

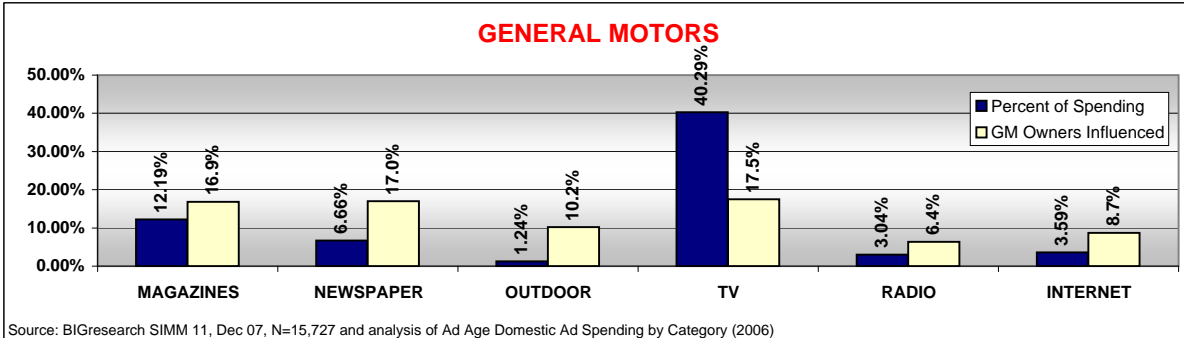


Top Automotive Advertisers Versus What Their Customers Say Influences Their Auto Purchases

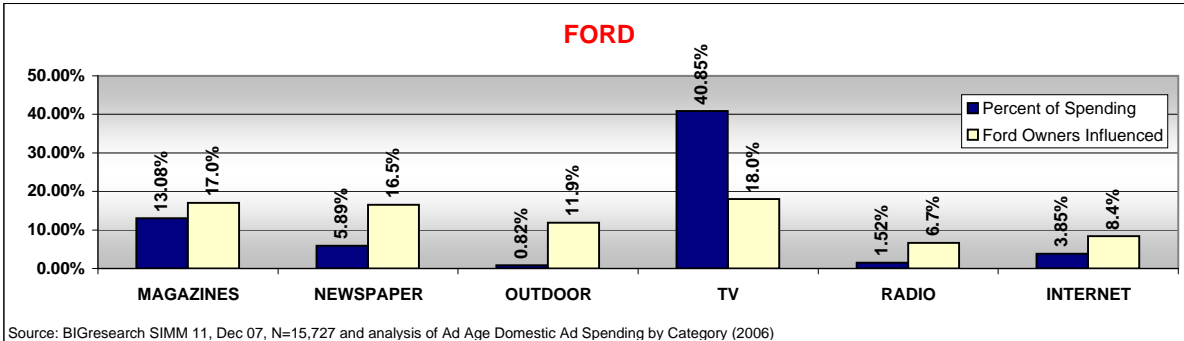
Source: BIGresearch SIMM 11, Dec 07, N=15,727
and Analysis of Ad Age Domestic Ad Spending by Category (2006)

U.S. MEASURED MEDIA BREAKOUT FOR 2006

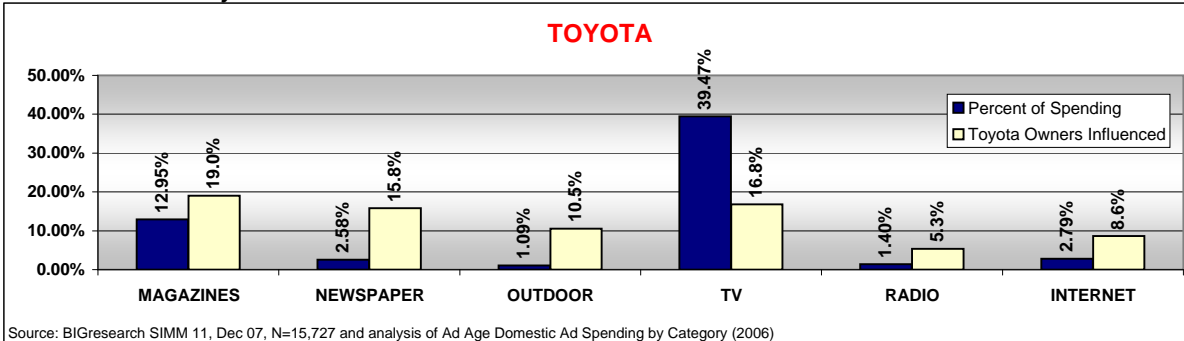
ADVERTISER		MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
General Motors Corp.	<i>Percent of Spending</i>	12.19%	6.66%	1.24%	40.29%	3.04%	3.59%
	<i>GM Owners Influenced</i>	16.9%	17.0%	10.2%	17.5%	6.4%	8.7%



ADVERTISER		MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Ford Motor Co.	<i>Percent of Spending</i>	13.08%	5.89%	0.82%	40.85%	1.52%	3.85%
	<i>Ford Owners Influenced</i>	17.0%	16.5%	11.9%	18.0%	6.7%	8.4%



ADVERTISER		MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Toyota Motor Corp.	<i>Percent of Spending</i>	12.95%	2.58%	1.09%	39.47%	1.40%	2.79%
	<i>Toyota Owners Influenced</i>	19.0%	15.8%	10.5%	16.8%	5.3%	8.6%

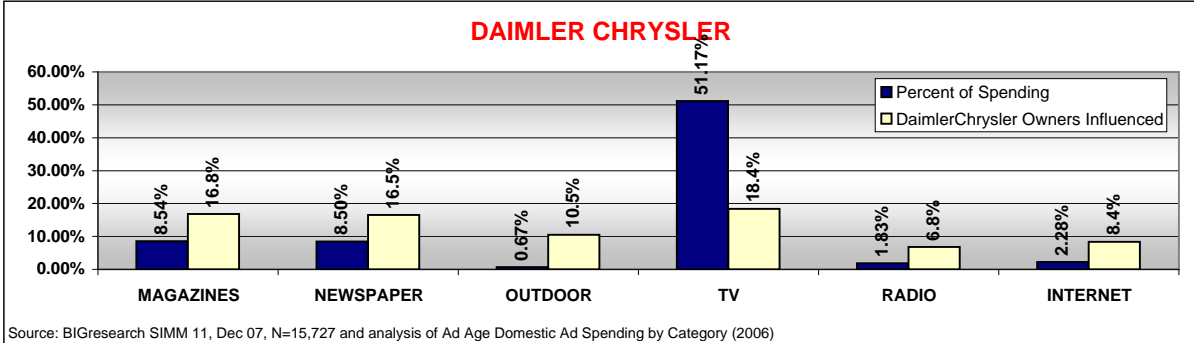




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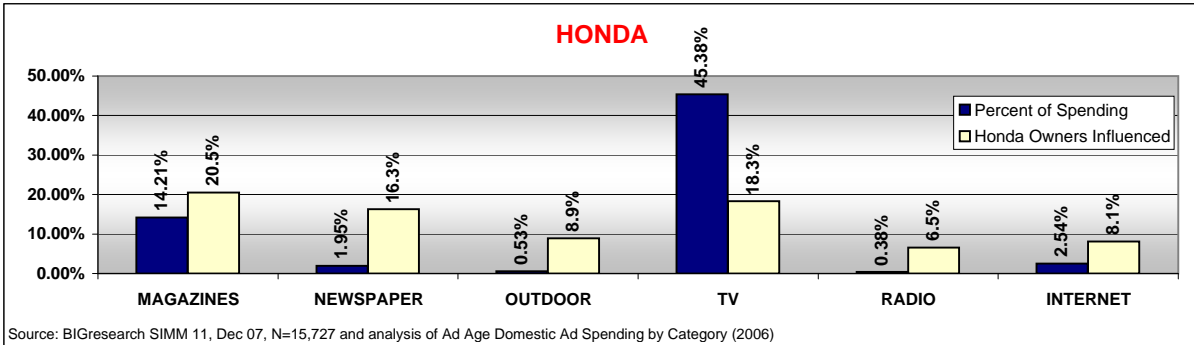
Source: BIGresearch SIMM 11, Dec 07, N=15,727 and Analysis of Ad Age Domestic Ad Spending by Category (2006)

ADVERTISER	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Daimler Chrysler <i>Percent of Spending</i>	8.54%	8.50%	0.67%	51.17%	1.83%	2.28%
<i>DaimlerChrysler Owners Influenced</i>	16.8%	16.5%	10.5%	18.4%	6.8%	8.4%



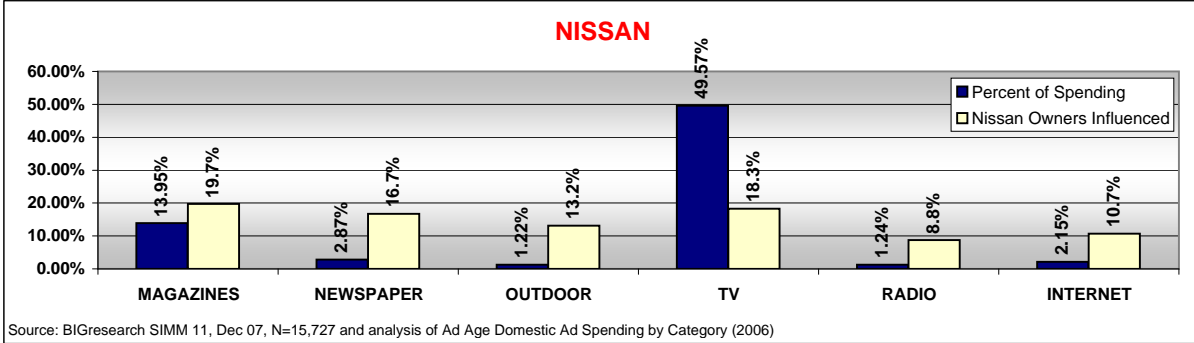
Source: BIGresearch SIMM 11, Dec 07, N=15,727 and analysis of Ad Age Domestic Ad Spending by Category (2006)

ADVERTISER	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Honda Motor Co. <i>Percent of Spending</i>	14.21%	1.95%	0.53%	45.38%	0.38%	2.54%
<i>Honda Owners Influenced</i>	20.5%	16.3%	8.9%	18.3%	6.5%	8.1%



Source: BIGresearch SIMM 11, Dec 07, N=15,727 and analysis of Ad Age Domestic Ad Spending by Category (2006)

ADVERTISER	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Nissan Motor Co. <i>Percent of Spending</i>	13.95%	2.87%	1.22%	49.57%	1.24%	2.15%
<i>Nissan Owners Influenced</i>	19.7%	16.7%	13.2%	18.3%	8.8%	10.7%



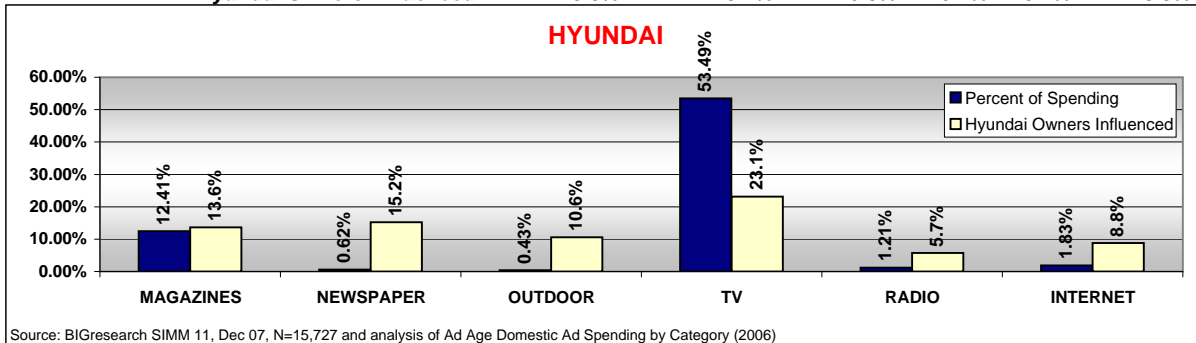
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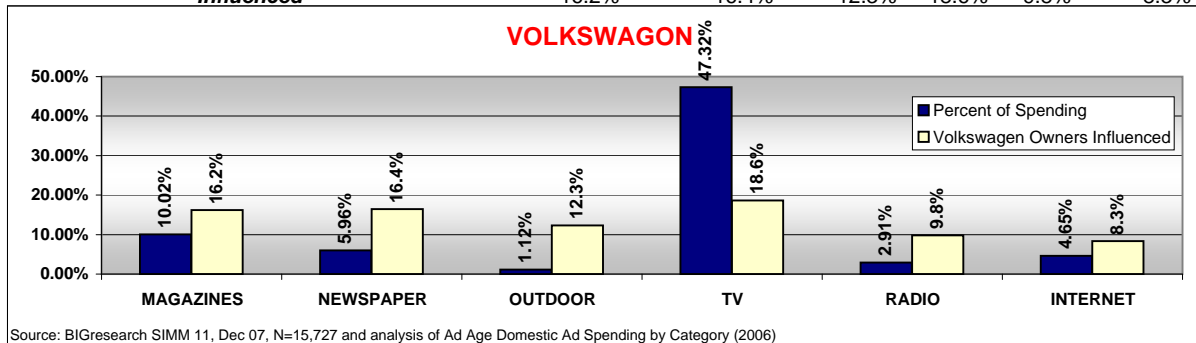
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ADVERTISER		MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Hyundai Motor Co.	<i>Percent of Spending</i>	12.41%	0.62%	0.43%	53.49%	1.21%	1.83%
	<i>Hyundai Owners Influenced</i>	13.6%	15.2%	10.6%	23.1%	5.7%	8.8%



Source: BIGresearch SIMM 11, Dec 07, N=15,727 and analysis of Ad Age Domestic Ad Spending by Category (2006)

ADVERTISER		MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
Volkswagen	<i>Percent of Spending</i>	10.02%	5.96%	1.12%	47.32%	2.91%	4.65%
	<i>Volkswagen Owners Influenced</i>	16.2%	16.4%	12.3%	18.6%	9.8%	8.3%



Source: BIGresearch SIMM 11, Dec 07, N=15,727 and analysis of Ad Age Domestic Ad Spending by Category (2006)

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