers
■ Magazine
■ Overall

This chart show issued for **CORPORATE** press review line by newspapers and magazines for each month during 2008 year.

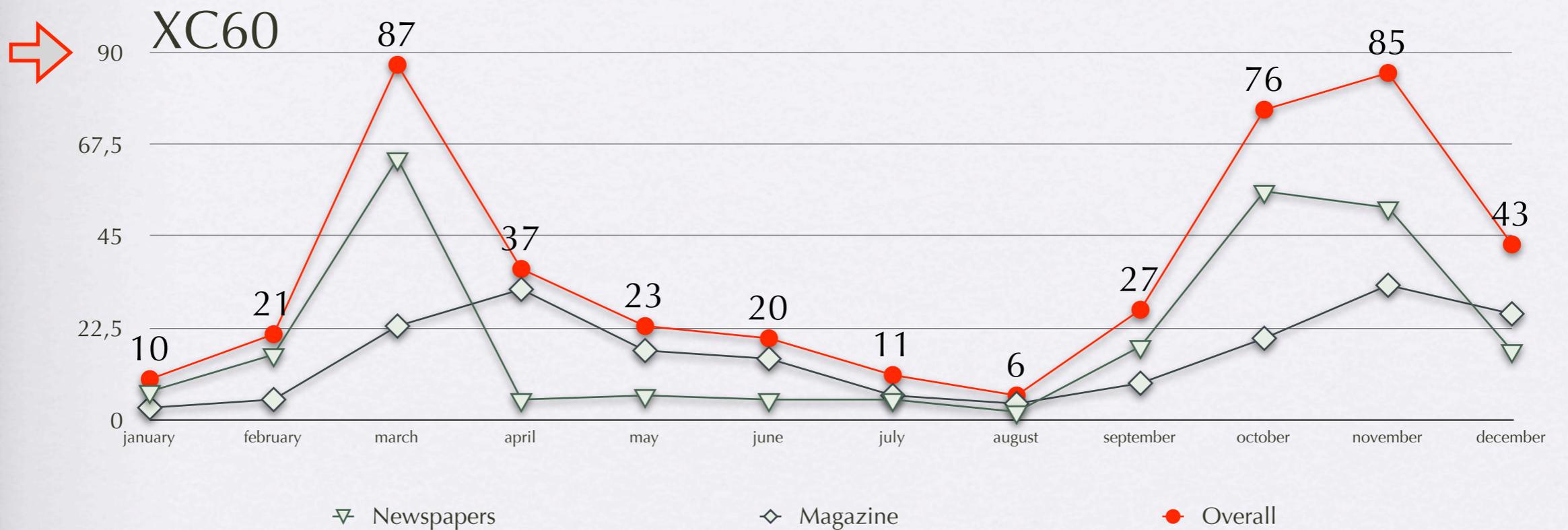
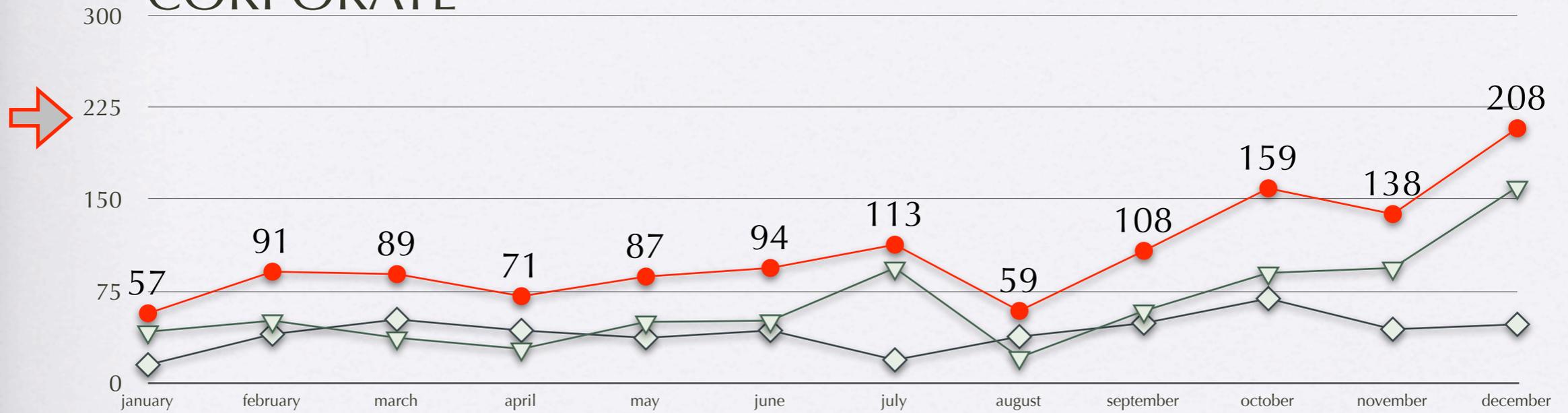


■ Newspapers
■ Magazine
■ Overall

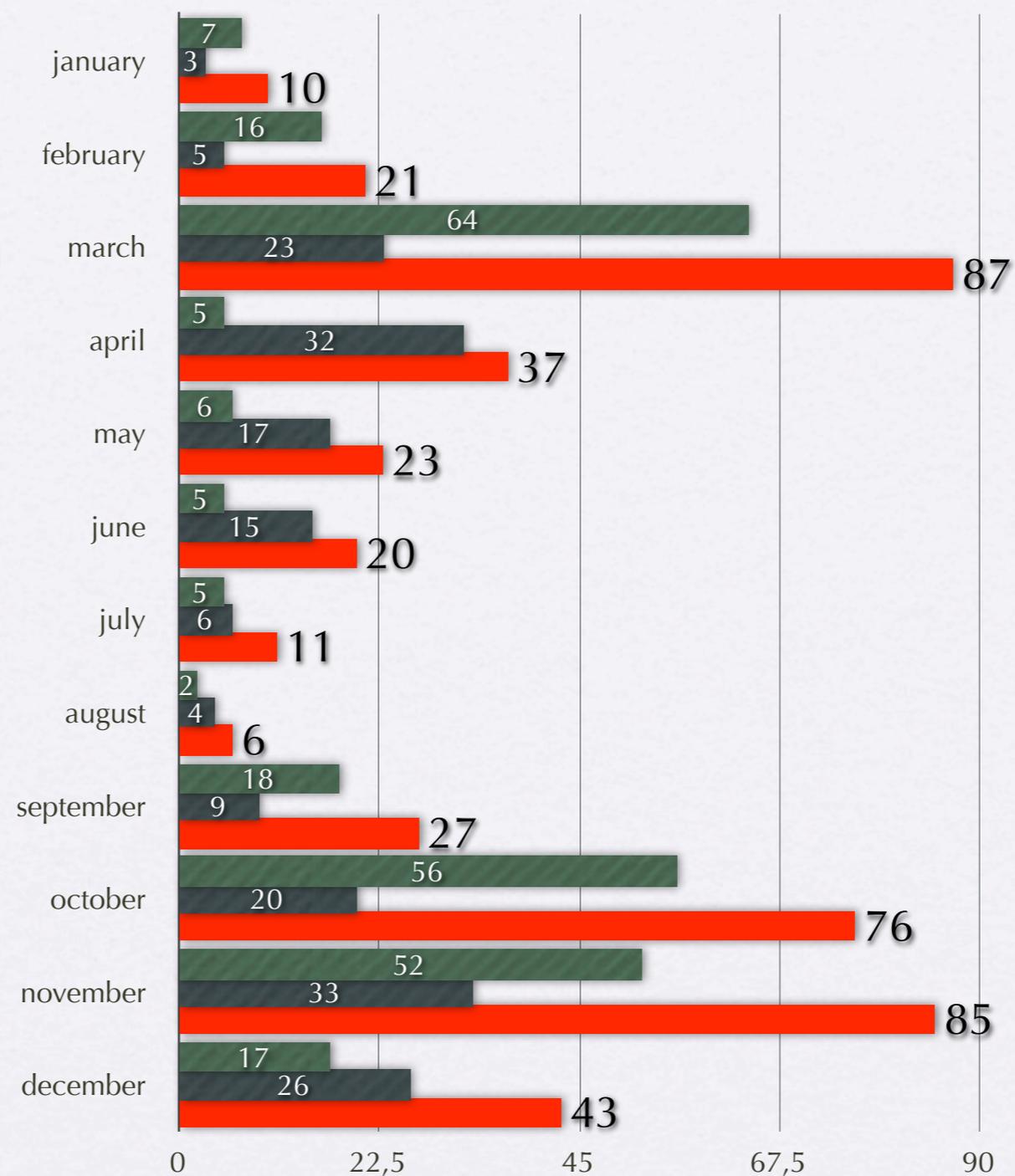
This chart show issued for **XC60** press review line by newspapers and magazines for each month during 2008 year.



CORPORATE

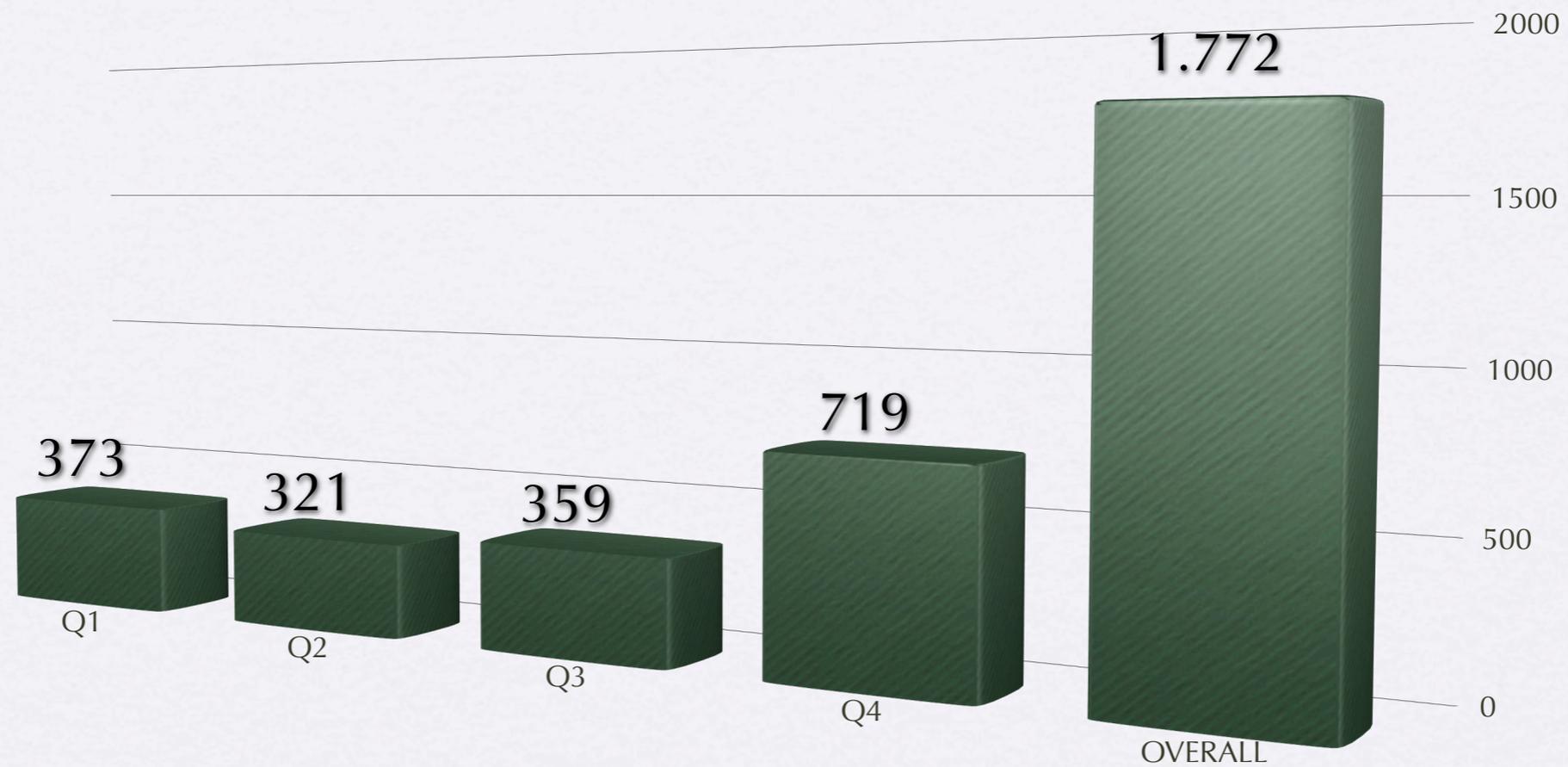


This chart show issued for **CORPORATE** (up) and **XC60** (down) press review line by newspapers and magazines for each month during 2008 year.



■ Newspapers
■ Magazine
■ Overall

This chart show issued for **XC60** press review line by newspapers and magazines for each month during 2008 year.



■ Article's Number

This chart shows the article's number 2008 vs Quarter result. The red column display 2008 article's number overall.



Top Ten IQ Index, 2008 Overall

HEADING	SUBJECT		DATE	IQ INDEX
QUATTORUOTE	XC60		2008, NOVEMBER	345
AUTO	XC60		2009, JANUARY	325
CORRIERE DELLA SERA, MOTORI	XC60		2008, NOVEMBER	230
QUATTORUOTE	XC60		2008, SEPTEMBER	220
QUATTORUOTE	CORPORATE		2008, MARCH	210
AUTO	CORPORATE		2009, JANUARY	200
AUTOMOBILISMO	XC60		2009, JANUARY	198
CAMBIO, PANORAMA AUTO	CORPORATE	V50	2008, APRIL	195
QUATTORUOTE	XC60		2008, OCTOBER	190
AUTO	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

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 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

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 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

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 4

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

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 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 applied 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

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 applied 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.

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This table highlight the classification defined by AP Index Marks, overall 2008 Quarter 1 up to Quarter 4.

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

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.

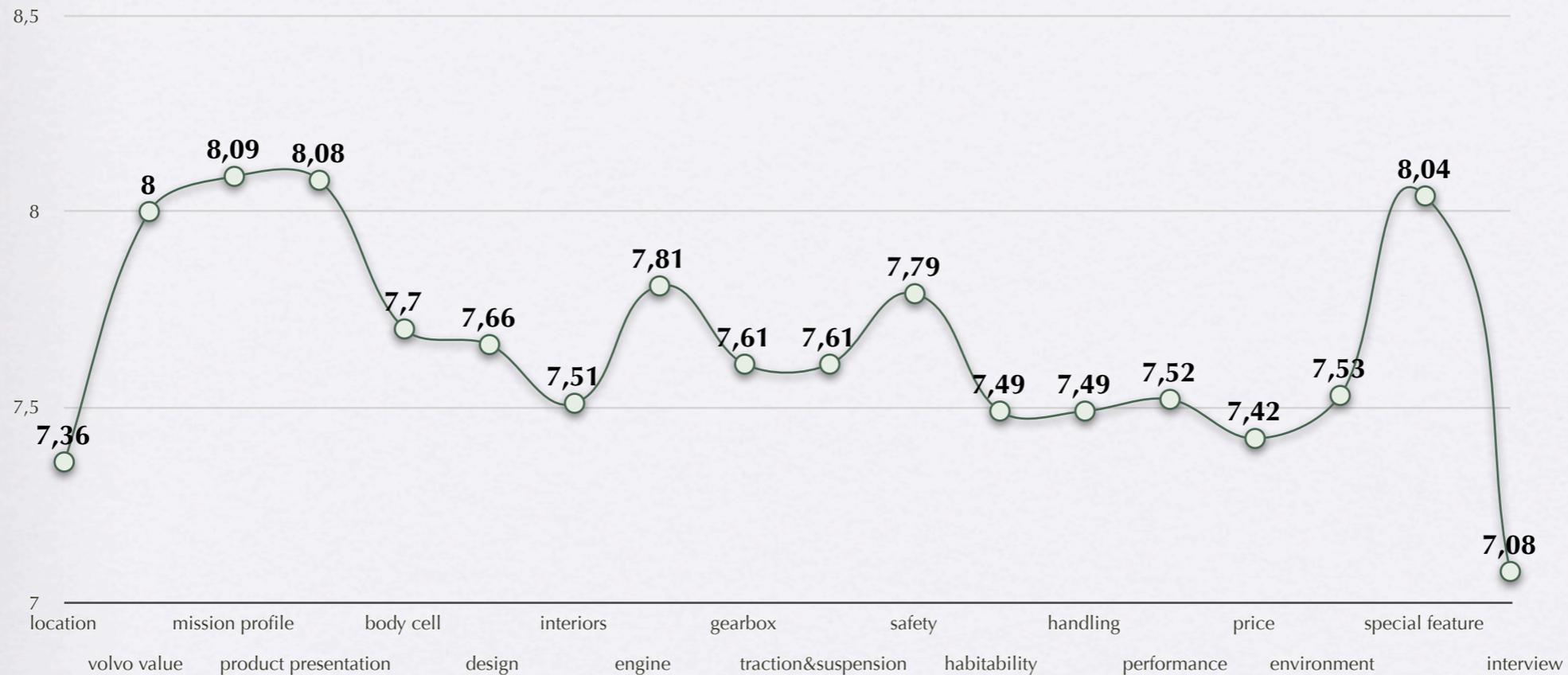
Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation.

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.

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



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.**

AP Index, Average Mark Quarter One

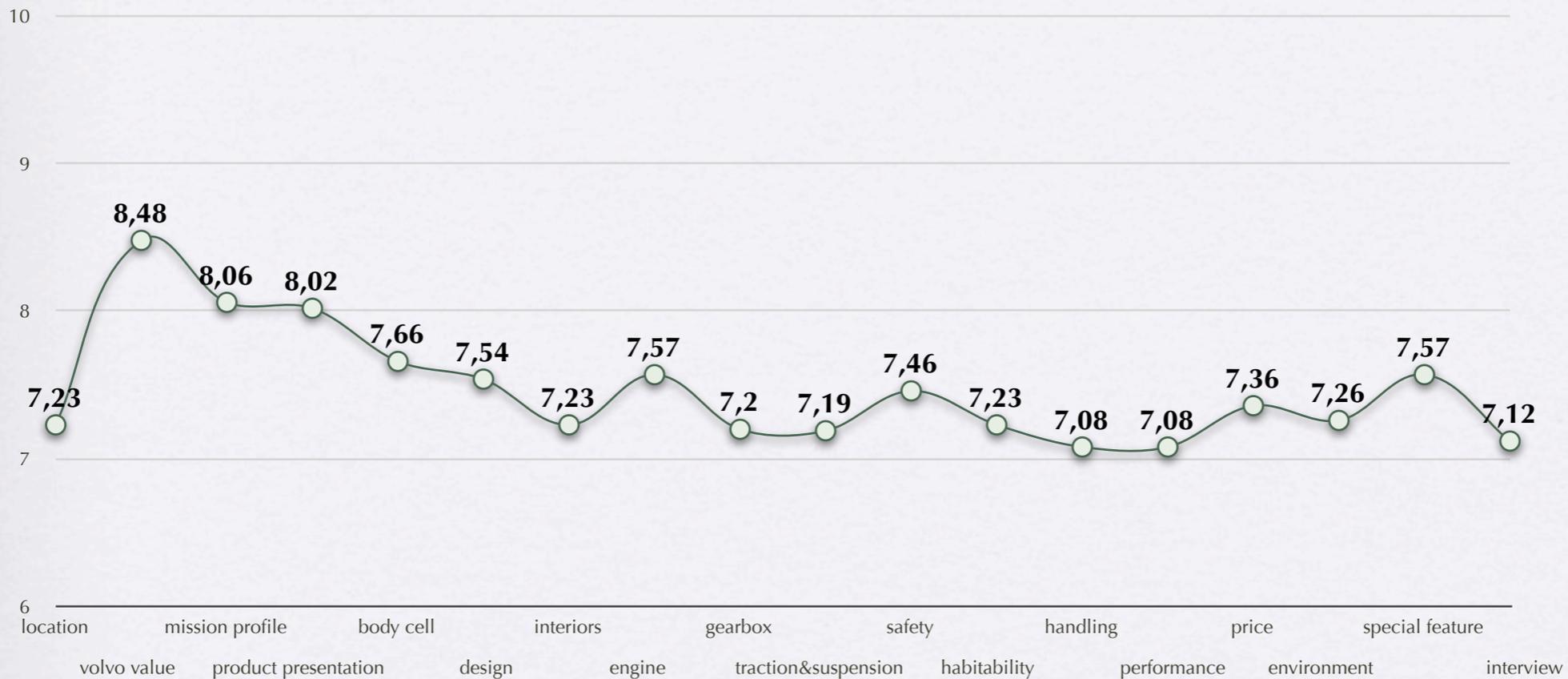


○ average mark, Quarter One

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AP Index, Average Mark Quarter Two



○ average mark, Quarter Two

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AP Index, Average Mark Quarter Three

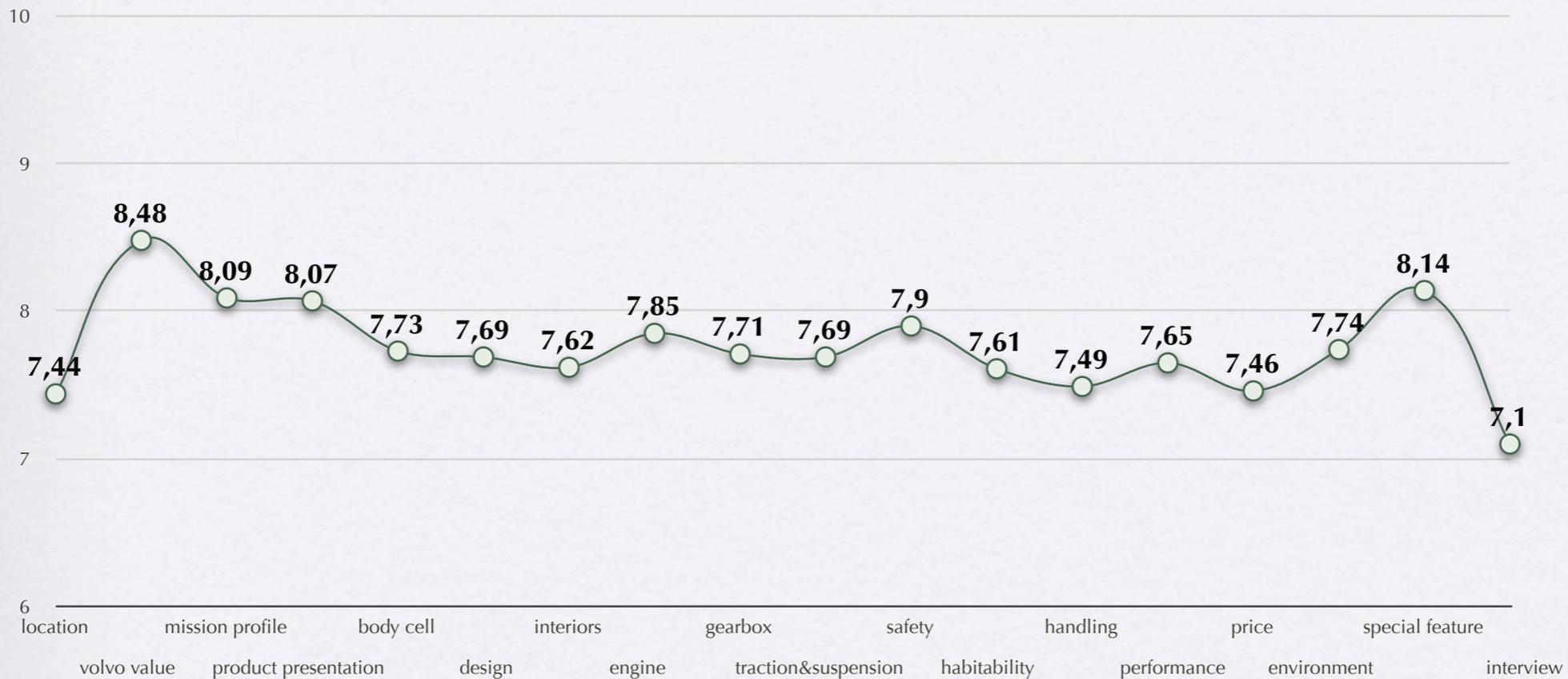


○ average mark, Quarter Three

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AP Index, Average Mark Quarter Four

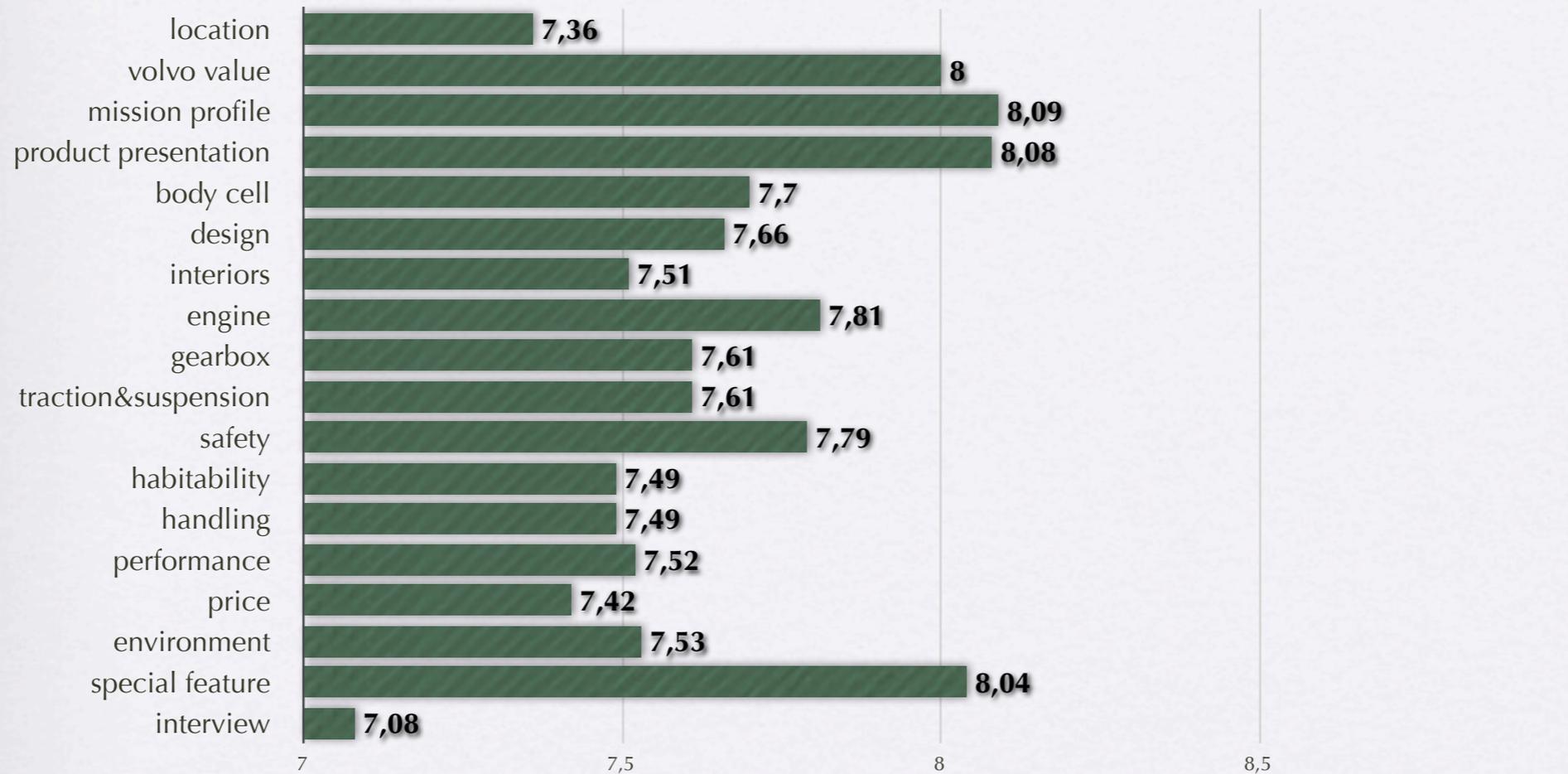


○ average mark, Quarter Four

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.**



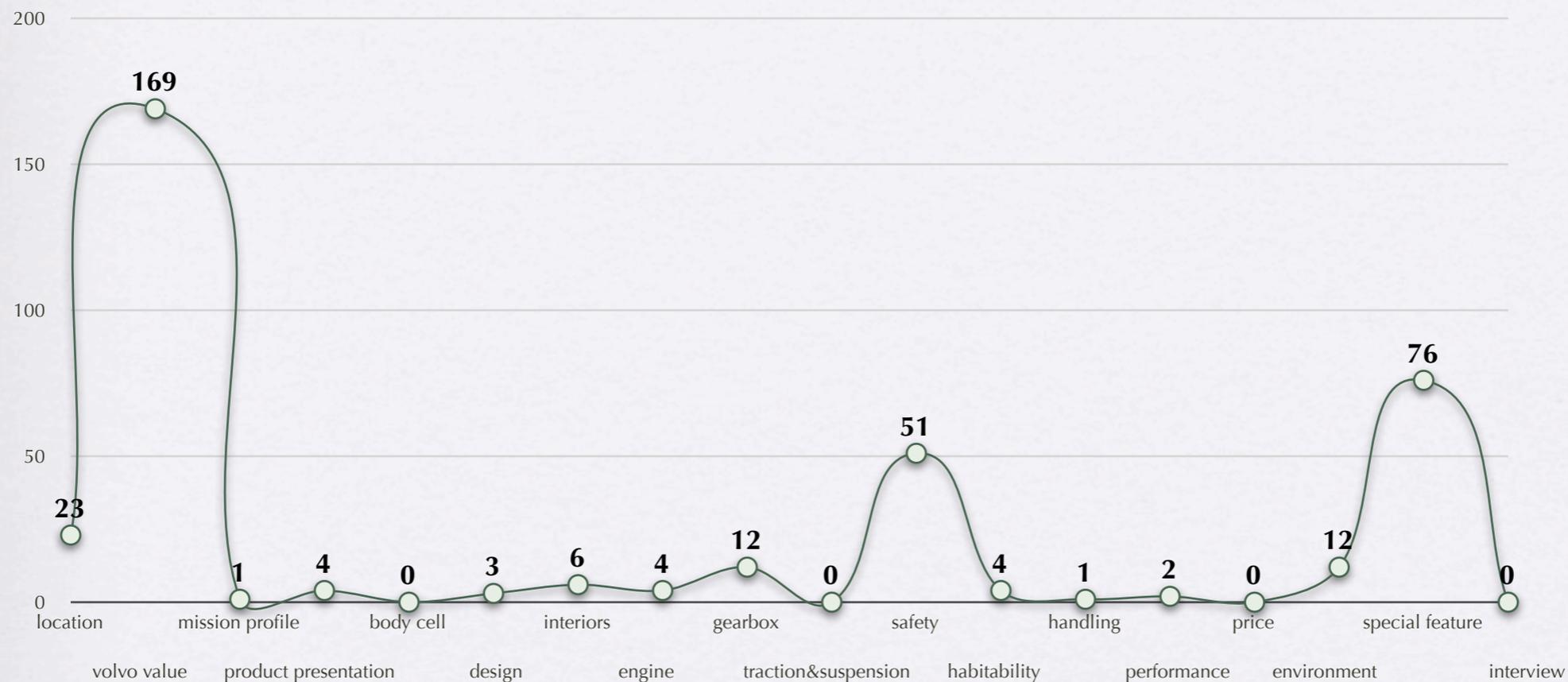
AP Index OverAll, Average Mark (2)



■ average mark, overall

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 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.

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

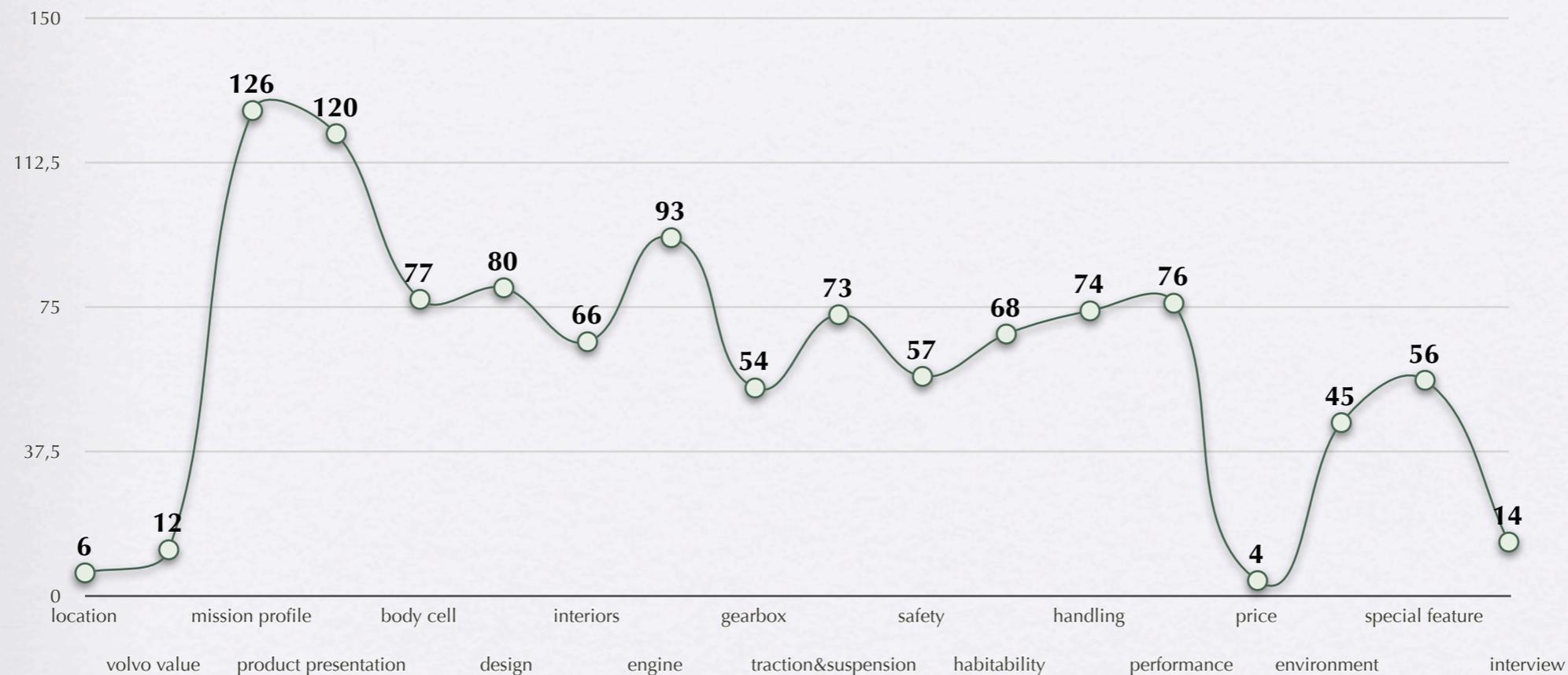
For further information regarding evaluation criteria, please refer to The HandBook page via home page.

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



AP Index OverAll, Mark 8 as Good



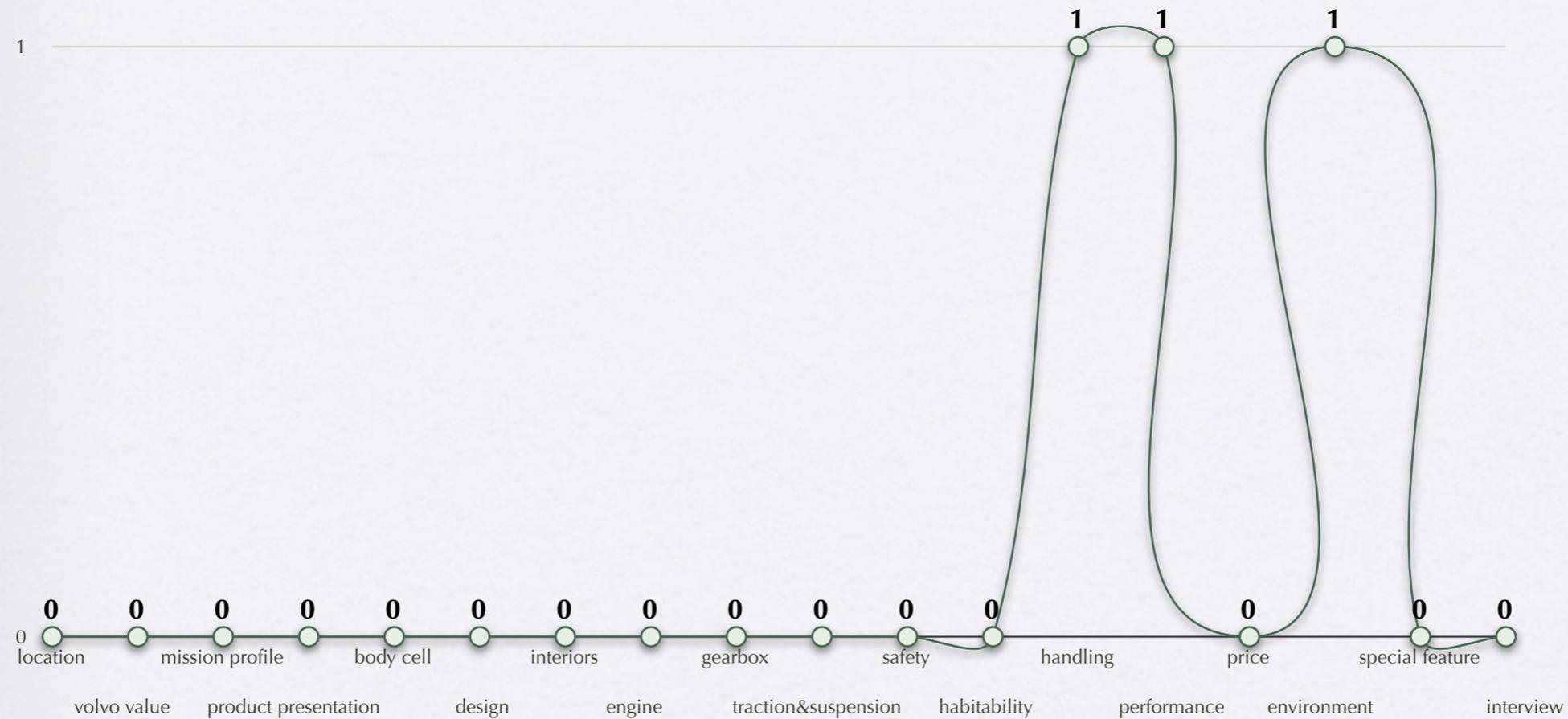
○ mark 8

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AP Index OverAll, Mark 7 as Moderate

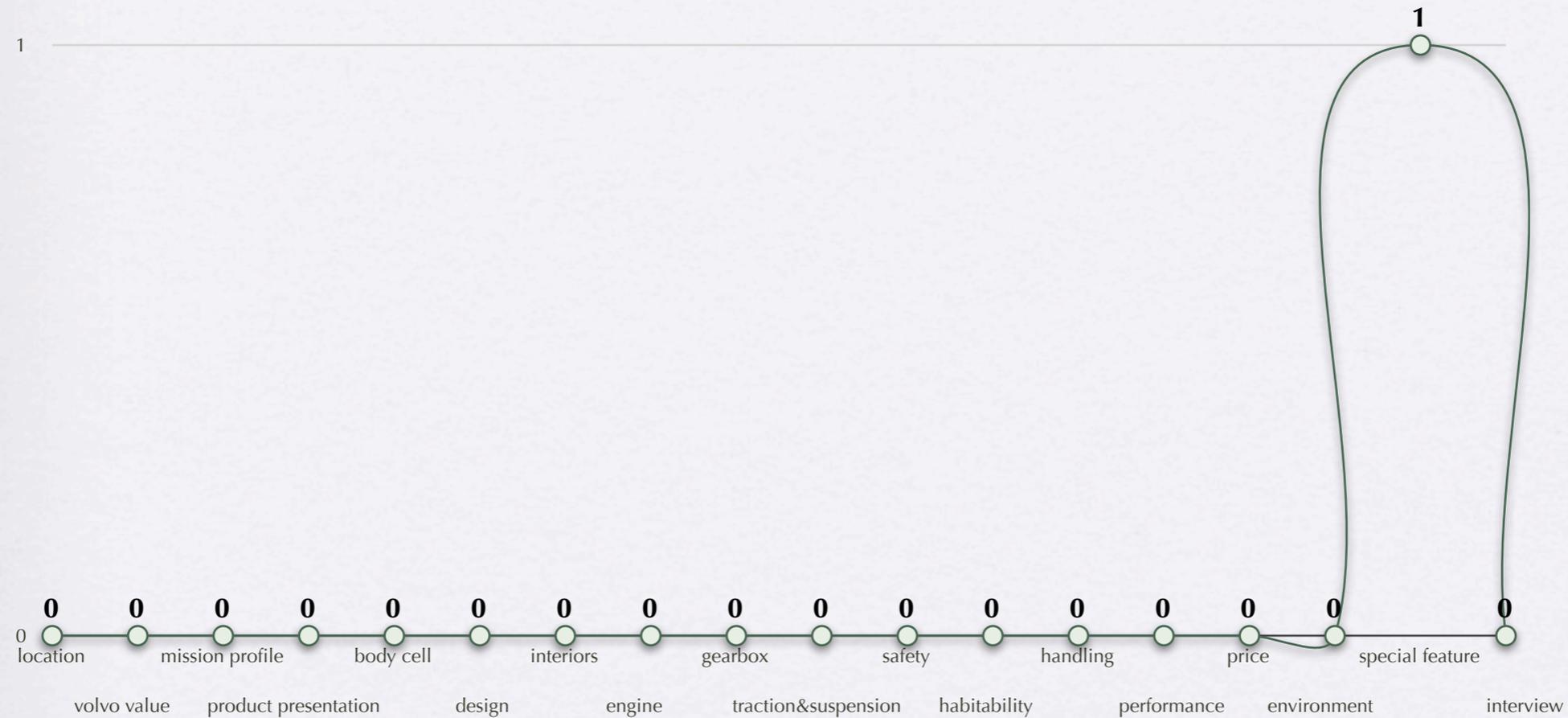


mark 7

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

AP Index OverAll, Mark 6 as Mediocre



mark 6

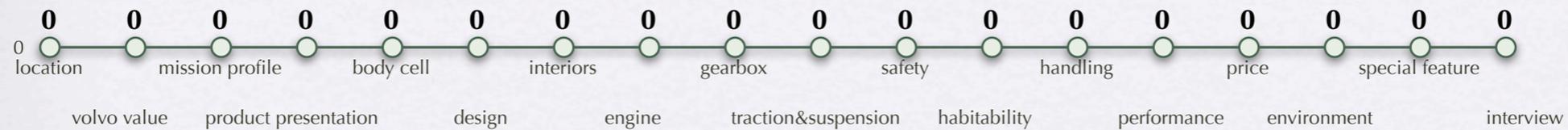
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This table highlight the hit’s item for each mark.
The referred database are based on 1,381 articles read.



AP Index OverAll, Mark 4 as Poor

1



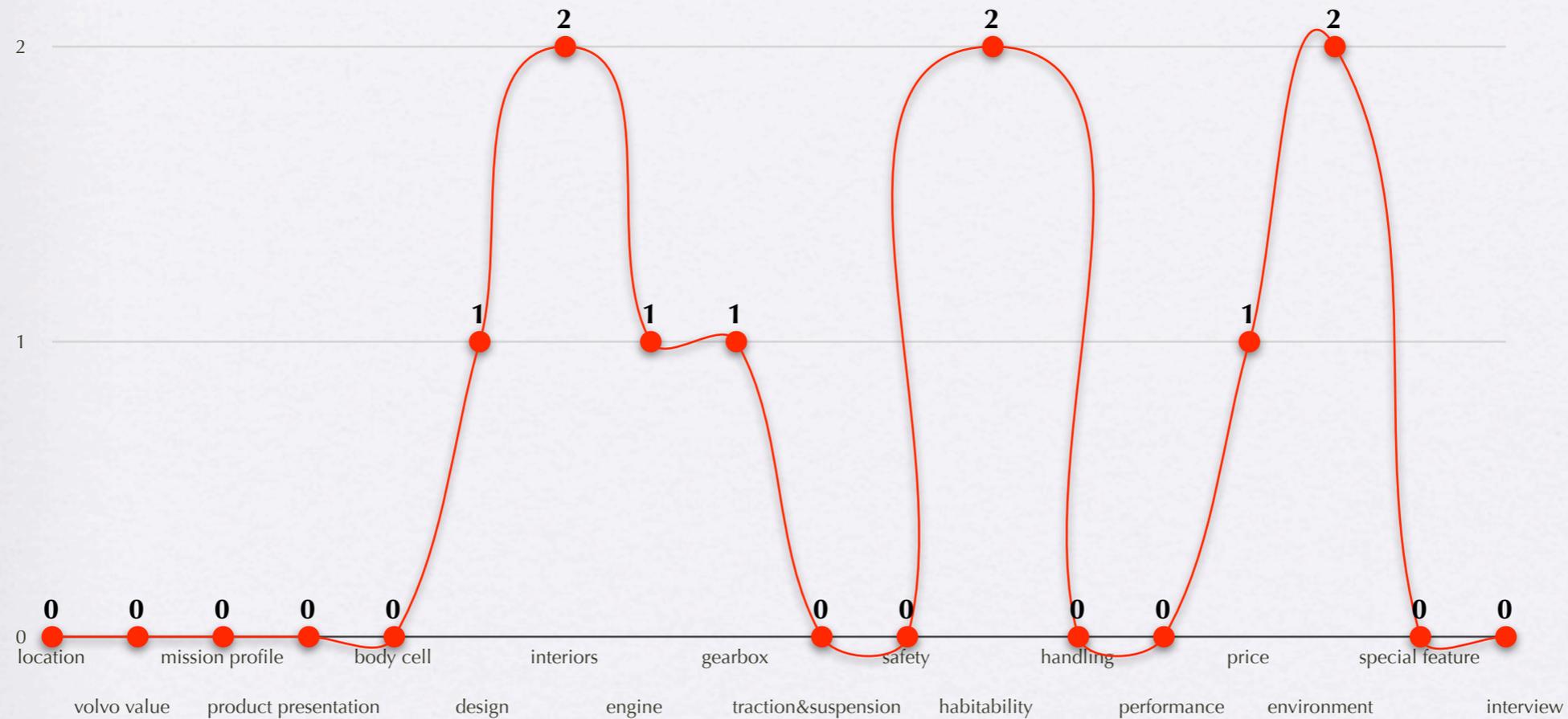
○ mark 4

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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

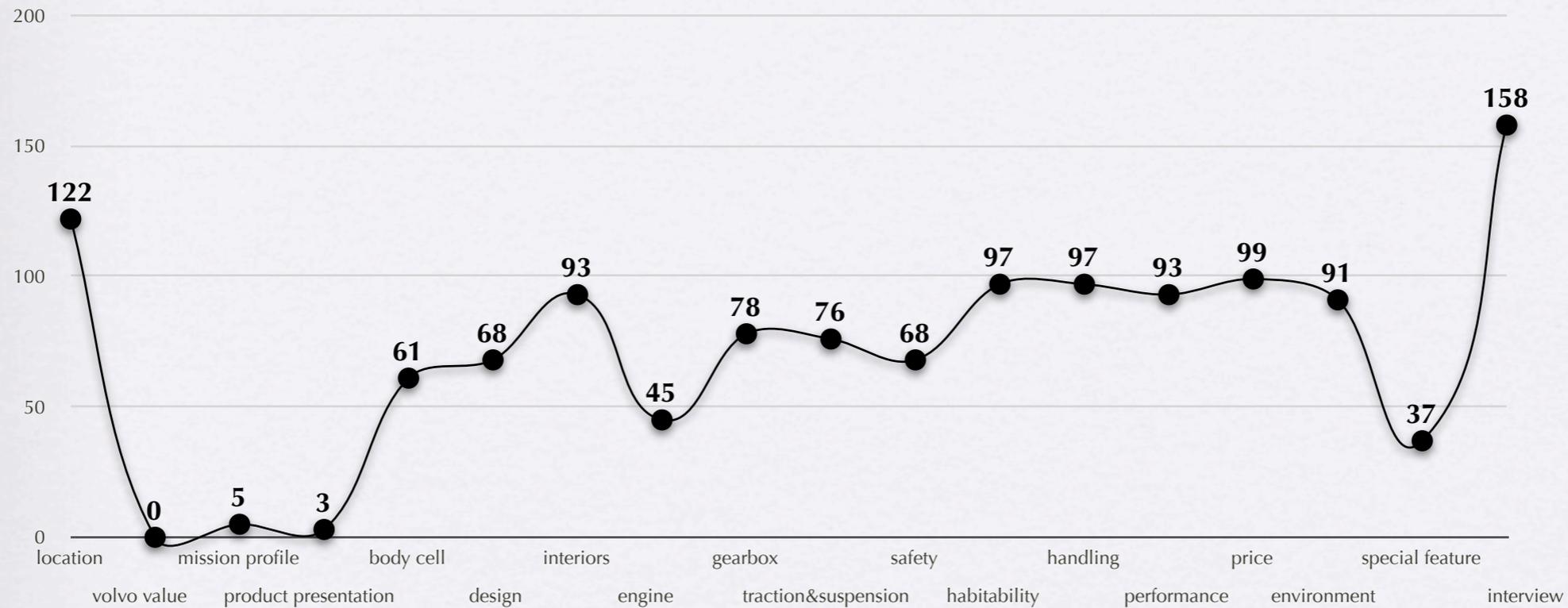


● mark 2

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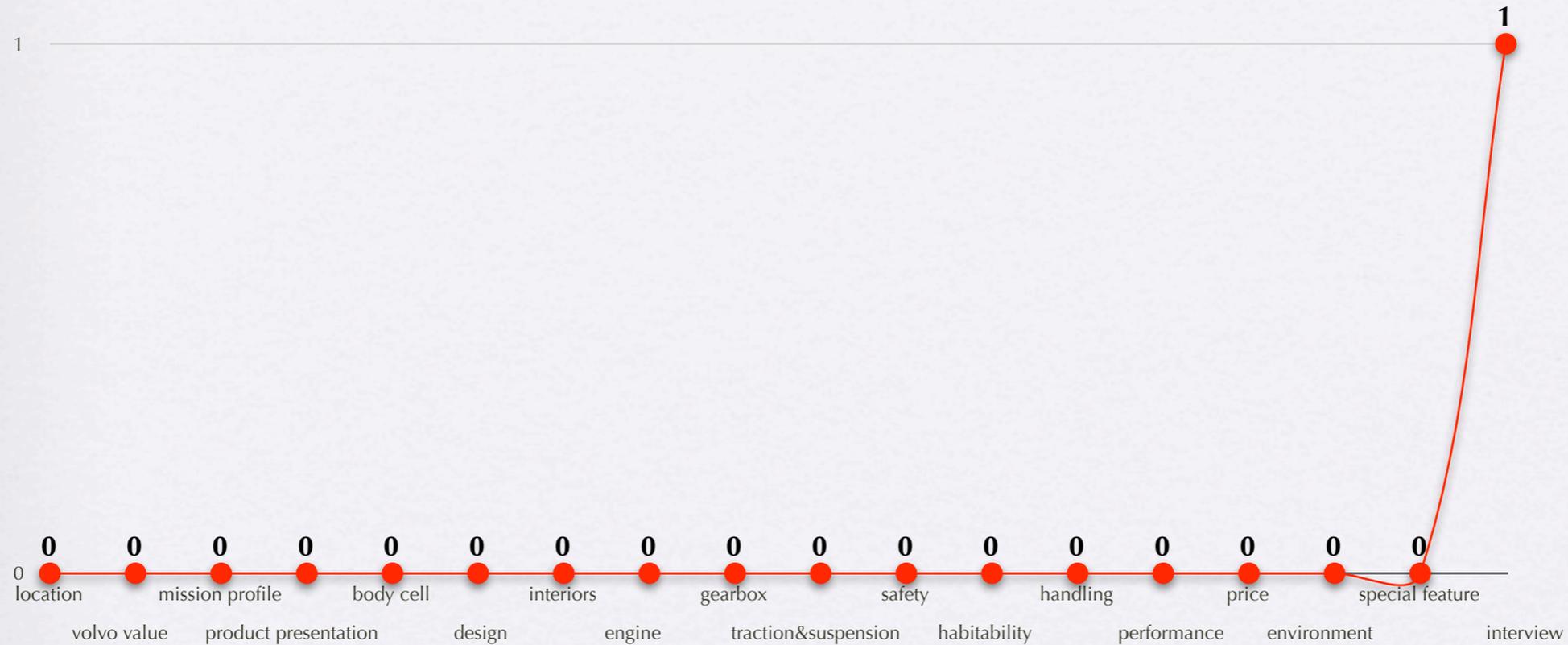
AP Index OverAll, Mark 0 as N/A means not available in articles



● 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

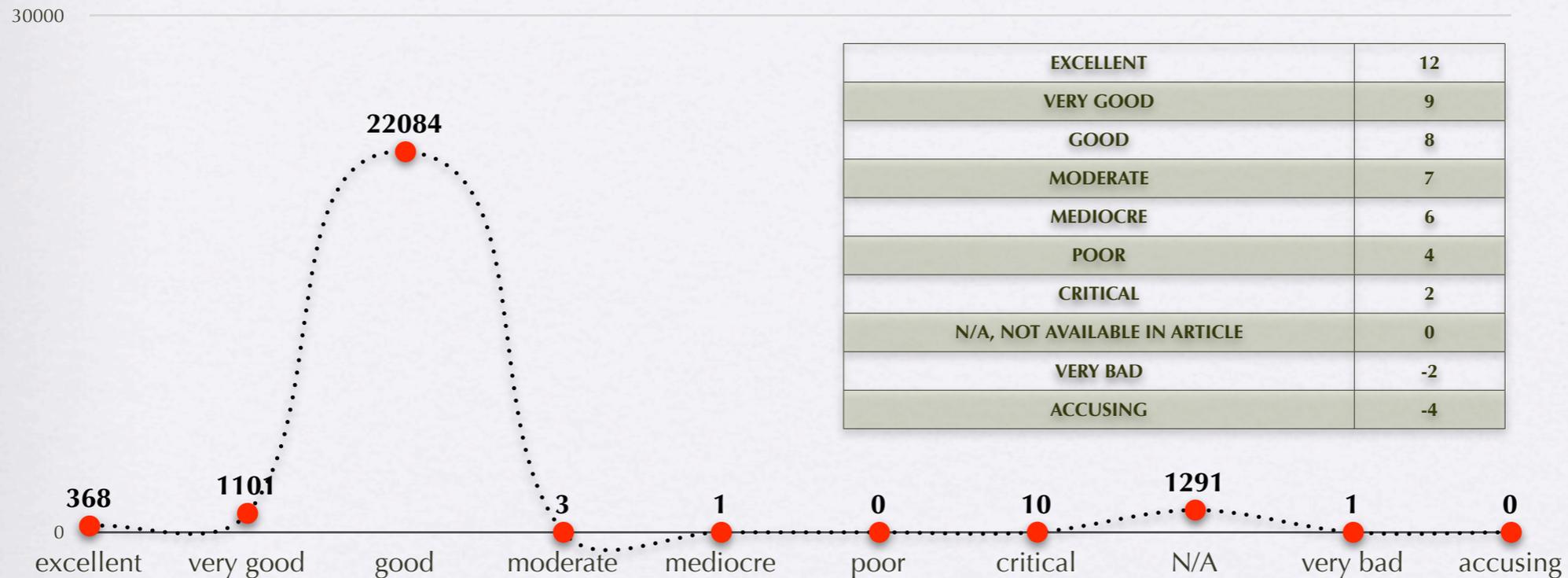
1



● mark -4

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AP Index OverAll, Mark Number

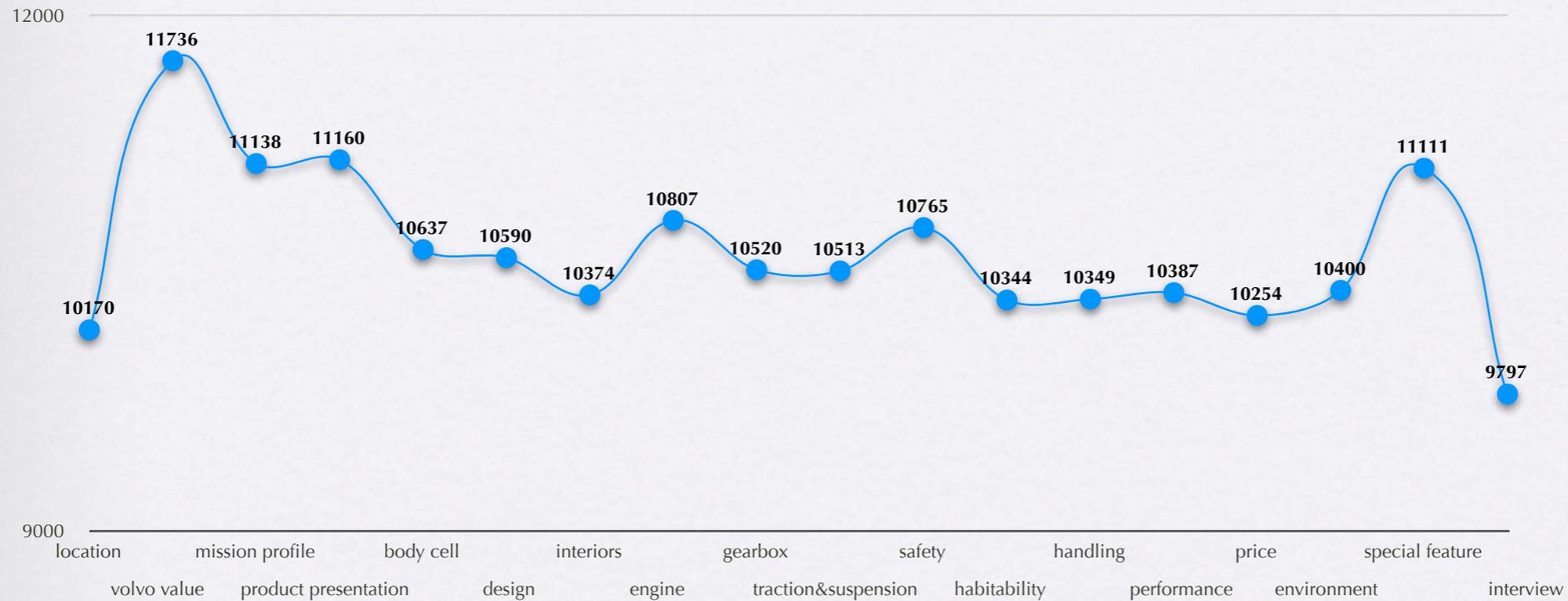


● mark nr.

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AP Index OverAll, Hit's Item



● overall hit

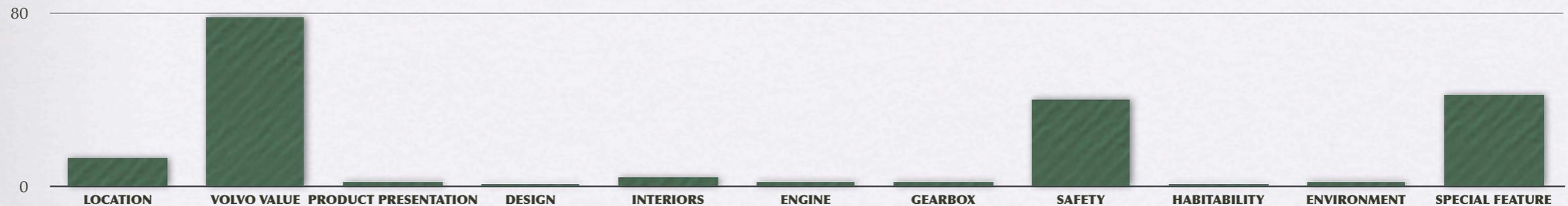
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This table highlight the hit's item for each mark.
The referred database are based on 1,381 articles read.

AP Index **XC60**, Average Mark



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



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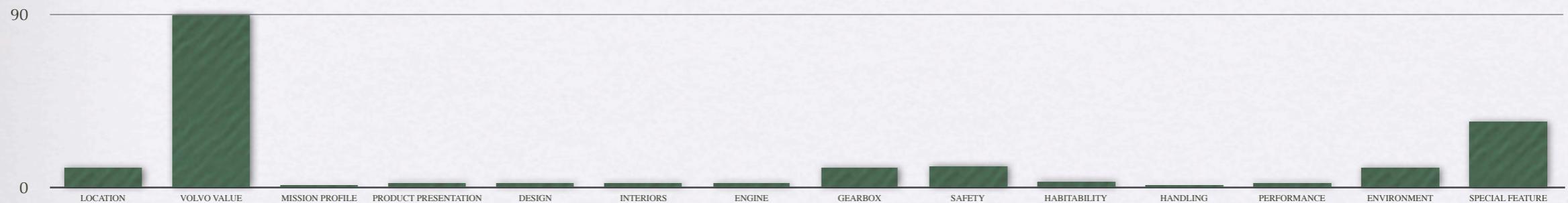
The referred database are based on 1,381 articles read.



AP Index **CORPORATE OVERALL**, Average Mark



AP Index **CORPORATE OVERALL**, 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.

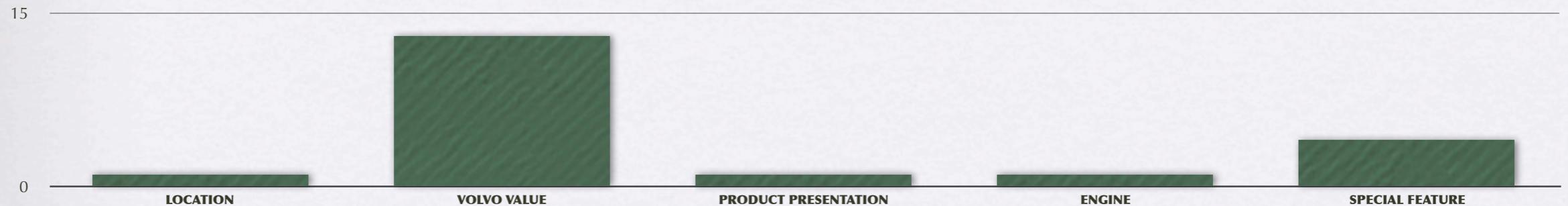
The referred database are based on 1,381 articles read.



AP Index C30, Average Mark



AP Index C30, Mark 12, TopScore



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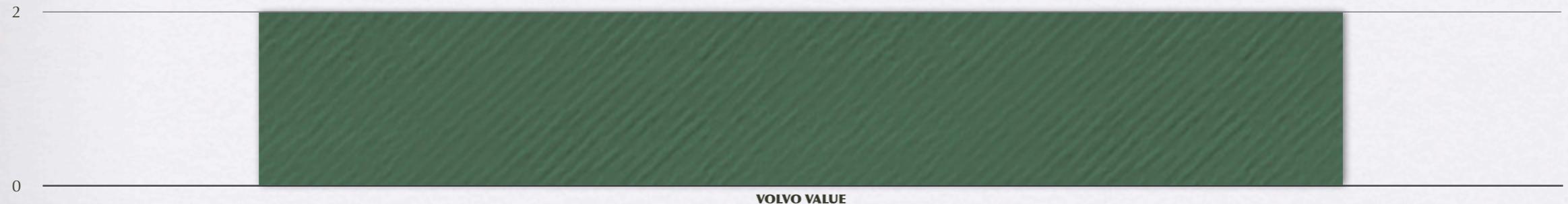
The referred database are based on 1,381 articles read.



AP Index **C70**, Average Mark



AP Index **C70**, 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.

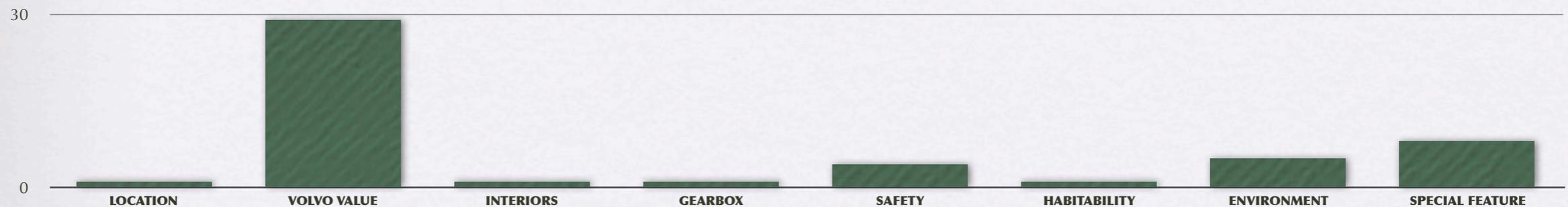
The referred database are based on 1,381 articles read.



AP Index **CORPORATE**, Average Mark



AP Index **CORPORATE**, 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.

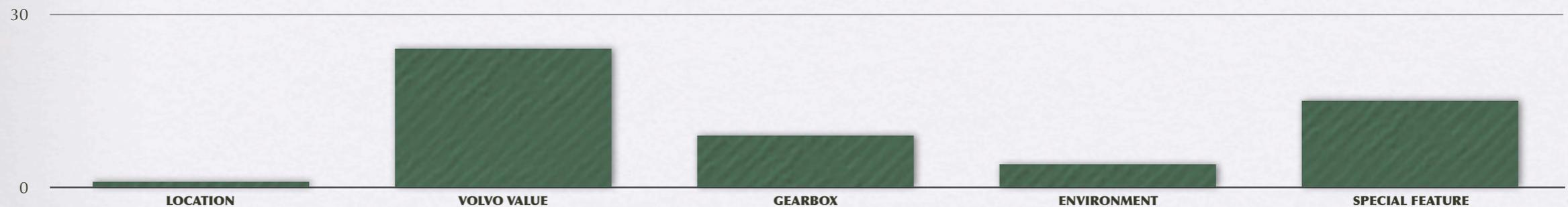
The referred database are based on 1,381 articles read.



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



AP Index **S40 - V50**, 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.

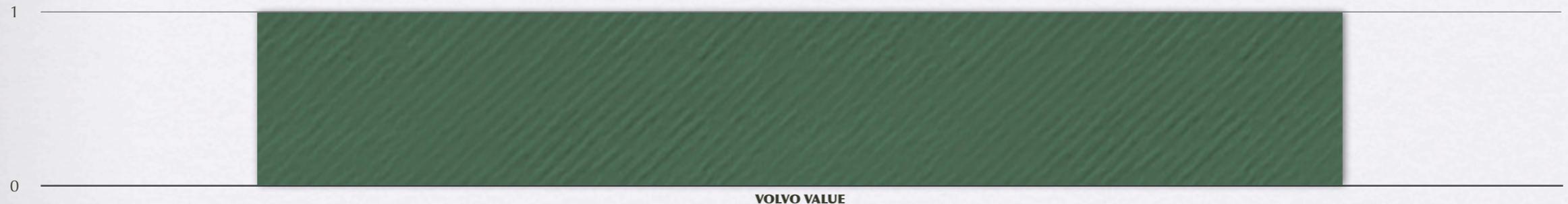
The referred database are based on 1,381 articles read.



AP Index **S80**, Average Mark



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



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



AP Index **V70**, Average Mark



AP Index **V70**, 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.

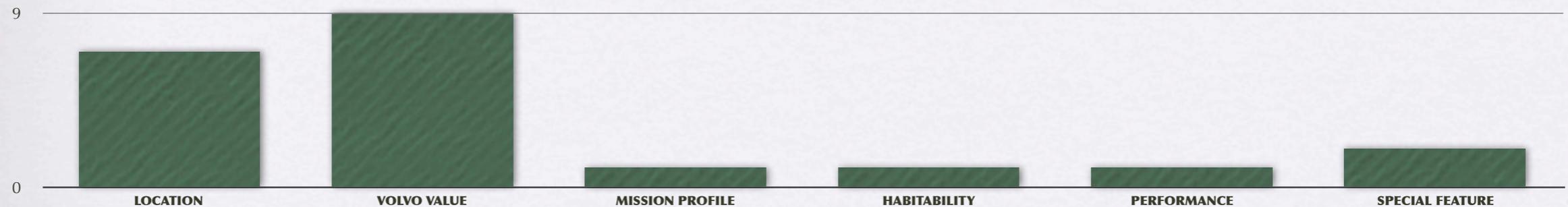
The referred database are based on 1,381 articles read.



AP Index **XC70**, Average Mark



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

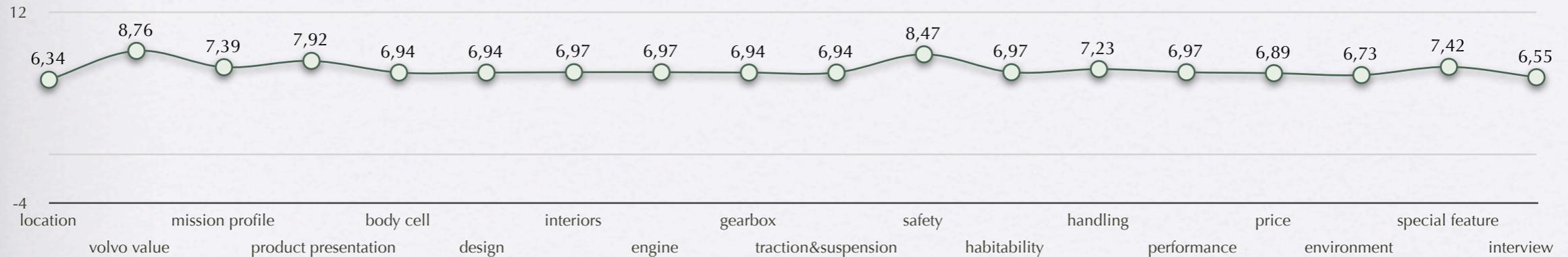


IQ Index and AP Index define the value of the newspaper, or magazine, and the "quality" of the article. IQ Index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and size of photos, the number of time Volvo is mentioned in 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.



AP Index **XC90**, Average Mark



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

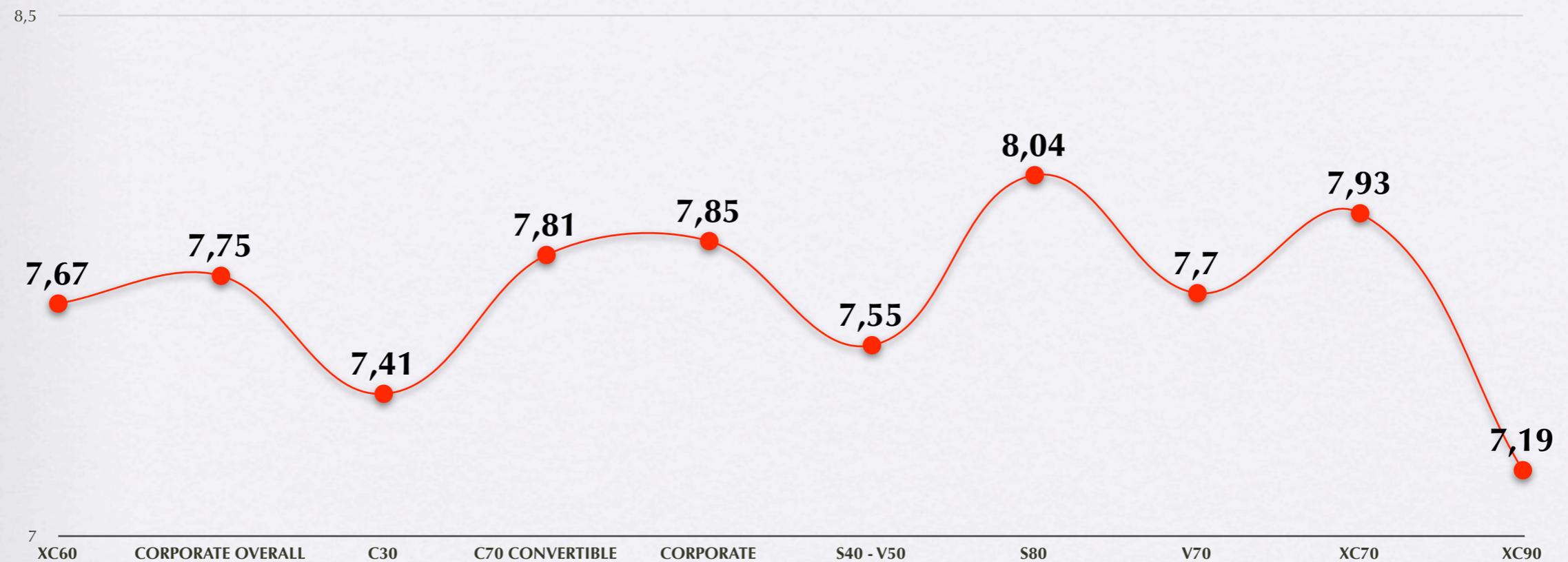


IQ Index and AP Index define the value of the newspaper, or magazine, and the “quality” of the article. IQ Index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and size of photos, the number of time Volvo is mentioned in 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.



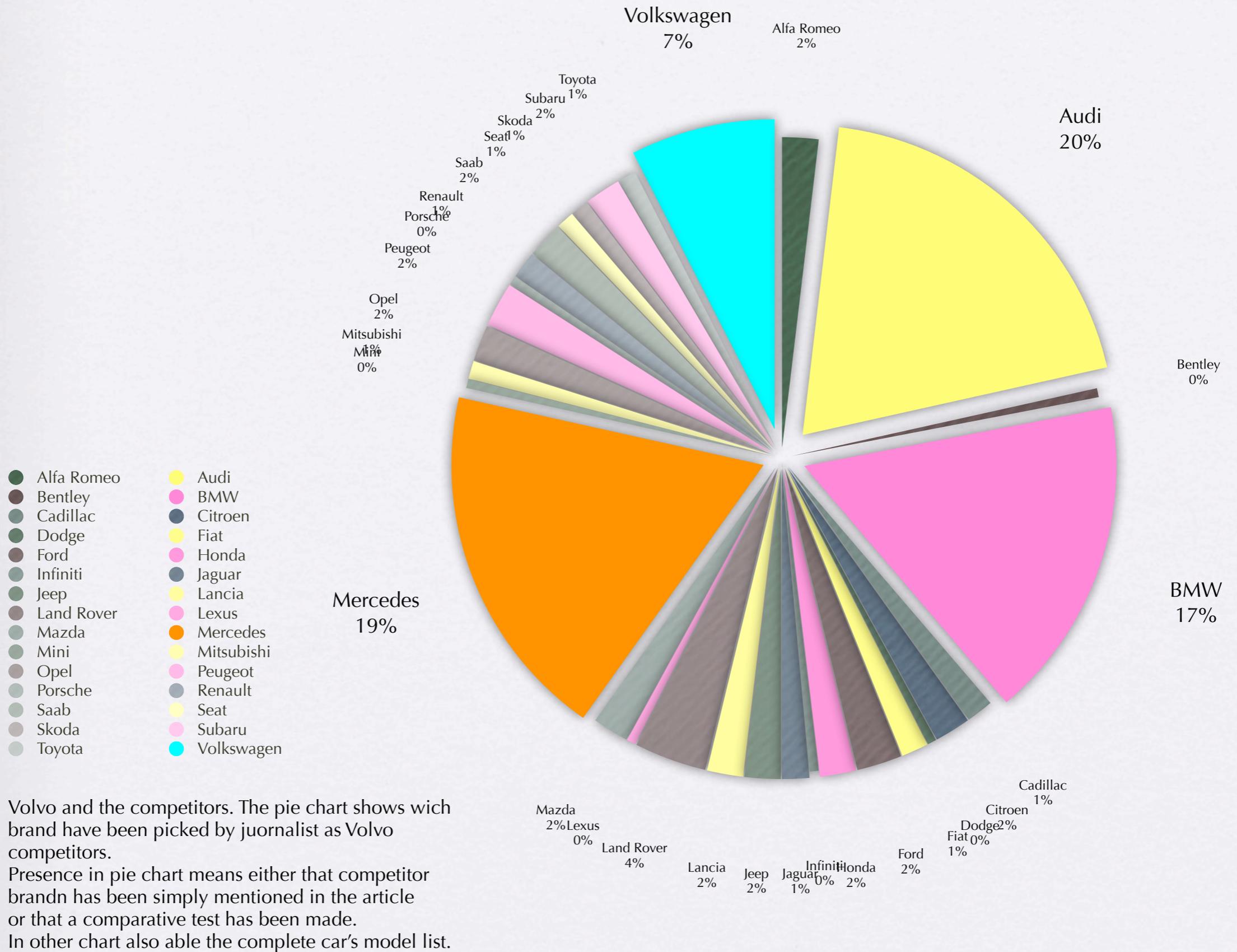
AP Index **OVERALL**, Average Mark



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.





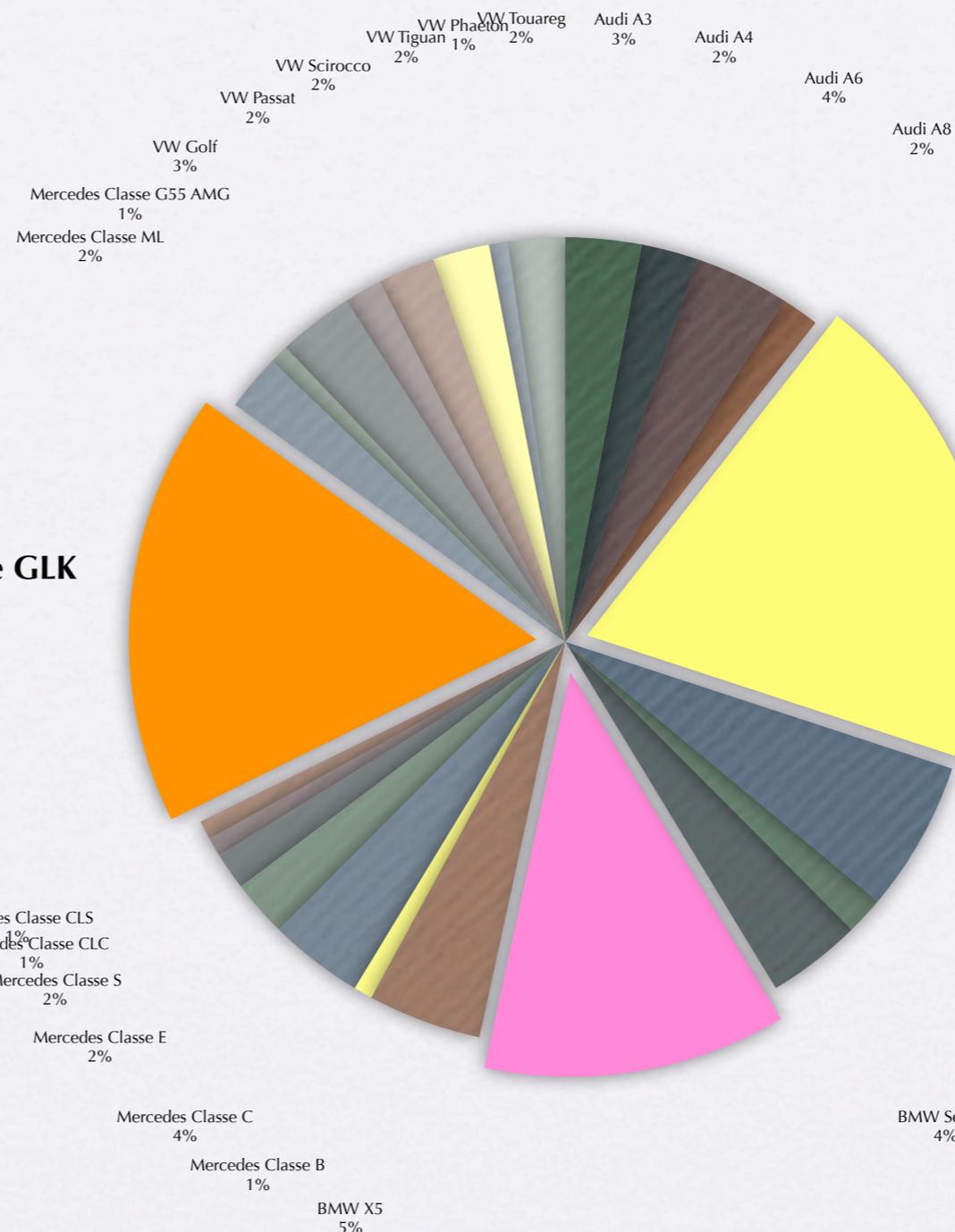
Volvo and the competitors. The pie chart shows which brand has been picked by journalists as Volvo competitors. Presence in pie chart means either that competitor brand has been simply mentioned in the article or that a comparative test has been made. In other chart also able the complete car's model list.

- Audi A3
- Audi A4
- Audi A6
- Audi A8
- Audi Q5
- BMW Serie 1
- BMW Serie 3
- BMW Serie 5
- BMW X3
- BMW X5
- Mercedes Classe B
- Mercedes Classe C
- Mercedes Classe E
- Mercedes Classe S
- Mercedes Classe CLC
- Mercedes Classe CLS
- Mercedes Classe GLK
- Mercedes Classe ML
- Mercedes Classe G55 AMG
- VW Golf
- VW Passat
- VW Scirocco
- VW Tiguan
- VW Phaeton
- VW Touareg

Mercedes Classe GLK
17%

Audi Q5
20%

BMW X3
12%



Volvo and the competitors. The pie chart shows which brand has been picked by journalists as Volvo competitors.

Presence in pie chart means either that competitor brand has been simply mentioned in the article or that a comparative test has been made.

In other chart also able the complete car's model list.

AUDI	A3		
AUDI	A3	ATTRACTION	1.4 TFSI
AUDI	A3 SPORTBACK	AMBIENTE	1.8 TFSI
AUDI	A3 SPORTBACK	AMBITION	2.0 TDI S-TRONIC
AUDI	A4		3.0 TDI quattro
AUDI	A4 AVANT		1.8 TFSI
AUDI	A4 AVANT		
AUDI	A4 AVANT		
AUDI	A6		
AUDI	A6		
AUDI	A8		
AUDI	A8 W12L	AUDI A8 W12L	AUDI A8 W12L
AUDI	A6 AVANT		
AUDI	ALLROAD		2.7 V6 quattro TDI TIPTRONIC

Audi



AUDI	Q5		
AUDI	Q5		3.0 V6 TDI
AUDI	Q5		
AUDI	Q5		3.0 TDI S-TRONIC
AUDI	Q5		
AUDI	Q5		2.0 TDI quattro
AUDI	Q5		3.0 TDI quattro S-TRONIC
AUDI	Q5		2.0 TDI quattro
AUDI	Q5		

AUDI	S3	quattro	2.0 16V TFSI
AUDI	S3		

Audi

BMW

BMW	123D		
BMW	123D	COUPE' M SPORT	
BMW	123D M SPORT	BMW 123D M SPORT	BMW 123D M SPORT
BMW	125i	COUPE'	
BMW	330D		
BMW	530i TOURING	M SPORT	
BMW	SERIE 1	FUTURA 5 PORTE	118i
BMW	SERIE 1		
BMW	SERIE 1 COUPE'		
BMW	SERIE 3 TOURING		
BMW	SERIE 5		
BMW	SERIE 5 TOURING		
BMW	SERIE 5		
BMW	SERIE 5 TOURING		
BMW	SERIE1 130i		
BMW	X3		XDRIVE 3.0D
BMW	X3		
BMW	X3	FUTURA	3.0D AUTOMATICA
BMW	X3		
BMW	X3	ATTIVA	2.0D
BMW	X3		
BMW	X3		
BMW	X3		
BMW	X5	FUTURA	3.0si
BMW	X5		3.0D
BMW	X5		
BMW	X5	FUTURA	3.0 SI
BMW	X5		4.8IS



MERCEDES	C SPORTCOUPE'	AVANTGARDE SPORT	220 CDI
MERCEDES	C SPORTCOUPE'	AVANTGARDE SPORT	220 CDI
MERCEDES	C220 SW	AVANTGARDE	
MERCEDES	CLASSE B	CHROME	200
MERCEDES	CLASSE C	SW	
MERCEDES	CLASSE C 230 CDI		
MERCEDES	CLASSE E		
MERCEDES	CLASSE E		
MERCEDES	CLASSE E SW		
MERCEDES	CLASSE M		
MERCEDES	CLASSE ML		
MERCEDES	CLASSE S		
MERCEDES	CLC		200 KOMPRESSOR
MERCEDES	CLS		
MERCEDES	G55 AMG SSW		

Mercedes



MERCEDES	GLK		
MERCEDES	GLK	EDITION 1	320 CDI 4MATIC
MERCEDES	GLK		
MERCEDES	GLK		
MERCEDES	GLK	EDITION 1	320 CDI 4MATIC
MERCEDES	GLK		
MERCEDES	GLK	SPORT	320 CDI 4MATIC

MERCEDES	ML		320 CDI
MERCEDES	S500 L 4MATIC	AVANTGARDE	

Mercedes



ALFA ROMEO	159	SPORTWAGON	
ALFA ROMEO	159		2.4 JTDM
ALFA ROMEO	BRERA		2.4 JTDM
ALFA ROMEO	BRERA		2.2 JTS
ALFA ROMEO	MITO		

BENTLEY	CONTINENTAL FLYING SPUR		
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CADILLAC	BLS WAGON		
CADILLAC	BLS WAGON	ELEGANCE	1.9D 179CV
CADILLAC	STS	SP LUXURY	4.6 AWD

CITROEN	C4 COUPE'	VTR	1.6 16V THP TURBO
CITROEN	C5	BUSINESS	2.0 HDI FAP
CITROEN	C5	TOURER	
CITROEN	C5 TOURER		

DODGE	NITRO		
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FIAT	500 ABARTH		
FIAT	CROMA		
FIAT	GRANDE PUNTO ABARTH		

FORD	FOCUS	ST 3P	2.5T 20V
FORD	FOCUS	ST 3P	
FORD	KUGA	TITANIUM	2.0 TDCI 136CV DPF 4WD
FORD	MONDEO	SW	
FORD	MONDEO SW	TITANIUM	2.0 TDCI

Alfa Romeo : Ford

HONDA	ACCORD	TOURER	
HONDA	ACCORD	EXCLUSIVE	2.2 i-DTEC
HONDA	CIVIC TYPE S	ABSOLUTE LE	1:08
HONDA	LEGEND	SH-AWD	

INFINITI	EX		
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JAGUAR	X-TYPE	PREMIUM LUXURY	2.2D
JAGUAR	XF		
JAGUAR	XF		

JEEP	CHEROKEE	LIMITED DPF	2.8 CRD DPF
JEEP	GRAND CHEROKEE		
JEEP	GRAND CHEROKEE		
JEEP	GRAND CHEROKEE	LIMITED	5.9 LIMITED

LANCIA	DELTA		
LANCIA	DELTA	PLATINO	1.4 T-JET 150 CV
LANCIA	DELTA	PLATINO	1.6 MULTIJET
LANCIA	THESIS		

LAND ROVER	FREELANDER 2		
LAND ROVER	FREELANDER 2		
LAND ROVER	FREELANDER 2		2.2 TD4
LAND ROVER	FREELANDER 2		
LAND ROVER	FREELANDER 2		
LAND ROVER	FREELANDER 2	SE	2.2 TD4
LAND ROVER	RANGE ROVER	HSE	4:06
LAND ROVER	RANGE ROVER SPORT		2.7 TDV6

LEXUS	SC 430		
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Honda : Lexus



MAZDA	3	MPS	
MAZDA	6 WAGON		
MAZDA	6 WAGON		
MAZDA	RX8		

MINI	COOPER D	CHILI	
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MITSUBISHI	PAJERO		
MITSUBISHI	PAJERO		

OPEL	ASTRA	COSMO	1.6 16 TURBO
OPEL	ASTRA	GTC - OPC	2.0 T 16V
OPEL	ASTRA	OPC	
OPEL	CORSA	OPC	

PEUGEOT	206	GTI	
PEUGEOT	407	SW	
PEUGEOT	407	SPORT	V6 HDI
PEUGEOT	308 3P	TECNO	1.8 THP
PEUGEOT	308 SW		

PORSCHE	CAYENNE	TURBO S	
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RENAULT	KOLEOS	DYNAMIQUE 4X4	2.0 DCI 150CV
RENAULT	MEGANE	SPORT R26	
RENAULT	MEGANE F1 R26		2.0 T 16V

SAAB	9:03	SPORHATCH	
SAAB	9-5 WAGON	NORDIC	1.9 TID
SAAB	9.3 AERO	SPORT SEDAN	1.9 TTiD
SAAB 9.4X	9.4X		

Mazda : Saab



SEAT	LEON	CUPRA	
SEAT	LEON CUPRA		

SKODA	OCTAVIA	ELEGANCE	2.0 TDI DSG FAP
SKODA	OCTAVIA WAGON	SCOUT 4X4	2.0 TDI

SUBARU	FORESTER		
SUBARU	FORESTER		
SUBARU	IMPREZA	STI	
SUBARU	OUTBACK	AQ	2.0D

TOYOTA	RAV 4		
TOYOTA	RAV CROSSOVER	SOL	2.2 D-4D 136 CV

VOLKSWAGEN	GOLF	HIGHLINE DSG 3P	1.4 TSI
VOLKSWAGEN	GOLF	GTI ED.30	2.0 16V TFSI
VOLKSWAGEN	GOLF	GTI ED.30	
VOLKSWAGEN	GTI		
VOLKSWAGEN	PASSAT	VARIANT	
VOLKSWAGEN	PASSAT CC		2.0 TDI DPF 140CV
VOLKSWAGEN	PHAETON	L 5p	6
VOLKSWAGEN	SCIROCCO		
VOLKSWAGEN	SCIROCCO		2.0 TFSI
VOLKSWAGEN	SCIROCCO		
VOLKSWAGEN	TIGUAN		
VOLKSWAGEN	TIGUAN	SPORT&STYLE	2.0TDI
VOLKSWAGEN	TIGUAN	TRACK&FIEL	2.0 TDI 140CV
VOLKSWAGEN	TOUAREG		
VOLKSWAGEN	TOUAREG		
VOLKSWAGEN	TOUAREG	SPORT	W12

SEAT : Volkswagen

Al Volante

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, AUGUST	AL VOLANTE	CORPORATE	S40-V50FL			VOLVO V50 LANCIA DELTA 1.6 MULTIJET PLATINO

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Auto

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	AUTO	CORPORATE	S40-V50FL			VOLVO V50 1.6D
						PEUGEOT 308 SW

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



AutoLifestyle

DATE	HEADING NAME	FIRST SUBJECT	SECOND SUBJECT	THIRD SUBJECT	Photos NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, AUGUST	AUTO LIFESTYLE	CORPORATE	C30T5			VOLVO C30T5 VW GOLF GTI FORD FOCUS ST AUDI S3 SUBARU IMPREZA STI BMW SERIE1 130i PEUGEOT 20GTi RENAULT MEGANE SPORT R26 OPEL ASTRA OPC MAZDA3 MPS GRANDE PUNTO ABARTH OPEL CORS OPC FIAT 500 ABARTH

Volvo and Competitors
The complete table of
published articles and/or test drive
with Volvo's model and it competitor



Auto Oggi

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
1/16/08	AUTO OGGI	CORPORATE	V50		DJ325FB	V50 2.0D MOMENTUM MONDEO SW 2.0 TDCI TITANIUM
4/30/08	AUTO OGGI	XC60				VOLVO XC60 AUDI Q5 BMW X3 DODGE NITRO MERCEDES GLK
9/17/08	AUTO OGGI	CORPORATE	V70			VOLVO V70 2.4 D5 SUMMUM MERCEDES C220 CDI SW AVANTGARDE

Volvo and Competitors
The complete table of
published articles and/or test drive
with Volvo's model and it competitor



Auto&Fuoristrada

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	AUTO&FUORISTRADA	XC60				VOLVO XC60
						MERCEDES GLK 320 CDI 4MATIC SPORT
						AUDI Q5
						BMW X3

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



AutoDigest

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	AUTODIGEST	CORPORATE	XC90			VOLVO XC90 T6 AWD
						BMW X5 4.8IS
						JEEP GRAND CHEROKEE 5.9 LIMITED
						LANDROVER RANGE ROVER 4.6 HSE
						MERCEDES-BENZ G55 AMG SW
						PORSCHE CAYENNE TURBO S
						VW TOUAREG W12 SPORT

Volvo and Competitors
 The complete table of
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Automobile

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, JANUARY	AUTOMOBILE	CORPORATE	XC90			XC90
						MERCEDES CLASSE M
						MITSUBISHI PAJERO
						JEEP GRAND CHEROKEE
						VOLKSWAGEN TOUAREG

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Automobilismo

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	AUTOMOBILISMO	CORPORATE	S80			VOLVO S80 D5 STYLE
						SAAB 9-3 1.9 TTiD AERO SPORT SEDAN
						HONDA ACCORD 2.2 i-DTEC EXCLUSIVE
						JAGUAR X-TYPE 2.2D PREMIUM LUXURY

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Cambio, Panorama Auto

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, MARCH	CAMBIO	CORPORATE	V50		DL211VN	V50 D5 MOMENTUM CADILLAC BLS WAGON 1.9D 179CV ELEGANCE
2008, MARCH	CAMBIO	CORPORATE	XC90			XC90 BMW X5 JEEP GRAND CHEROKEE VOLKSWAGEN TOUAREG MERCEDES ML MITSUBISHI PAJERO
2008, JUNE	PANORAMA AUTO, CAMBIO	CORPORATE	V70		DK566CX	VOLVO V70 T6 AWD MOMENTUM BMW 530i TOURING MSPORT

Volvo and Competitors
The complete table of
published articles and/or test drive
with Volvo's model and it competitor



Capital

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, JANUARY	CAPITAL	CORPORATE	S80			S80 4.4 AWD EXECUTIVE
						BENTLEY CONTINENTAL FLYING SPUR
						AUDI A8 W12L
						VOLKSWAGEN PHAETON L 6.0 5p
						MERCEDES-BENZ S500L AVANTGARDE 4MATIC
						CADILLAC STS 4.6 SP LUXURY AWD
						HONDA LEGEND SH-AWD

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Corriere Adriatico

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
9/16/08	CORRIERE ADRIATICO	XC60				VOLVO XC60
						AUDI Q5
						MERCEDES GLK

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Dove

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	DOVE	XC60				VOLVO XC60
						AUDI Q5
						MERCEDES GLK

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor

Gente Motori

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, FEBRUARY	GENTE MOTORI	CORPORATE	V70		DK502CX	V70 D5 MOMENTUM
						AUDI A6 AVANT
						BMW SERIE 5 TOURING
						MERCEDES CLASSE E SW

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Japan and Europe Car Magazine

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, AUGUST	JAPAN CAR MAGAZINE	CORPORATE	C30			VOLVO C30
						AUDI A3
						BMW SERIE 1
						VW SCIROCCO

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



La Gazzetta del Mezzogiorno

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
6/25/08	LA GAZZETTA DEL MEZZOGIORNO	CORPORATE	C70 CONVERTIBLE			VOLVO C70 CONVERTIBLE LEXUS SC 430

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



La Mia Auto, La Mia Auto 4x4

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, MAY	LA MIA AUTO	CORPORATE	C30			VOLVO C30 MERCEDES C SPORTCOUPE' 220 CDI AVANTGARDE SPORT BMW SERIE 1 COUPE'
2008, MAY	LA MIA AUTO	CORPORATE	C30			VOLVO C30 D5 SUMMUM MERCEDES C SPORTCOUPE' 220 CDI AVANTGARDE SPORT BMW 123D M SPORT
2008, JUNE	LA MIA AUTO	CORPORATE	C30		DL239VN; DK419DB;	VOLVO C30 1.6D; VOLVO C30 1.8F AUDI A3 1.4 TFSI ATTRACTION MINI COOPER D CHILI
2008, SEPTEMBER	LA MIA AUTO	CORPORATE	S40-V50FL	POWERSHIFT	DN022YC	VOLVO V50 MOMENTUM POWERSHIFT SKODA OCTAVIA 2.0TDI ELEGANCE DSG FAP AUDI A3 SPORTBACK 2.0 TDI AMBITION S-TRONIC
2008, SEPTEMBER	LA MIA AUTO 4x4	XC60				VOLVO XC60 BMW X3 LANDROVER FREELANDER TOYOTA RAV4 AUDI Q5 MERCEDES GLK

Volvo and Competitors
The complete table of
published articles and/or test drive
with Volvo's model and it competitor



Nuovo Molise Oggi

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
8/18/09	NUOVO MOLISE OGGI	CORPORATE	S80			VOLVO S80
						MERCEDES CLASSE E
						BMW SERIE 5
						JAGUAR XF
						AUDI A6

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Panorama

DATE	HEADING NAME	FIRST SUBJECT	SECOND SUBJECT	THIRD SUBJECT	Photos NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
8/21/08	PANORAMA	XC60				VOLVO XC60 AUDI Q5
2008, SEPTEMBER	PANORAMA	XC60				VOLVO XC60 MERCEDES GLK

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Quattroruote

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, MARCH	QUATTRORUOTE	XC60				XC60
						MERCEDES GLK
						BMW X3
						INFINITI EX
						LAND ROVER FREELANDER
						SAAB 9.4X
2008, SEPTEMBER	QUATTRORUOTE	XC60			QR613LI	VOLVO XC60
						AUDI Q5
						MERCEDES GLK

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



SUV&Fuoristrada

DATE	HEADING NAME	FIRST SUBJECT	SECOND SUBJECT	THIRD SUBJECT	Photos NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, SEPTEMBER	SUV&FUORISTRADA	XC60				VOLVO XC60 2.4D SUMMUM FORD KUGA 2.0 TDCI TITANIUM 136CV DPF 4WD RENAULT KOLEOS 2.0 DCI 150CV DYNAMIQUE 4X4 JEEP CHEROKEE 2.8 CRD LIMITED DPF LANDROVER FREELANDER2 2.2 TD4 SE TOYOTA RAV CROSSOVER 2.2 D-4D 136CV SOL VW TIGUAN 2.0 TDI 140CV TRACK&FIELD
2008, SEPTEMBER	SUV&FUORISTRADA	CORPORATE	XC70		DK573CX	VOLVO XC70 D5 MOMENTUM AUDI ALLROAD 2.7 V6 QUATTRO TDI TIPTRONIC SUBARU OUTBACK 2.0D AQ

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor



Top Auto

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, FEBRUARY	TOP AUTO	CORPORATE	C30			VOLVO C30 T5
						SEAT LEON CUPRA
						VOLKSWAGEN GOLF GTI 30

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor

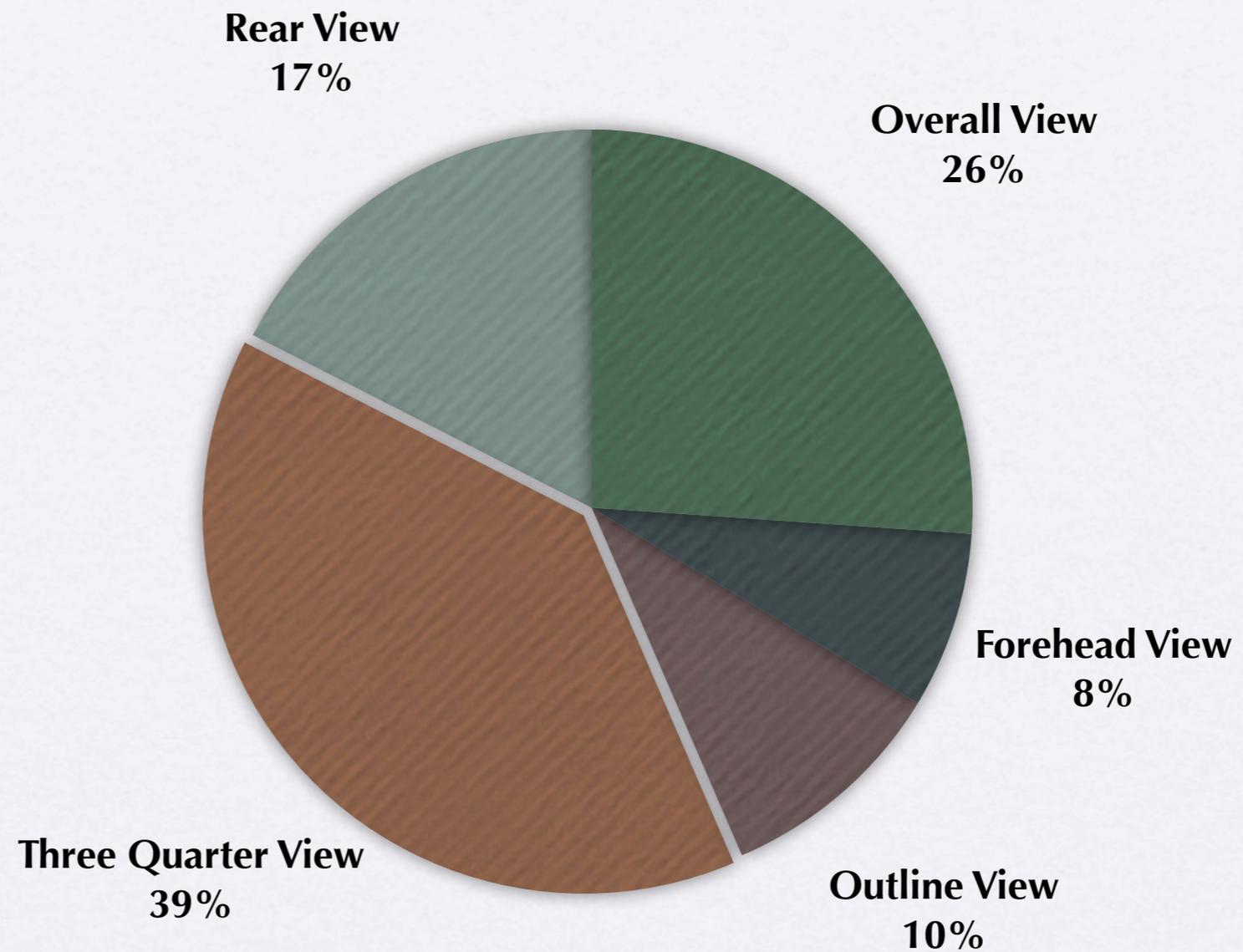


Voglia di 4x4, 16

		FIRST	SECOND	THIRD	Photos	
DATE	HEADING NAME	SUBJECT	SUBJECT	SUBJECT	NUMBER PLATE	VOLVO SUBJECT&COMPETITOR
2008, AUGUST	VOGLIA DI 4x4	CORPORATE	XC90			VOLVO XC90 3.2 AWD
						BMW X5 3.0 SI FUTURA

Volvo and Competitors
 The complete table of
 published articles and/or test drive
 with Volvo's model and it competitor





Kind of photo shown by the press. The internet issued is included without considering archive's photo.

- Overall View
- Forehead View
- Outline View
- Three Quarter View
- Rear View

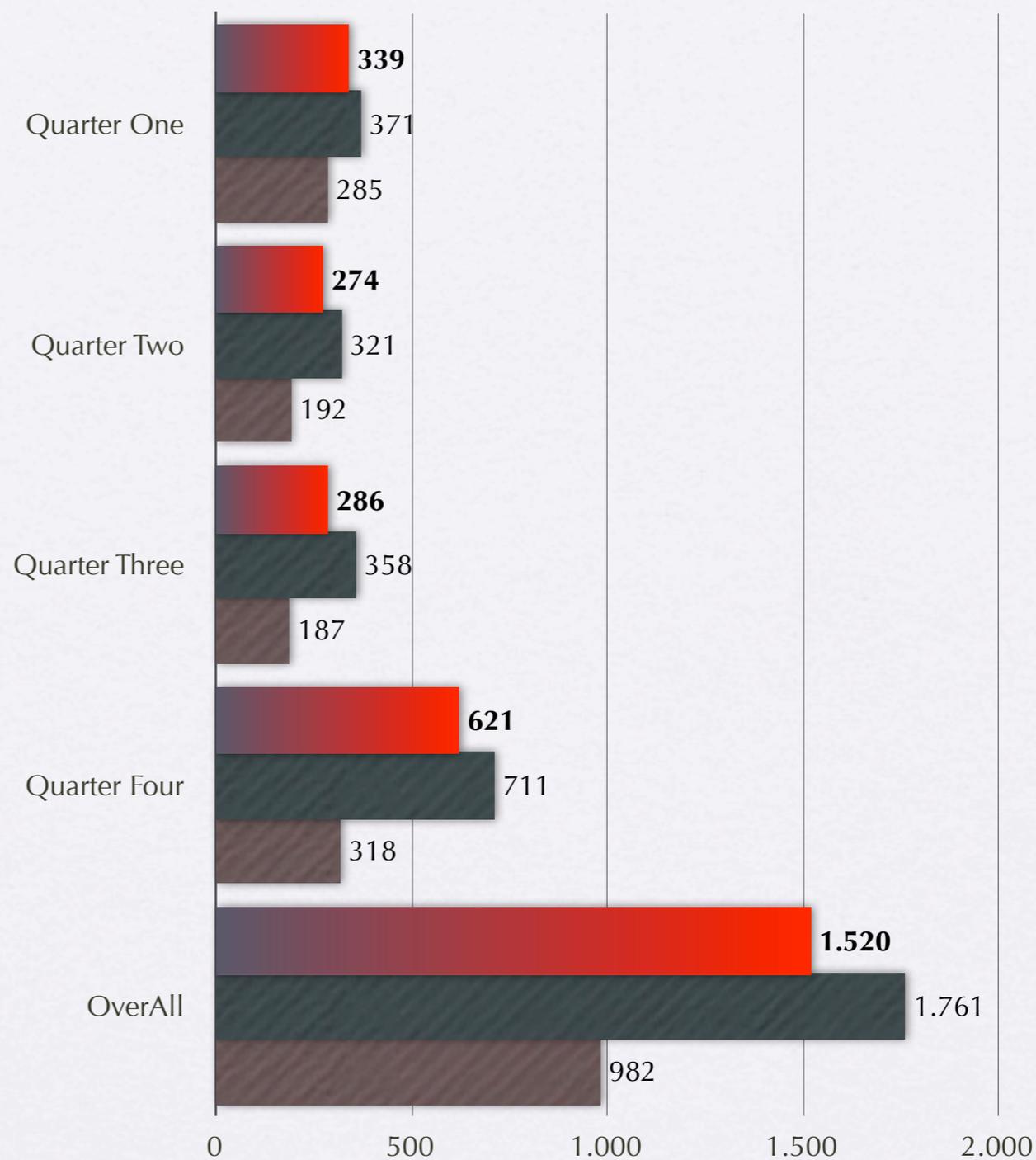


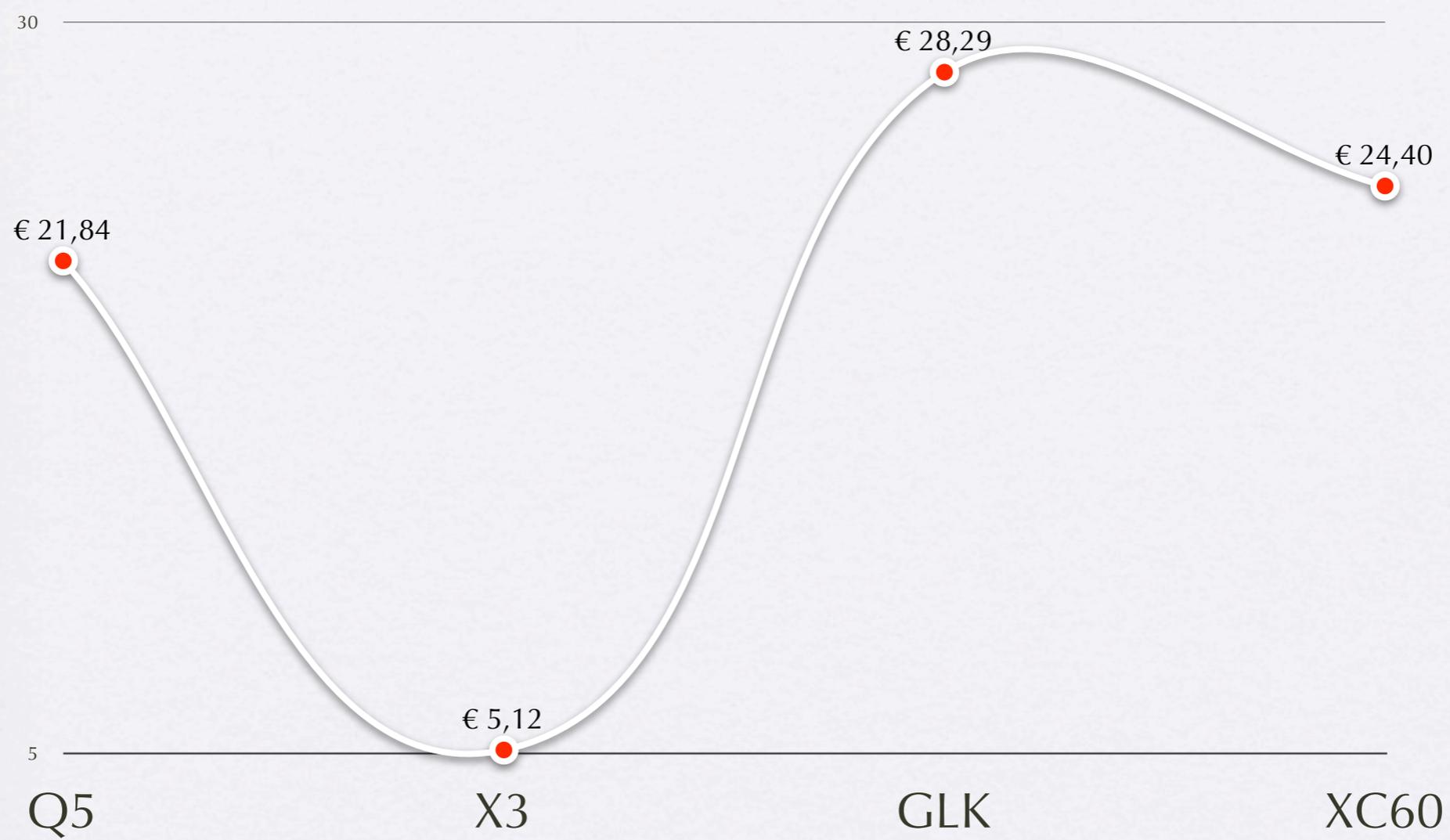
Number of times that the word Volvo has appeared in titles, half titles, subheadings, text and picture caption in all articles examined.

This chart display the report overall and quarter by quarter.

We would like to remind the reader that the overall articles number is 1.772 and the word Volvo has appeared in 1.520 titles.

- Title
- Text
- Caption

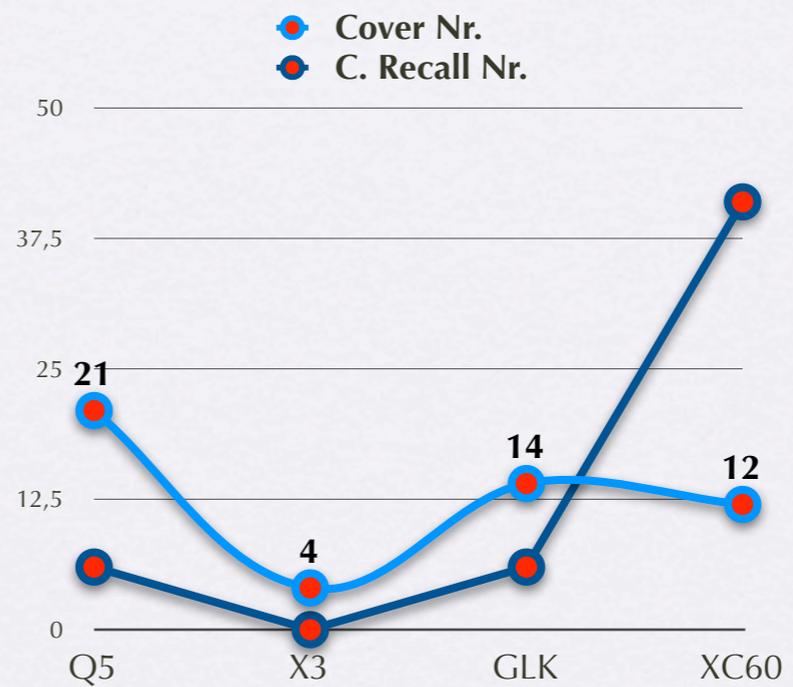
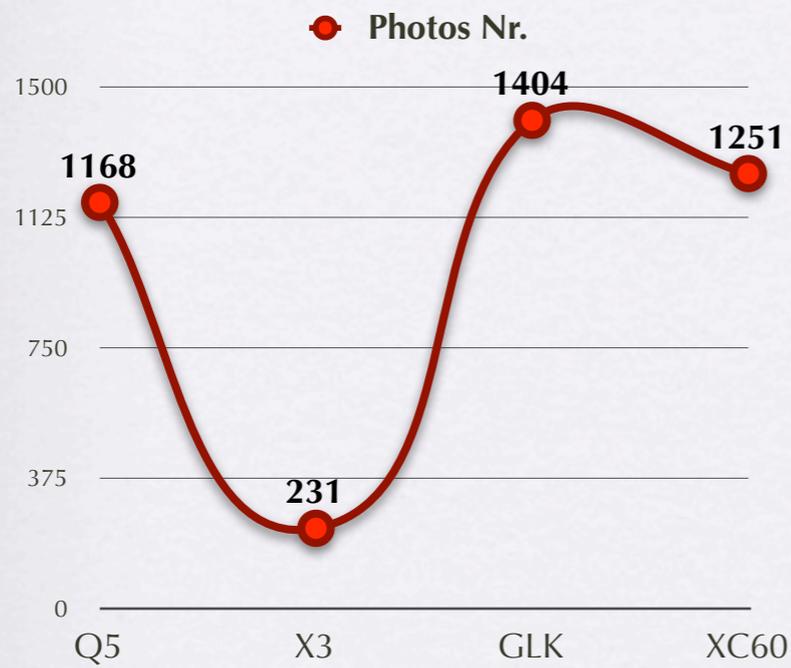
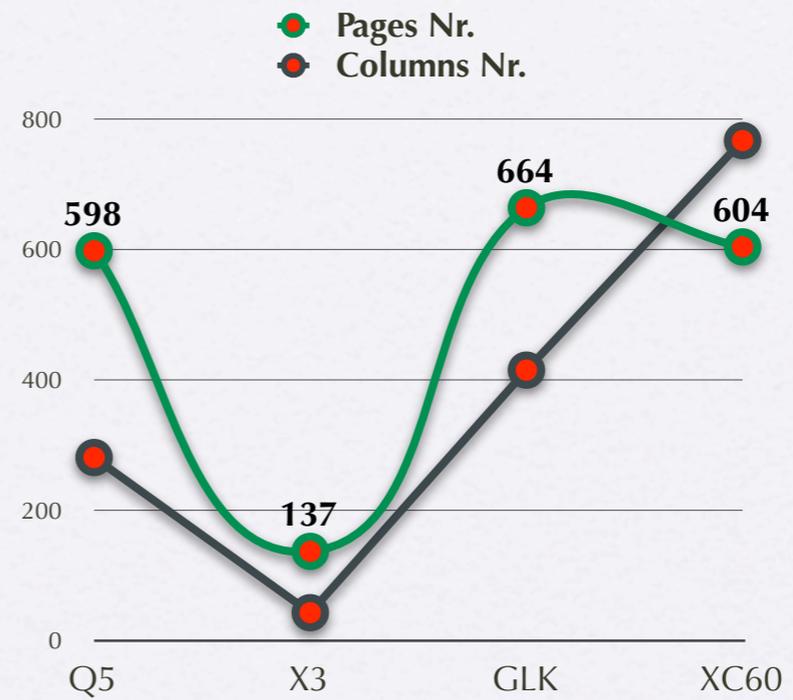
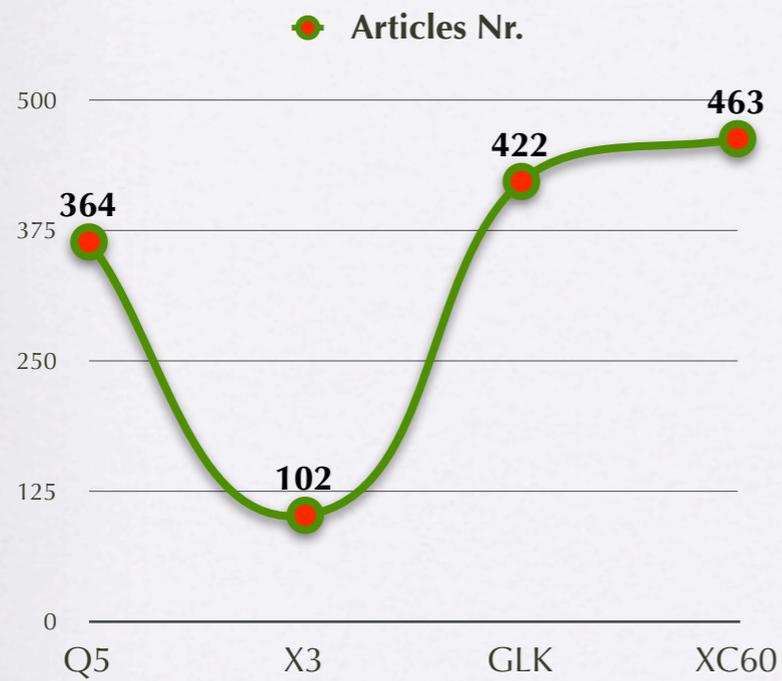




● Media Space Value - Euro Million

OverAll 2008





VOLVO AUTO ITALIA

Pubbliche Relazioni



2008 Chart & Pie

line model

VOLVO AUTO ITALIA

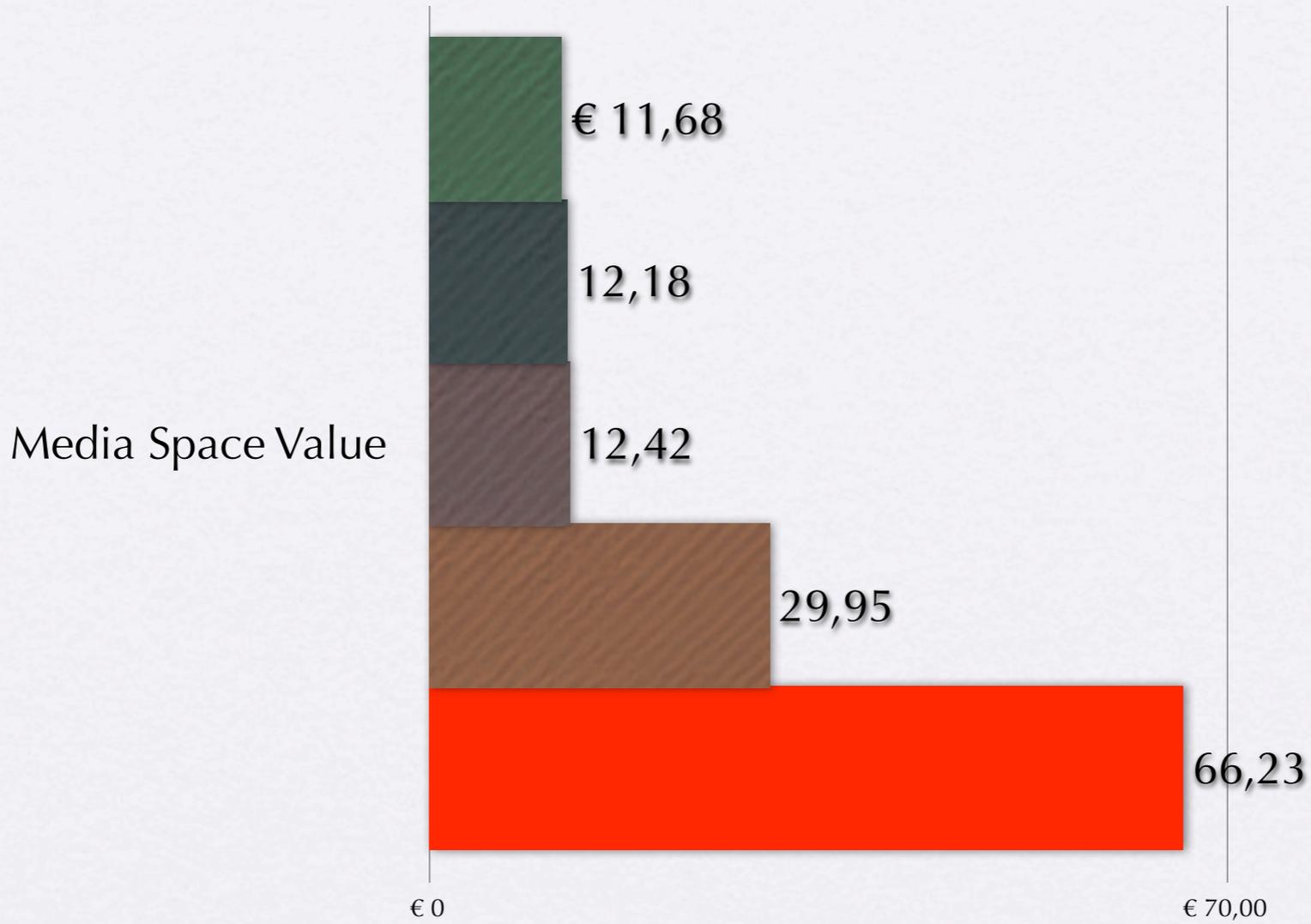
Pubbliche Relazioni



2008 Chart & Pie

line model

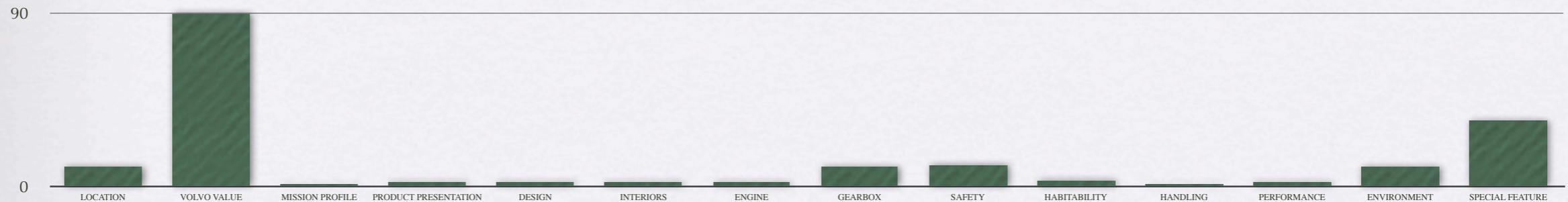
Clipping's Analysis **CORPORATE OVERALL**, Media Space Value



AP Index **CORPORATE OVERALL**, Average Mark



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

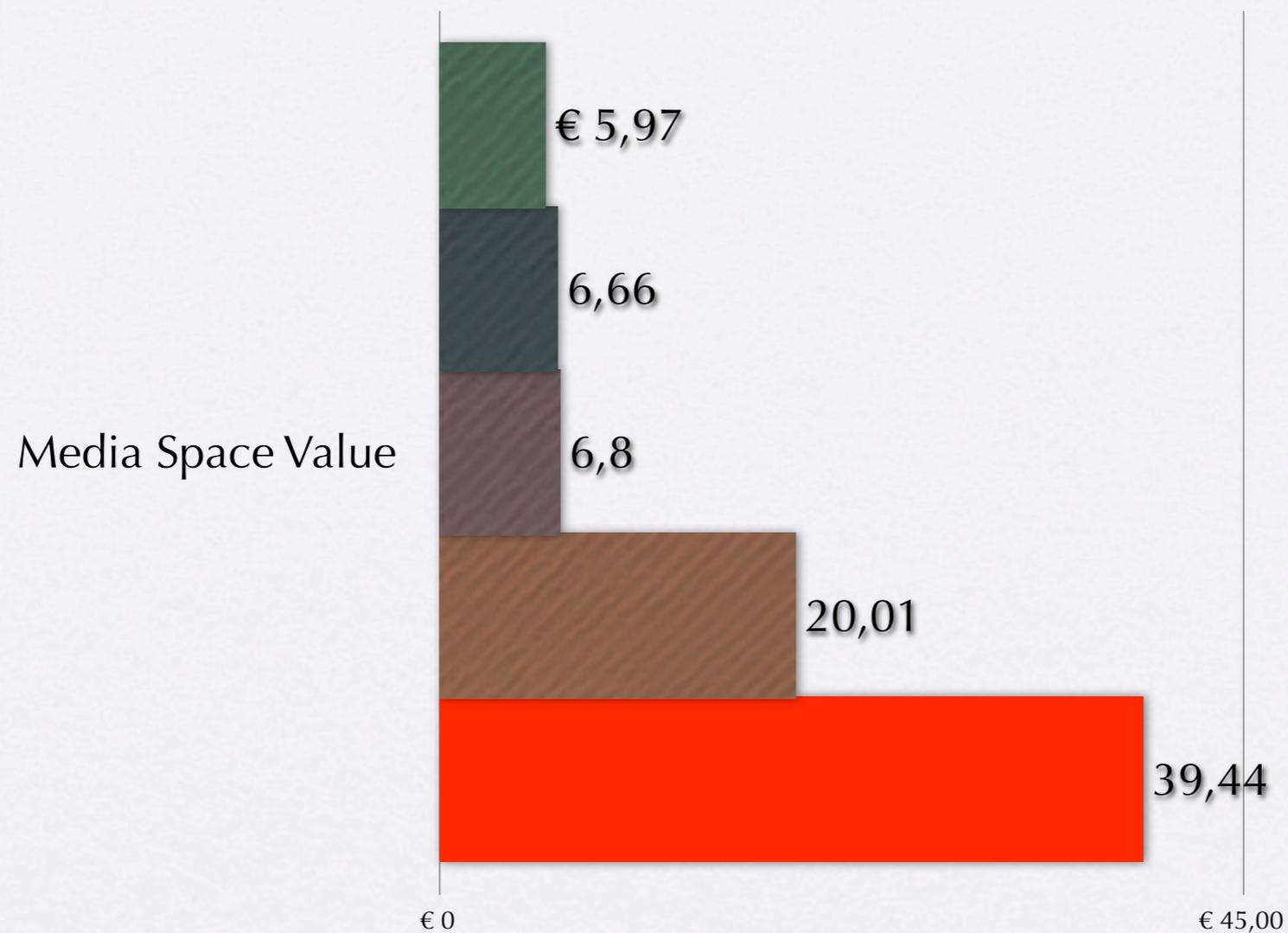


IQ Index and AP Index define the value of the newspaper, or magazine, and the "quality" of the article. IQ Index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and size of photos, the number of time Volvo is mentioned in 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.



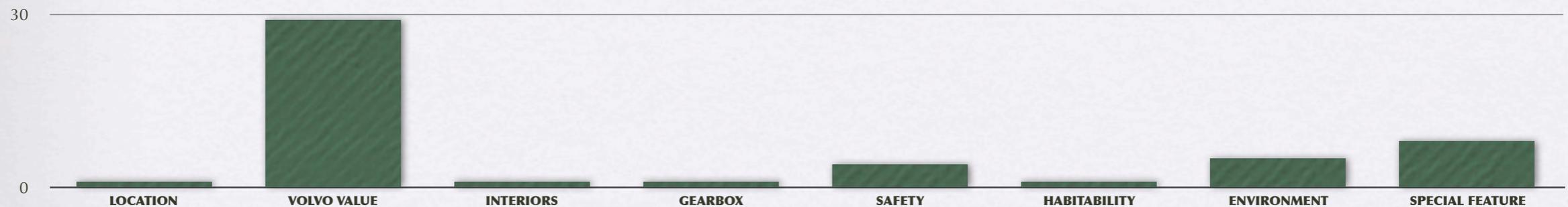
Clipping's Analysis **CORPORATE**, Media Space Value



AP Index **CORPORATE**, Average Mark



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

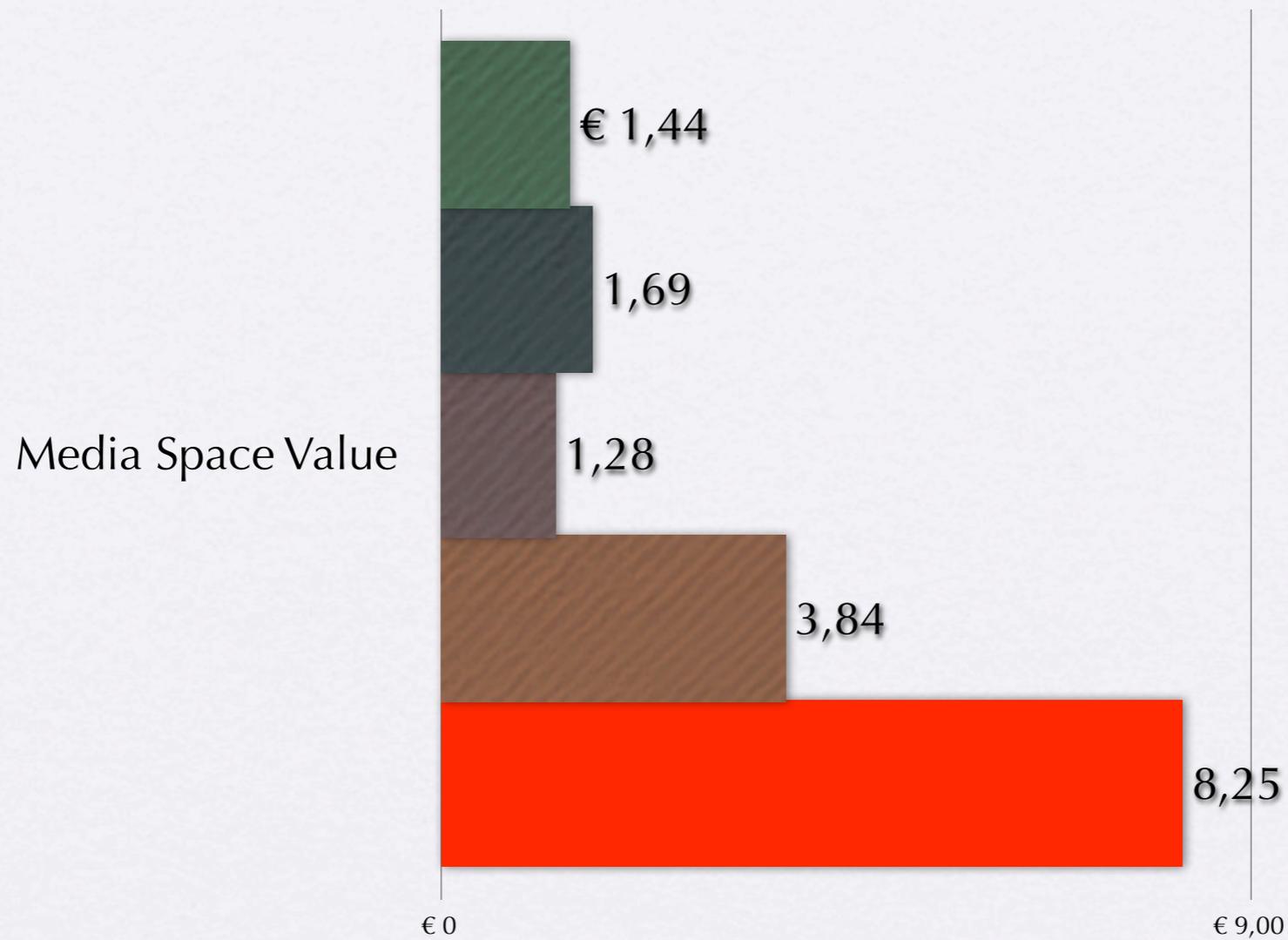


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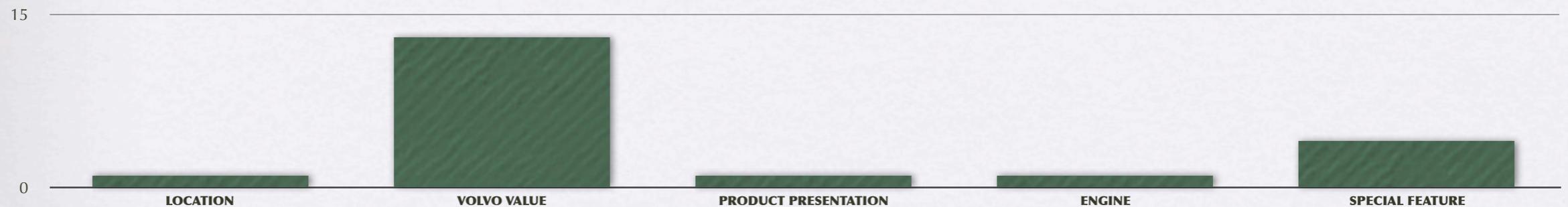
Clipping's Analysis **C30**, Media Space Value



AP Index C30, Average Mark



AP Index C30, Mark 12, TopScore

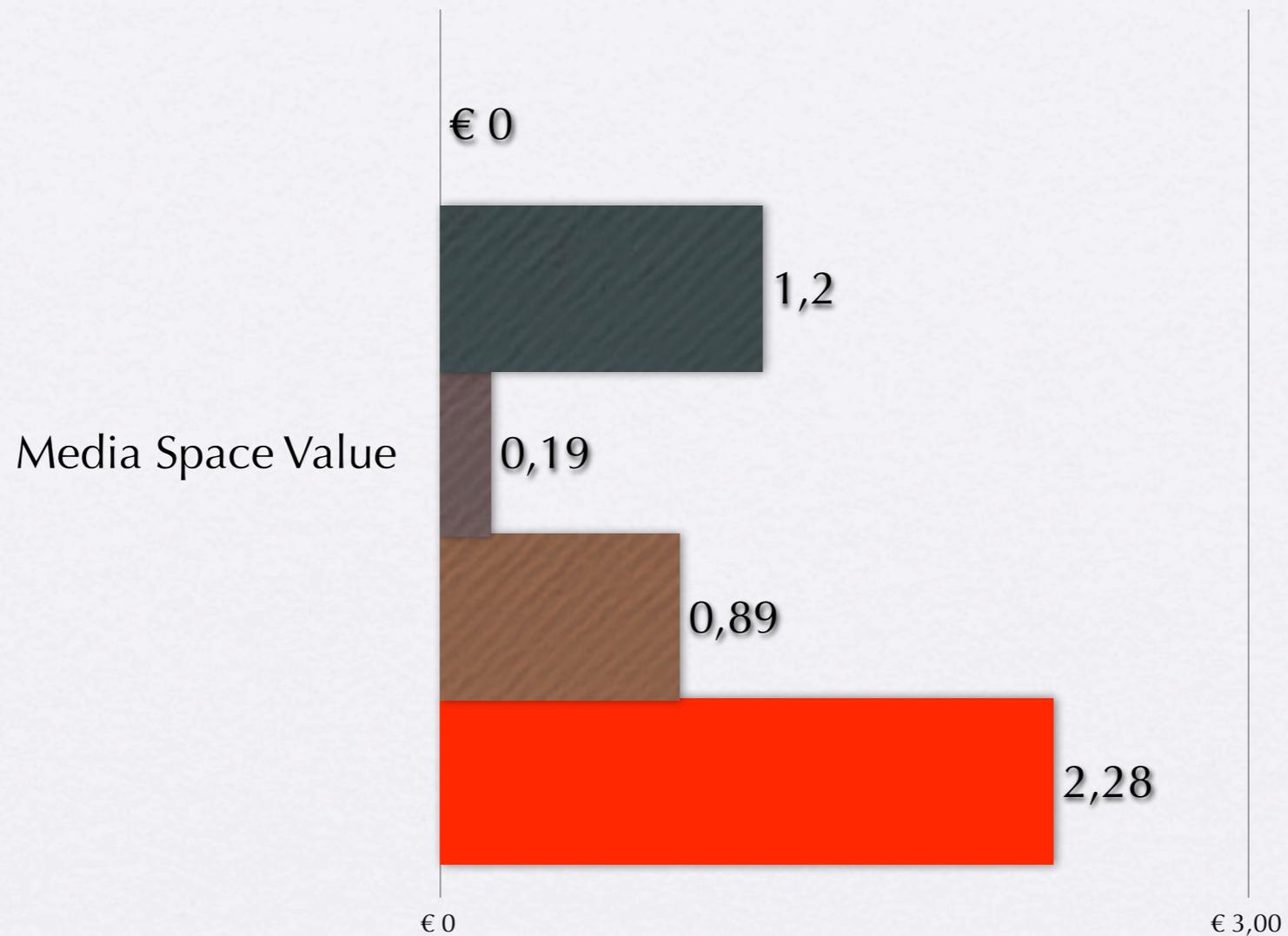


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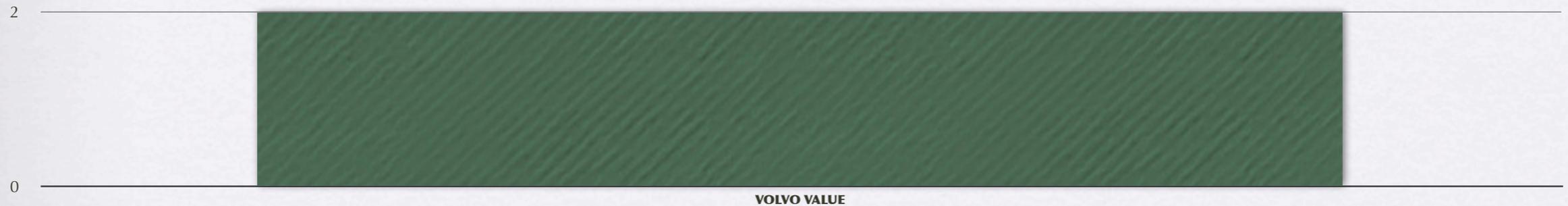
Clipping's Analysis **C70**, Media Space Value



AP Index **C70**, Average Mark



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

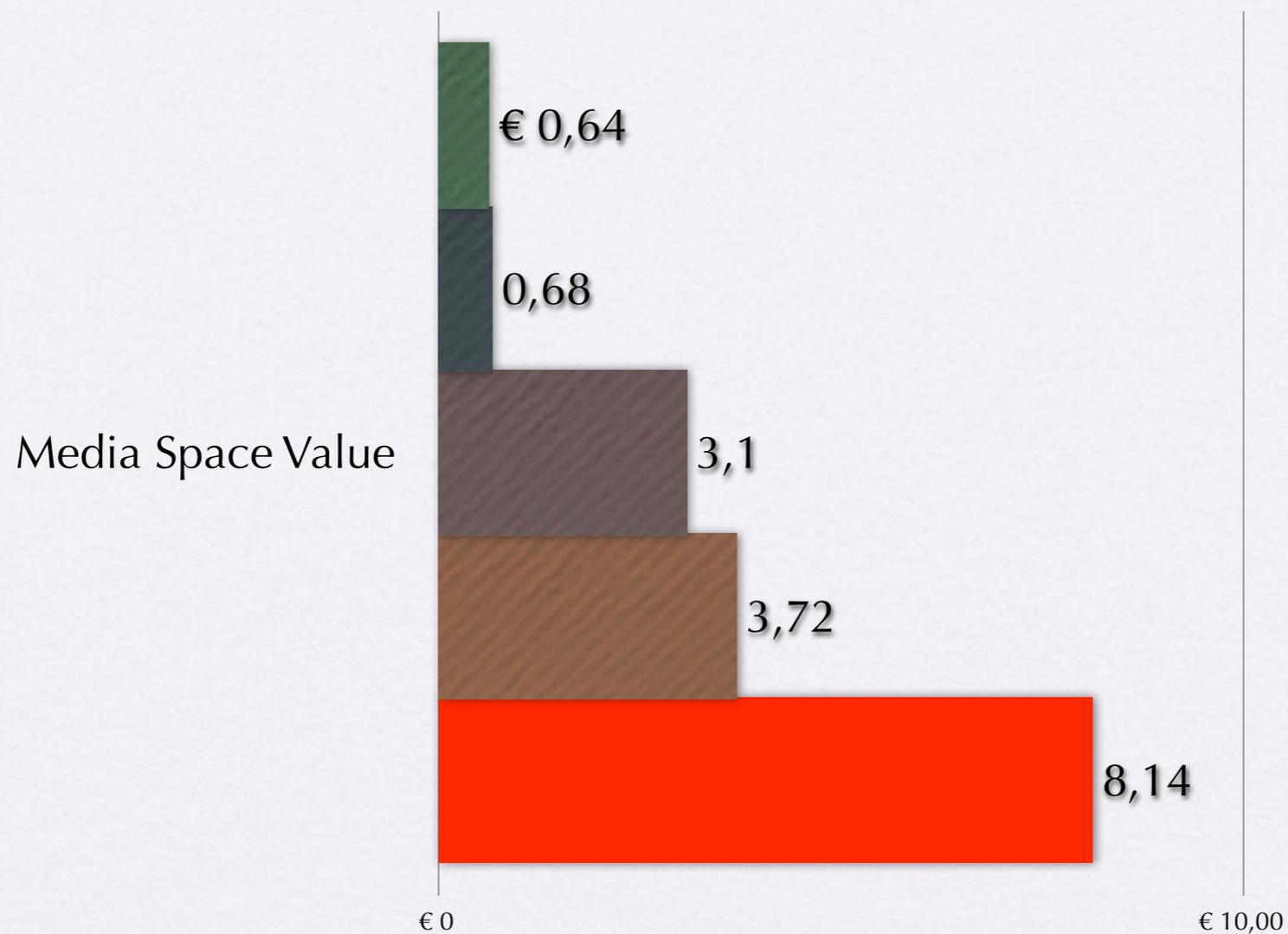


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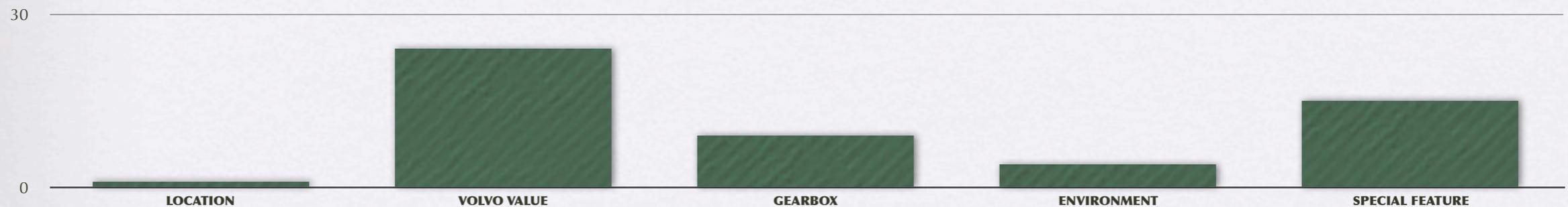
Clipping's Analysis **S40 - V50**, Media Space Value



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



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

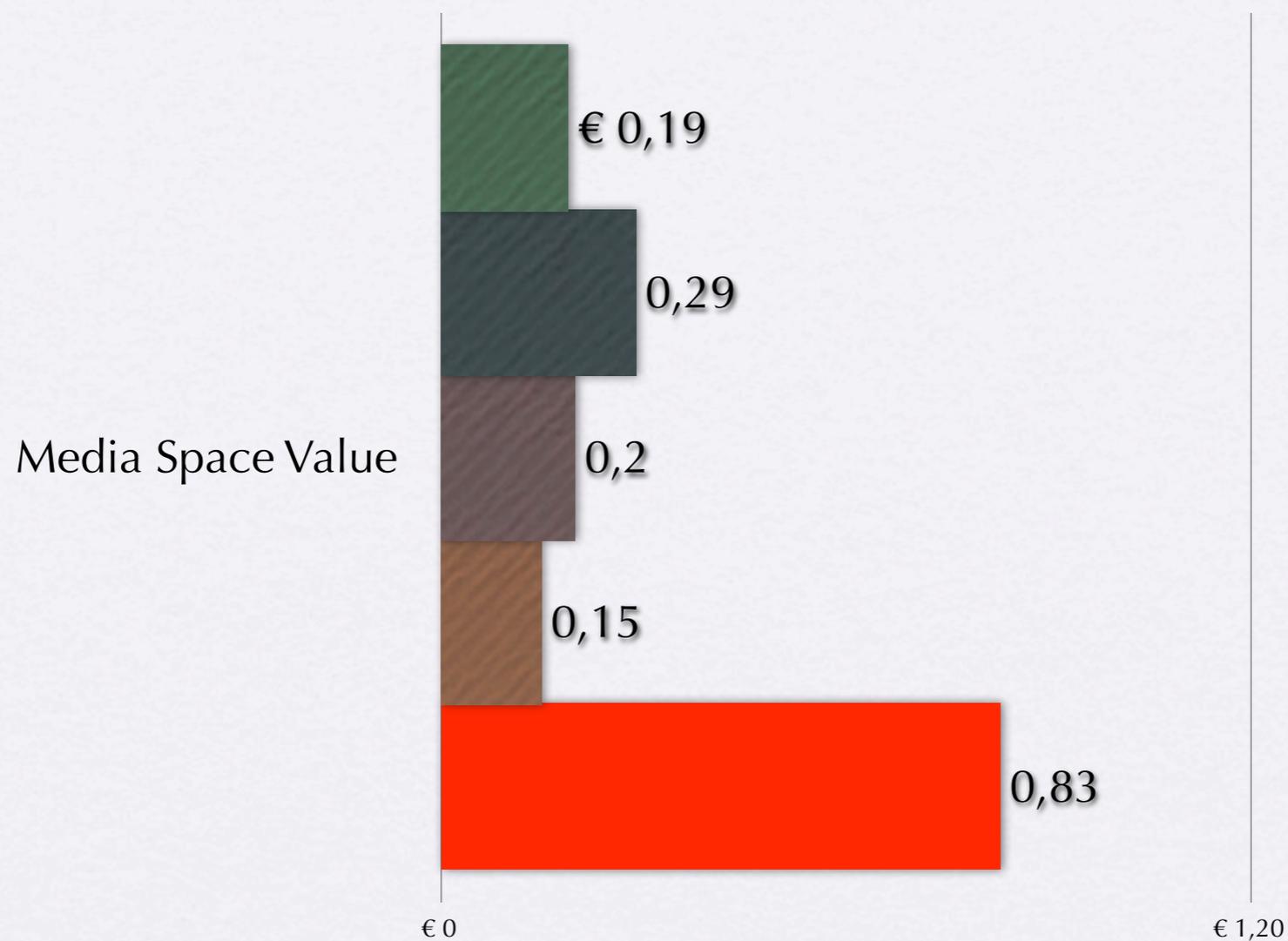


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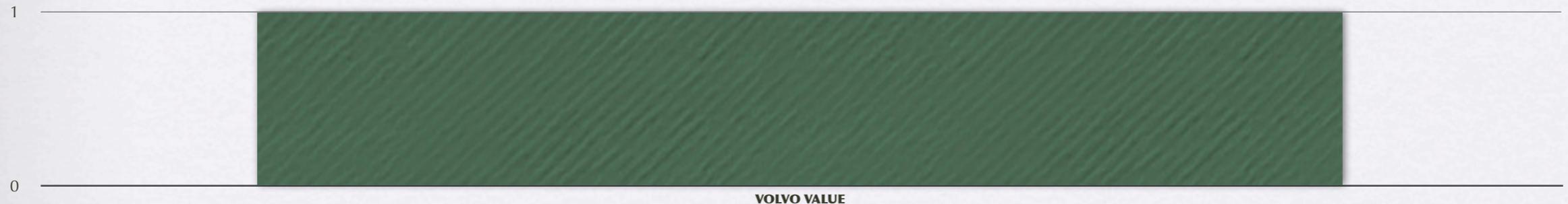
Clipping's Analysis **S80**, Media Space Value



AP Index **S80**, Average Mark



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

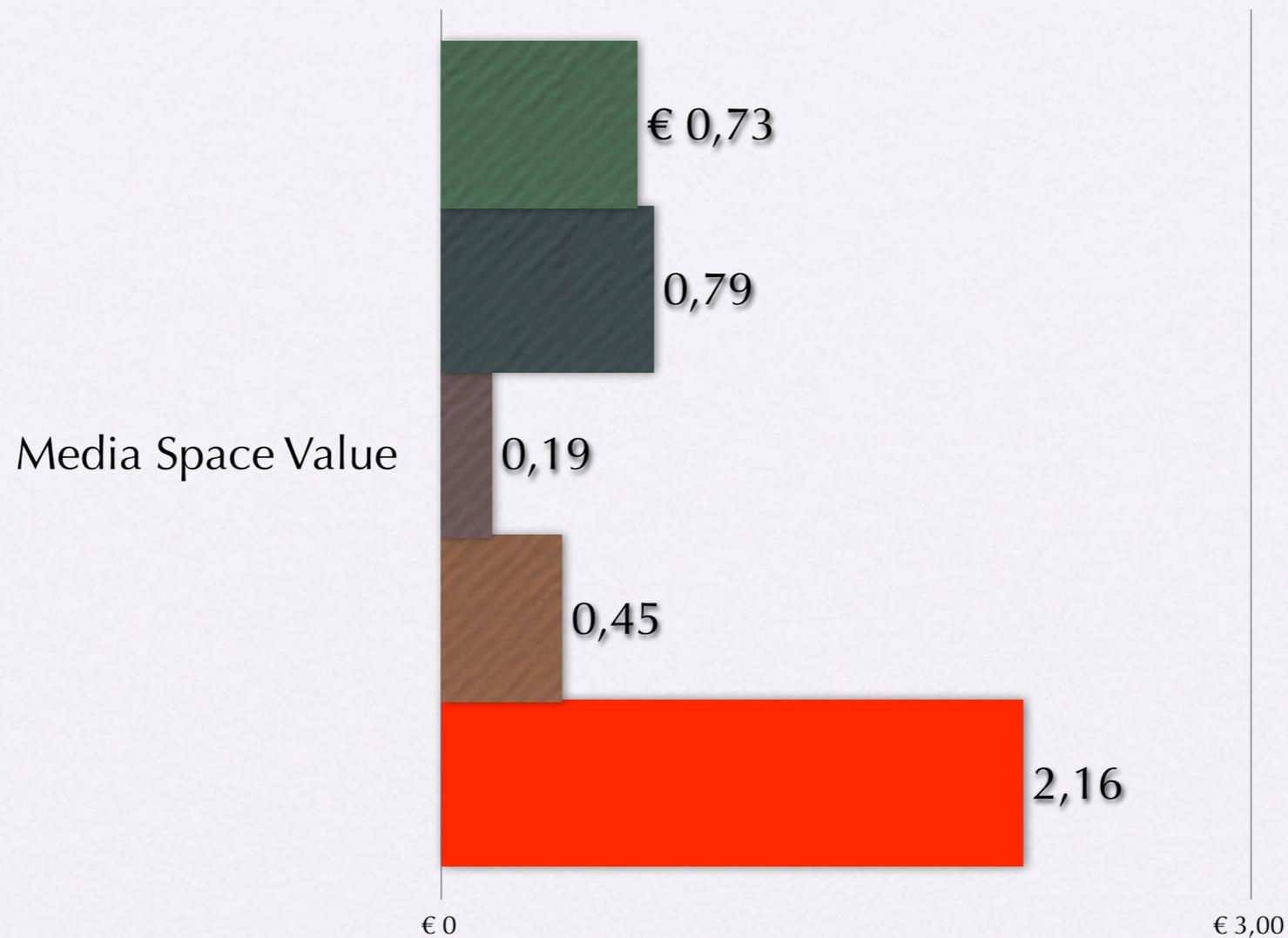


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The referred database are based on 1,381 articles read.



Clipping's Analysis **V70**, Media Space Value



AP Index **V70**, Average Mark



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

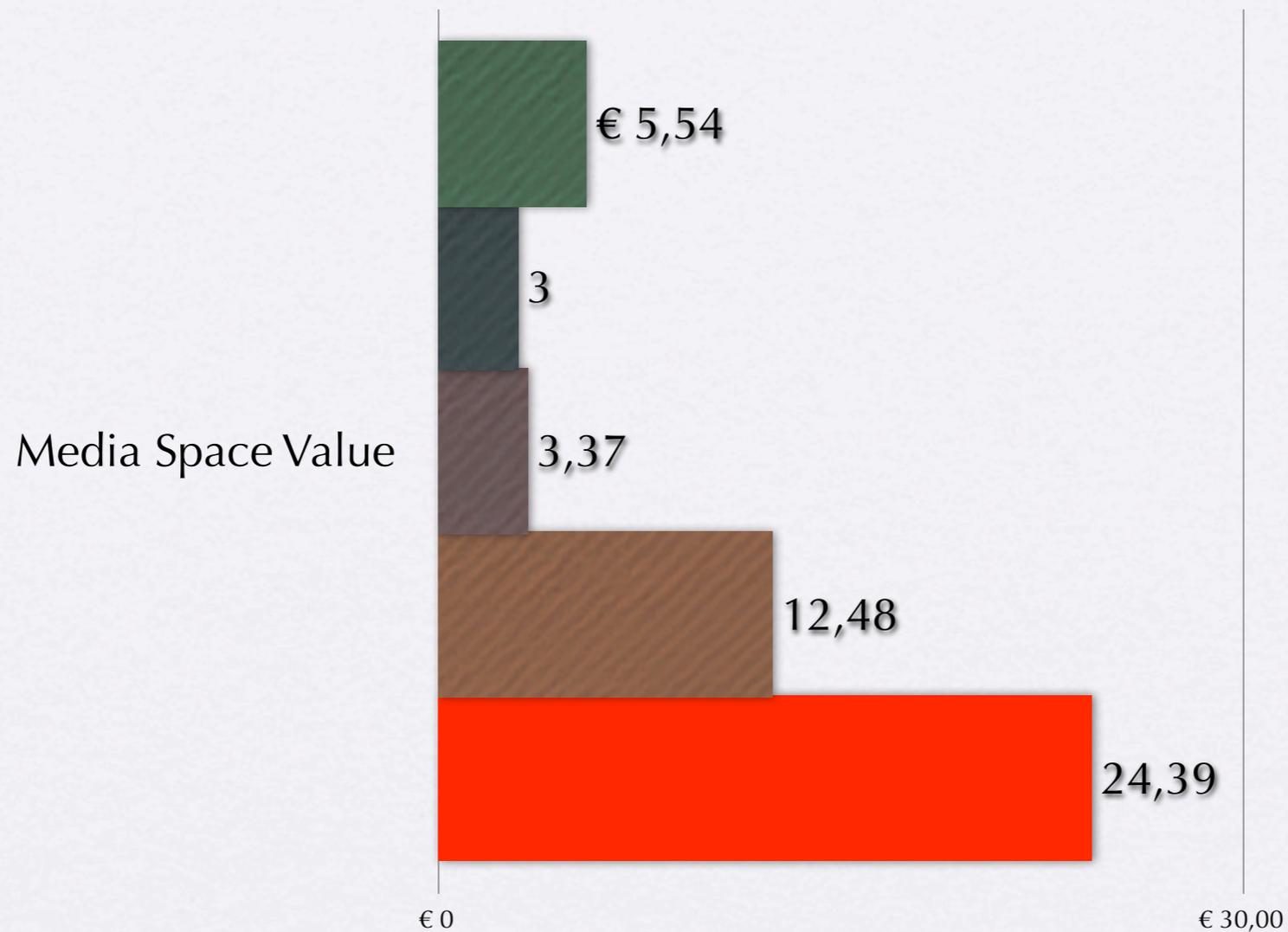


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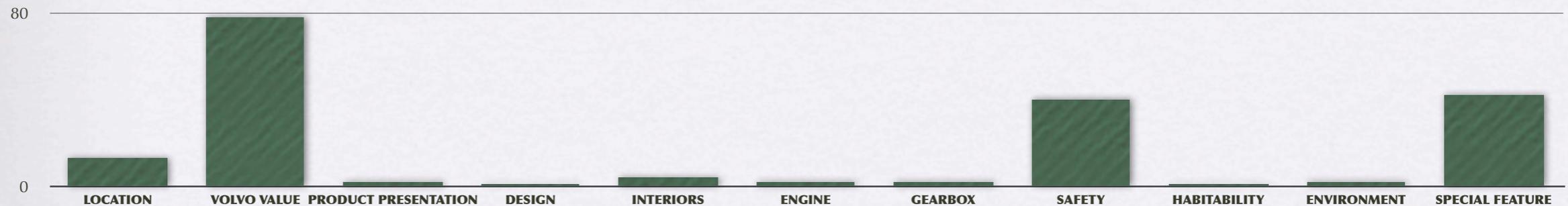
Clipping's Analysis **XC60**, Media Space Value



AP Index **XC60**, Average Mark



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

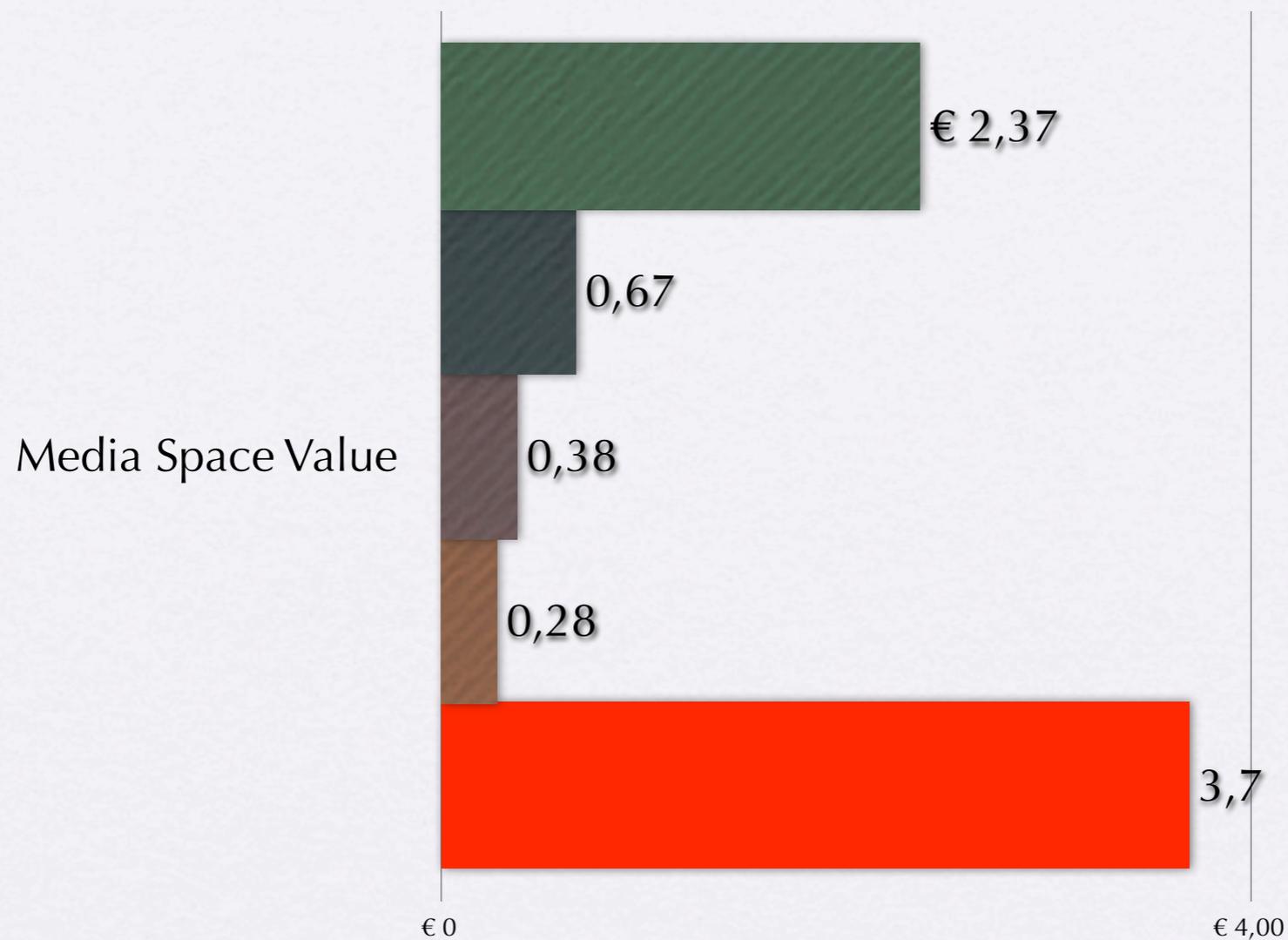


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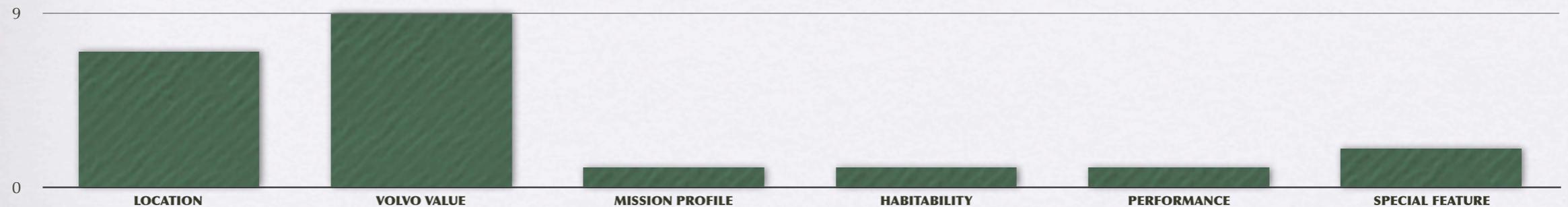
Clipping's Analysis **XC70**, Media Space Value



AP Index **XC70**, Average Mark



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

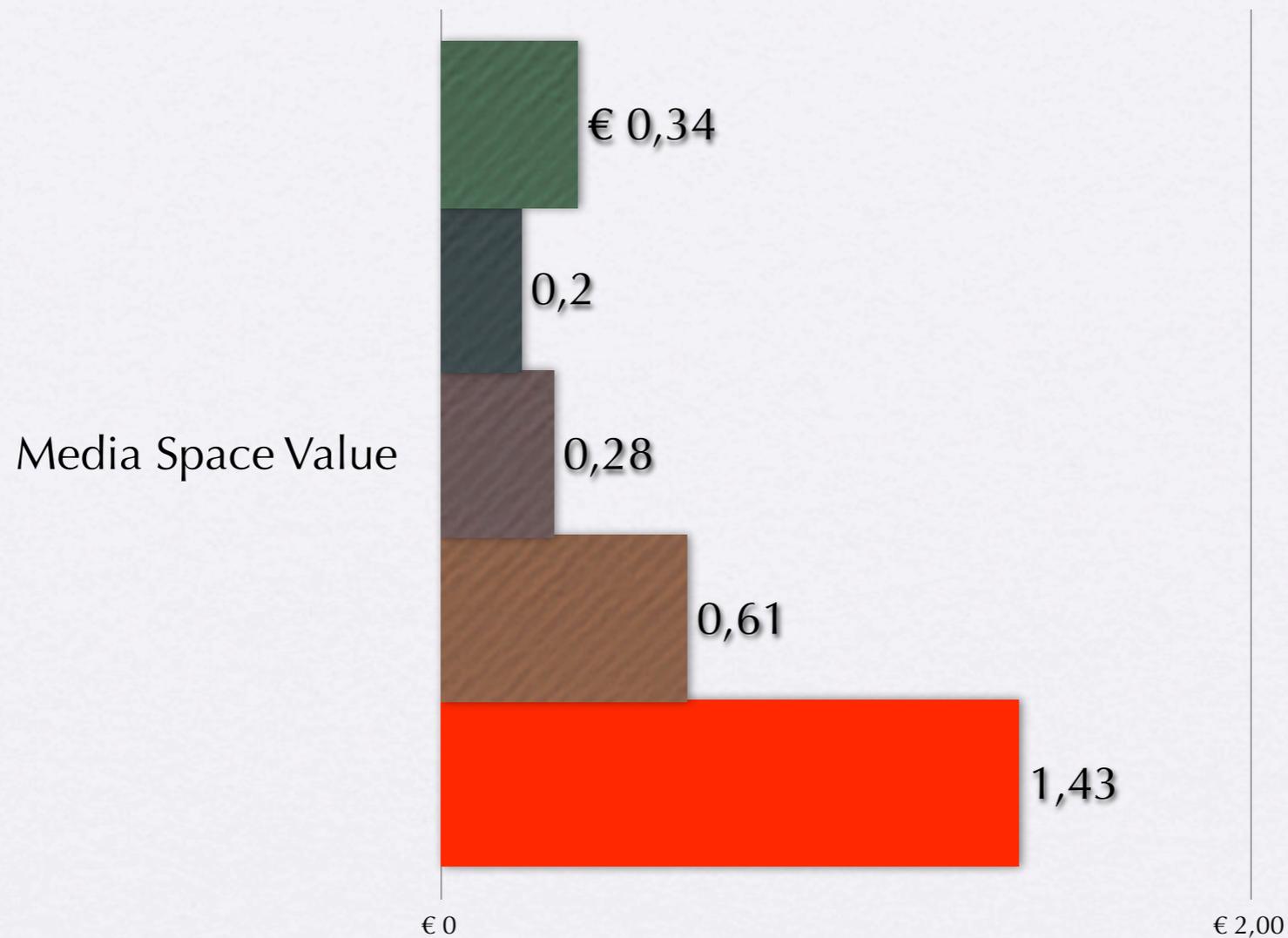


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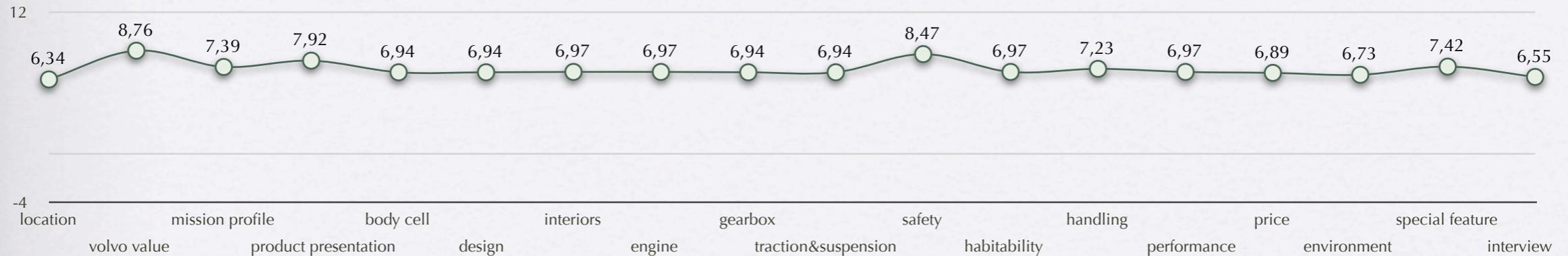
The referred database are based on 1,381 articles read.



Clipping's Analysis **XC90**, Media Space Value



AP Index **XC90**, Average Mark



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



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VOLVO AUTO ITALIA

Pubbliche Relazioni



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VOLVO AUTO ITALIA

Pubbliche Relazioni



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