



billetts

an Ebiquity brand

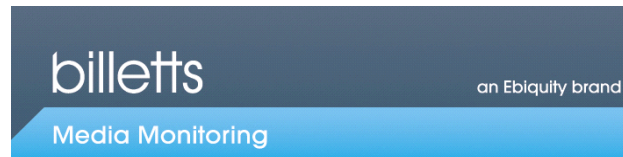
Media Monitoring

Low Carbon Vehicle Partnership Car Manufacturer Advertising Survey 2007

Background to the Survey

To provide an evidence base on car advertising in the UK in order to enlighten debate among the LowCVP's members regarding policy development and review of the various codes of conduct relating to car advertising in the UK.

LowCVP Project Brief



To provide unbiased data collection and analysis of trends in Automotive advertising relating to CO₂ emissions and environmental messages.

Introduction to Ebiquity

What the company does:



- **BMM** – Ad Tracking
- **MIM** – Media Auditing
- **Newslive** – News Monitoring
- **epublisher** – ad vouching for regional press

Ebiquity Automotive client list:

- Ebiquity currently works with:



Survey methodology overview

BMM Objectives for 2007 study:

- **To monitor and report on trends in marketing communications within the automotive sector, covering:**
 1. All car manufacturers and car dealerships that partake in press advertising in 2007 within National Newspapers (as defined by BMM)
 2. A specific focus on car advertising with respect to CO₂ emissions based upon the product advertised and its associated CO₂ emissions VED Band
 3. Identify the prominence of environmental messages within car advertising across National Newspapers and TV advertising.
- **The classification and analysis has been conducted impartially and exclusively on behalf of Low CVP and their members**

What the survey covers:

- All Automotive Advertising within National Newspapers across 2007
- The survey reports share of voice of estimated advertising spend* broken down primarily by:
 - **Car segment A-I +Z Range**
 - **VED Bands A-G**
- Where an advert covers a range of CO₂ VED bands or car segments then the advertising spend of that advert will be weighted between the CO₂ VED bands and their related vehicle segments, manufacturer and model
- The weighting is based on volume of sales i.e. in proportion to the sales volume of the total sales in each segment or CO₂ VED band.
- Volume of sales supplied by the SMMT based upon car registration data for 2007

*Advertising spend is based on the ratecard value supplied directly from National Newspaper publishers.

Key Message process overview:

- BMM analysed the prominence of different types of messages in car adverts across Press and TV based on the following key messages:

Aspirational, CO₂ / Climate Change, Creature Comforts, Economy, Environment, Lifestyle, Look/Design, Performance, Reliability, Safety/Security, Sustainability, Utility, Value/Price

Press Process:

- By inputting sophisticated search terms into the BMM system it is able to pinpoint “key messages” appearing in manufacturer adverts.
- To contextualise the key message search, creative examples have been included (see below), covering the top 4 key message searches by number of unique ads.

CO₂/Climate Change example search term:

("co2" or "C02" or "emission*" or "carbon dioxide" or "climate change" or "greenhouse" or "carbon"))

Renault Creative Ref: PR3707978

Total Spend	£178,690	Total Volume (scc)	2512	Total Insertions	23
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Ad Details

Market	Vehicles - Cars	Sub Market	B - Supermini
First Recorded Date	03 June 2007	Contact	0800 52 51 50
Brand	Renault Clio Freeway	Incentives	None
Image Details	Car	Web Address	www.offers.renault.co.uk


Text from the Ad - This text is used in a Full Text Search

Low cost Low emissions

Clio Freeway.
Only £7,485.

- 3 door 1.2 16V 75hp
- CO2 emissions 139g/km
- ABS with EBD* and Brake Assist
- 6 airbags (driver, front passenger, 2 front lateral, 2 anti-submarining)
- Remote central locking with deadlocking
- 30W CD hi-fi with fingertip remote control
- Trip computer

Ad Image - Click on image to view high-res



Lexus Creative Ref: PR4009024

Total Spend	£346,525	Total Volume (scc)	2864	Total Insertions	11
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Ad Details


Market	Vehicles - Cars	Sub Market	Z - Range
First Recorded Date	02 February 2008	Contact	0845 601 9955
Brand	Lexus Range	Incentives	None
Image Details	Car	Web Address	www.lexus.co.uk/today

Featured Brands: Lexus GS 450h; Lexus LS600h; Lexus RX 400h

Text from the Ad - This text is used in a Full Text Search

ONE DAY LOWER EMISSIONS WILL COME WITH HIGHER PERFORMANCE* THAT DAY IS TODAY.

Ad Image - Click on image to view high-res



[Export Schedule to Excel](#)

Insertion Detail	Date	Publication	Section	Page	Size	Spend	Virtual Paper
i	02/02/2008	The Spectator	Main	p4 / 64	2 Page(s)	£8,000	v
i	16/02/2008	Guardian	Weekend	p44 / 120	2 Page(s)	£17,000	v
i	22/02/2008	Private Eye	Main	p2 / 40	2 Page(s)	£8,000	v

Value/Price example search term

"Price" or "for just" or "easy payments" or "monthly payments" or "Per month" or "low insurance group" or "free" or "starting at" or "afford" or "cashback" or "moneyback" or "save" or "apr" or "money off" or "offer" or "deposit"

Volkswagen Creative Ref: PR4007062

Total Spend	£570,874	Total Volume (scc)	3623	Total Insertions	33
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Ad Details

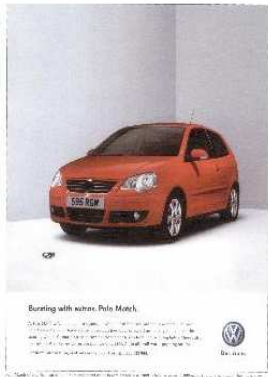
Market	Vehicles - Cars	Sub Market	B - Supermini
First Recorded Date	10 February 2008	Contact	0800 333 666
Brand	Volkswagen Polo Match	Incentives	None
Image Details	Car	Web Address	volkswagen.co.uk

Text from the Ad - This text is used in a Full Text Search

Bursting with extras. Polo Match.

At just £8,940 we've managed to squeeze a whole lot of features into the new special edition Polo Match: 15-inch 'Charade' alloy wheels; an iPod dock or six CD autochanger, a leather-trimmed steering wheel, 'Climatic' air conditioning, front electric windows and front fog lights. There's also the option of a fixed-price service plan for only £200! All in all, well worth popping out for.

Ad Image - Click on image to view high-res



Bursting with extras. Polo Match.

At just £8,940 we've managed to squeeze a whole lot of features into the new special edition Polo Match: 15-inch 'Charade' alloy wheels; an iPod dock or six CD autochanger, a leather-trimmed steering wheel, 'Climatic' air conditioning, front electric windows and front fog lights. There's also the option of a fixed-price service plan for only £200! All in all, well worth popping out for.

[Export Schedule to Excel](#)

Insertion Detail	Date	Publication	Section	Page	Size	Spend	Virtual Paper
i	10/02/2008	Sunday Express	Sunday Express Magazine	p10 / 108	1 Page(s)	£27,500	v
i	10/02/2008	Sunday Times	Style	p22 / 68	1 Page(s)	£30,326	v

Honda Creative Ref: PR4043438

Total Spend	£614,403	Total Volume (scc)	4642	Total Insertions	25
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Ad Details

Market	Vehicles - Cars	Sub Market	B - Supermini
First Recorded Date	29 February 2008	Contact	0845 200 8000
Brand	Honda Jazz	Incentives	None
Image Details	cars	Web Address	www.honda.co.uk


Text from the Ad - This text is used in a Full Text Search

JAZZ with a whole 12 months worth of reasons to buy one

HONDA PURCHASE PLAN

Pay a 50% minimum deposit on a new Jazz and pay the balance over 12 months with a Typical APR 1.9% Nice to know.

Ad Image - Click on image to view high-res



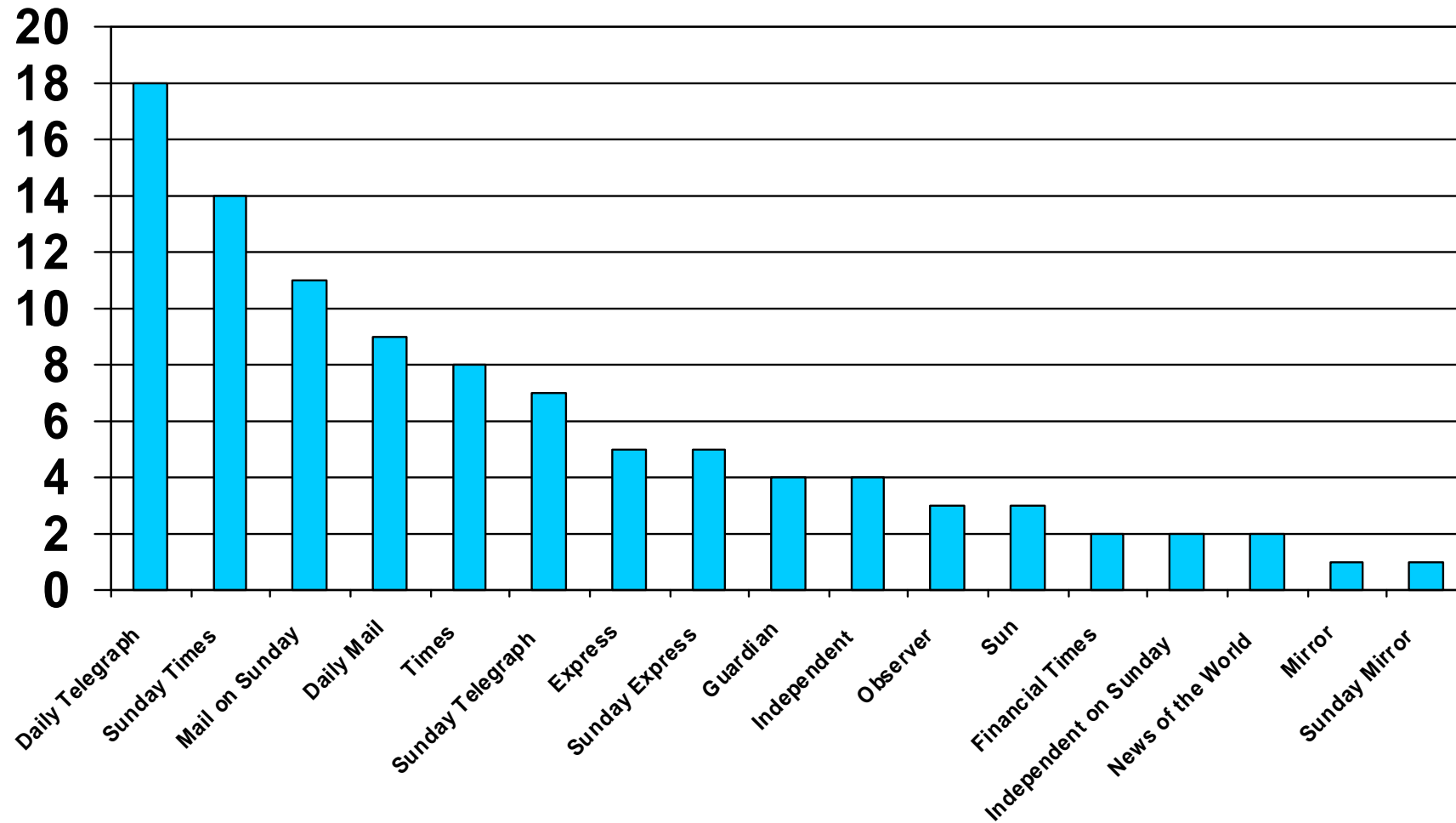
[Export Schedule to Excel](#)

Insertion Detail	Date	Publication	Section	Page	Size	Spend	Virtual Paper
i	29/02/2008	Independent	News (Tabloid)	p17 / 72	24 across 4	£6,144	v
i	02/03/2008	Independent on Sunday	News	p22 / 96	25 across 4	£6,400	v
i	02/03/2008	Sunday Times	InGear	p6 / 40	1 Page(s)	£32,232	v
i	05/03/2008	Auto Express	Main	p47 / 100	1 Page(s)	£7,150	v
i	05/03/2008	Autocar	Main	p20 / 132	1 Page(s)	£11,520	v
i	08/03/2008	Daily Telegraph	Motoring	p11 / 14	25 across 4	£9,000	v

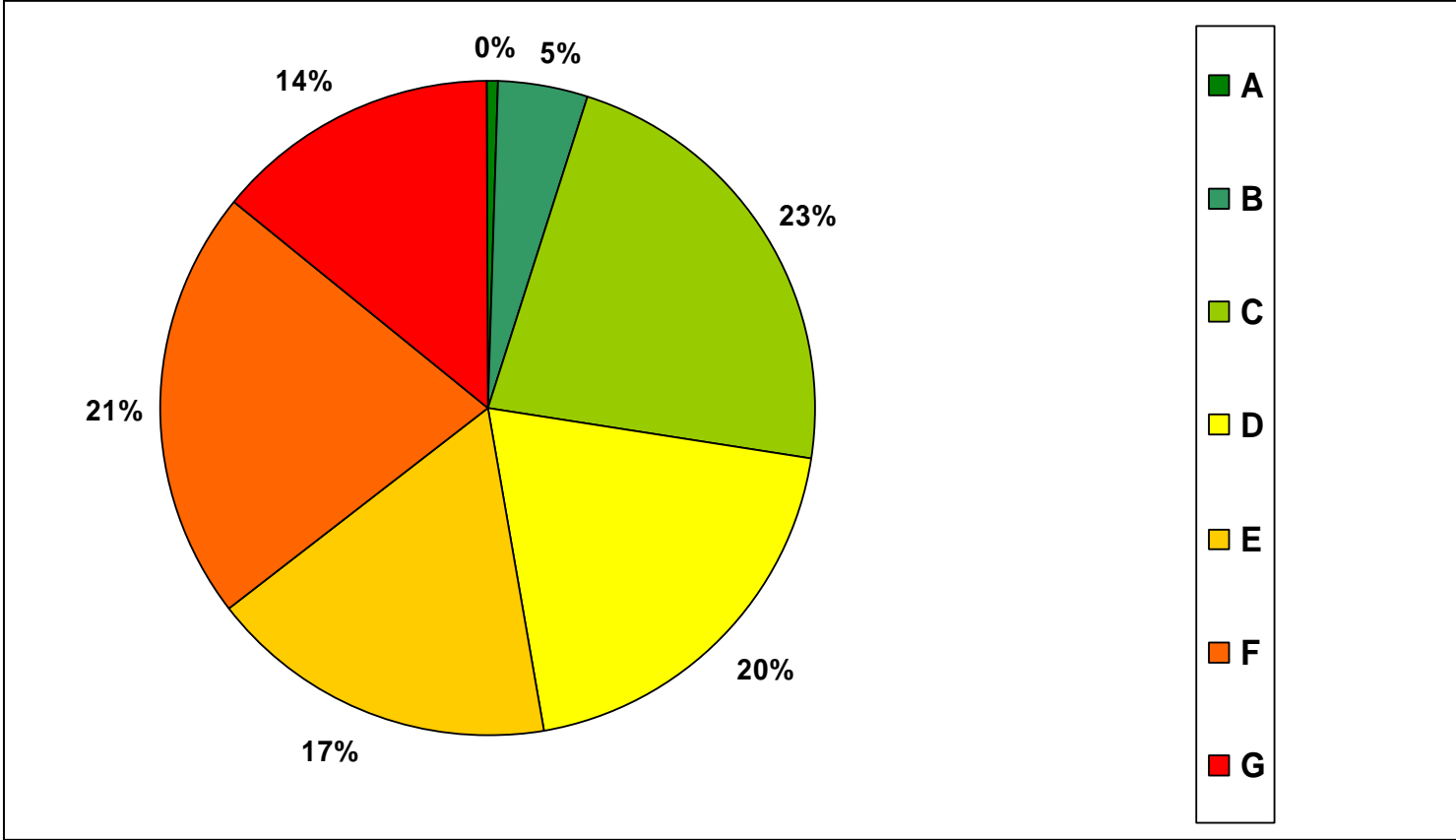
Results for National Newspaper Analysis 2007:

% of Press Spend by Publication – All Vehicle Segments Dominated by broadsheets and The Mail

% Press Spend



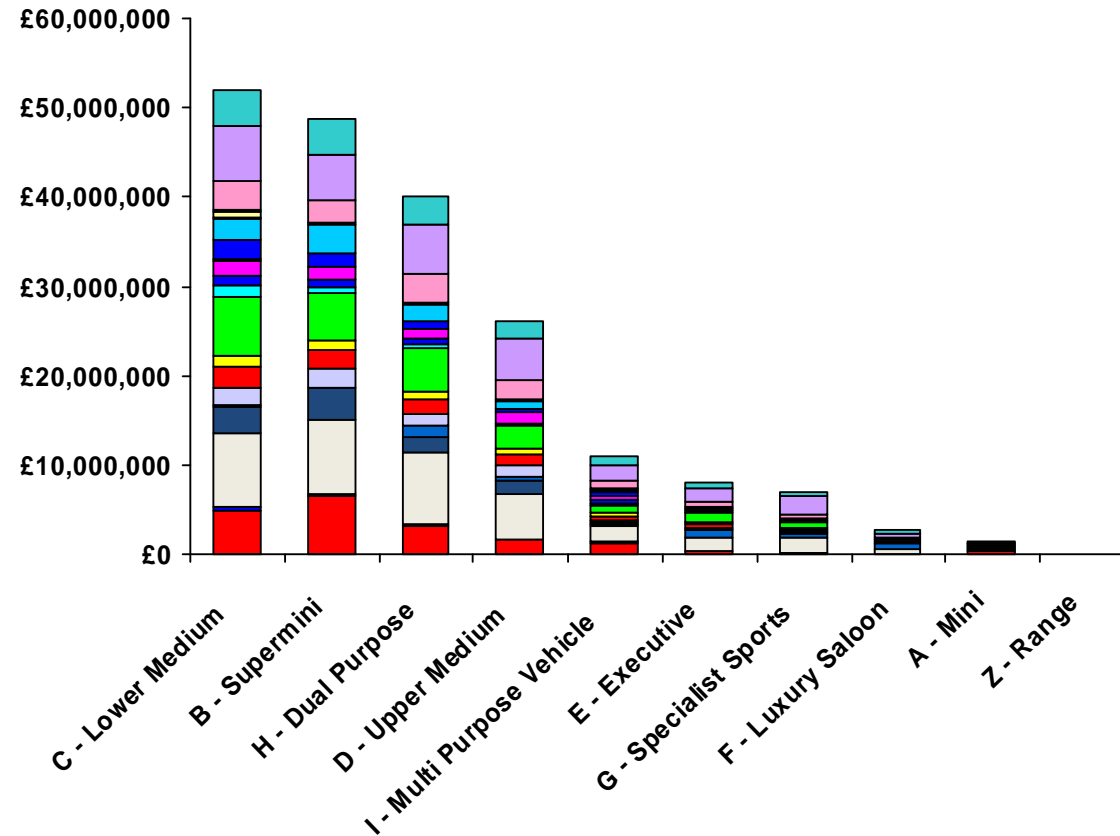
2007 National Press Spend by VED Band



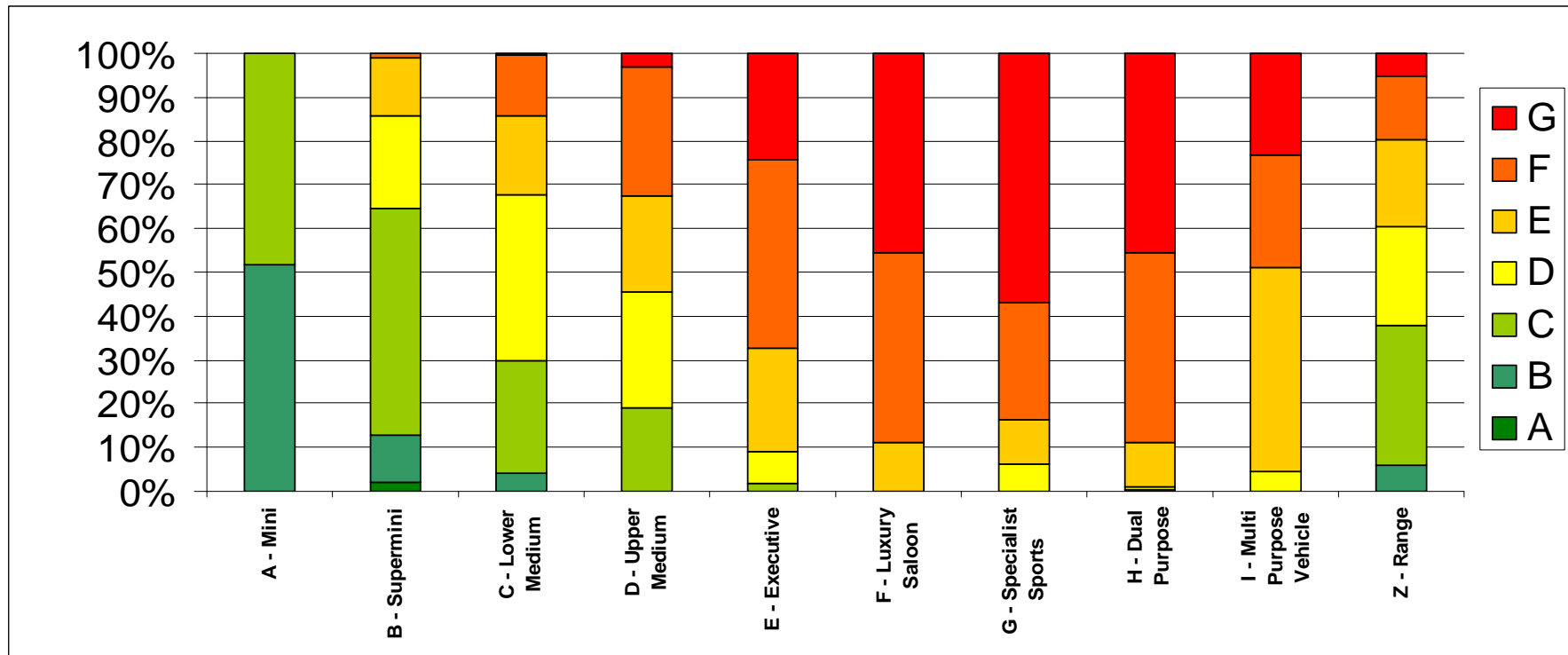
VED Bands C, D and F all have at least 20% share of 2007 press spend. The lowest spend is within VED band A with only VW currently active towards the end of 2007.

2007 National Newspaper Spend by Segment

Almost as much spend on VED bands C & B, as all the others combined

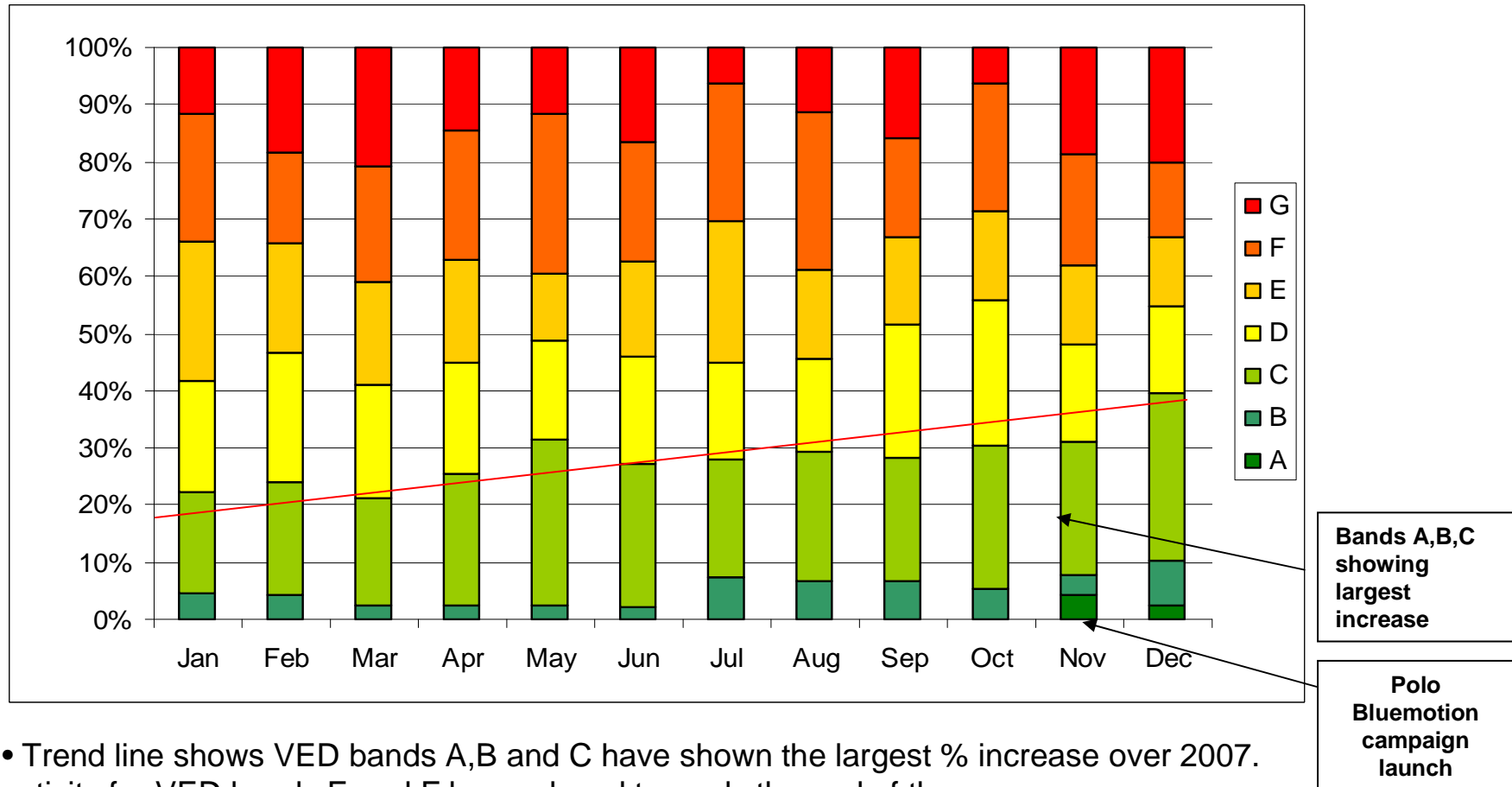


Vehicle Segment Spend by VED Band 2007



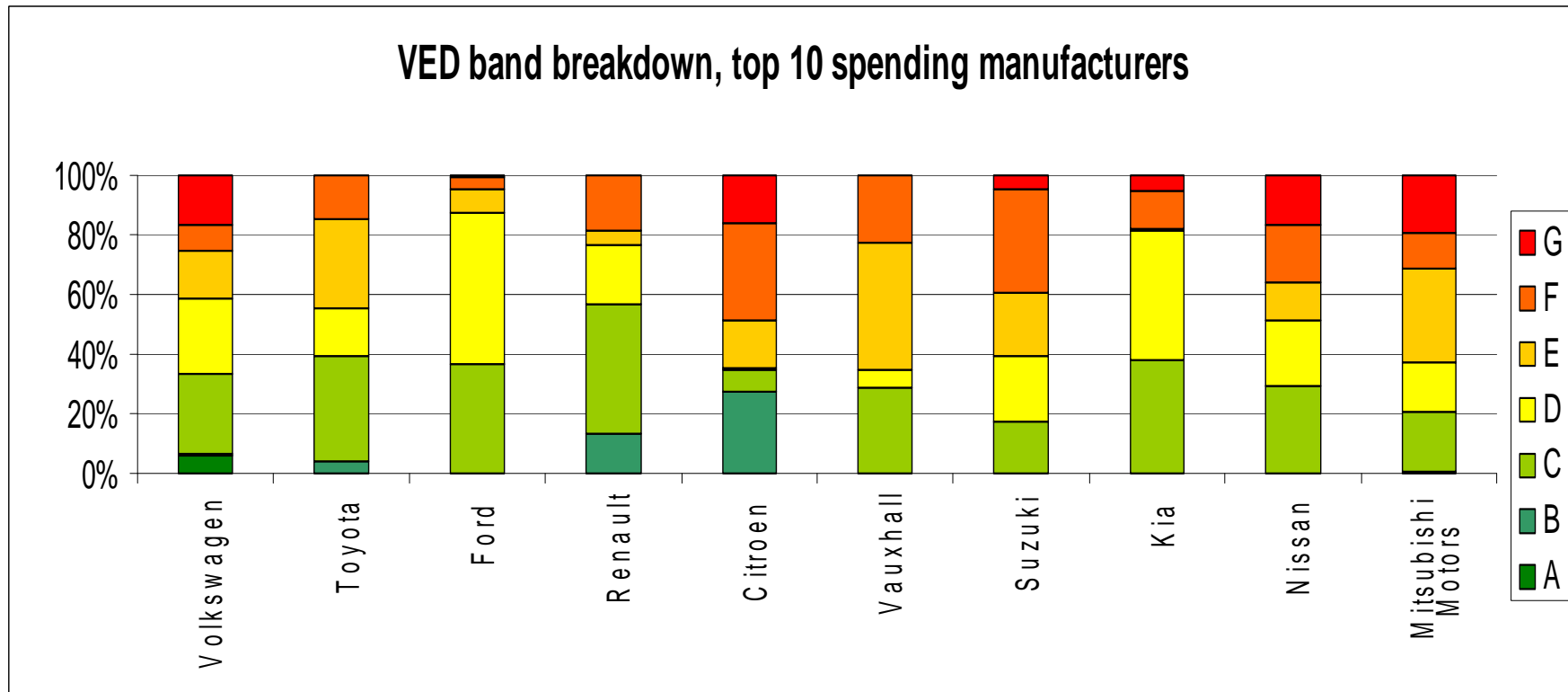
- Largest % spend for any band is for band C within B-Super-mini – via Renault, Ford and Toyota
- B-Super-mini has the only recorded activity for VED band A (Polo Blue motion)
- As expected Vehicle segments F,G and I had the largest share of VED Bands E to G

% VED Band Press Spend across all Vehicle Segments 2007:



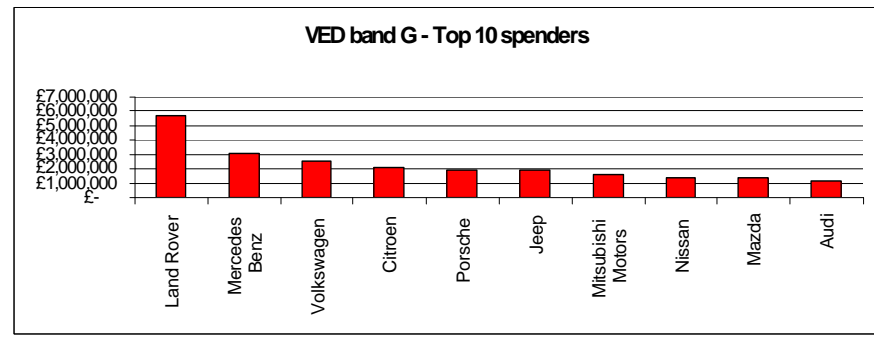
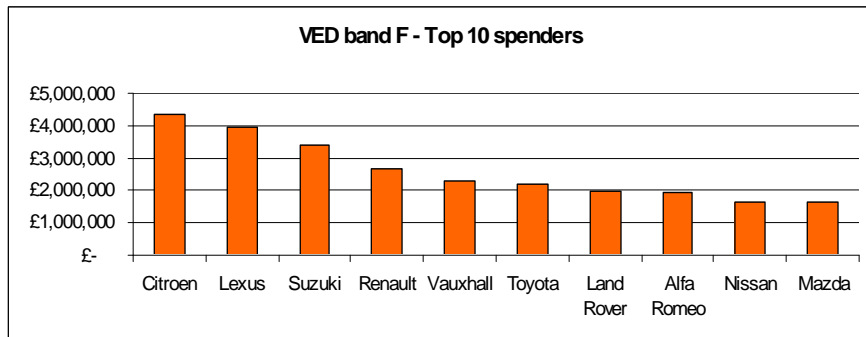
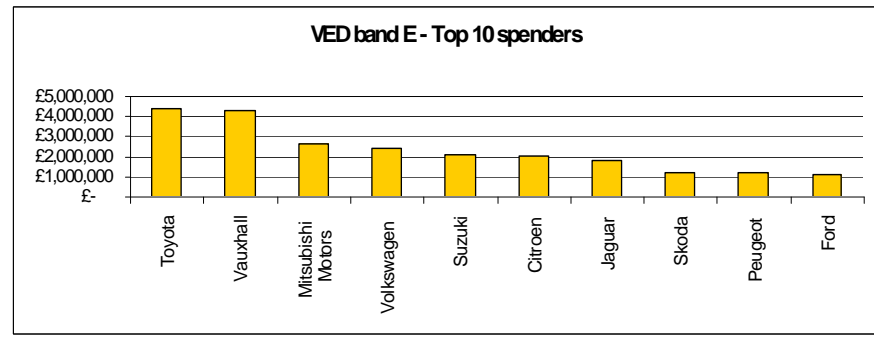
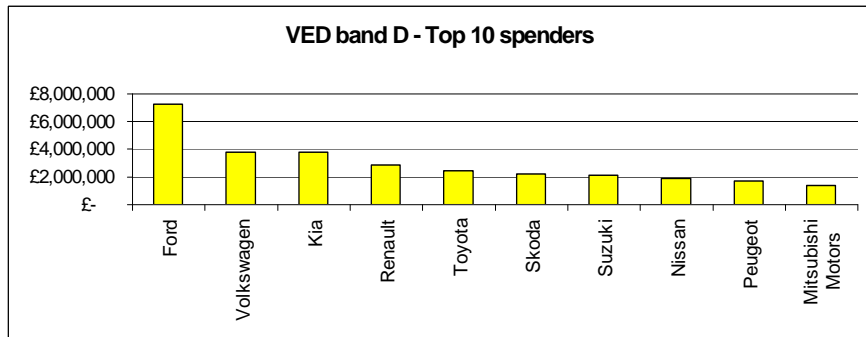
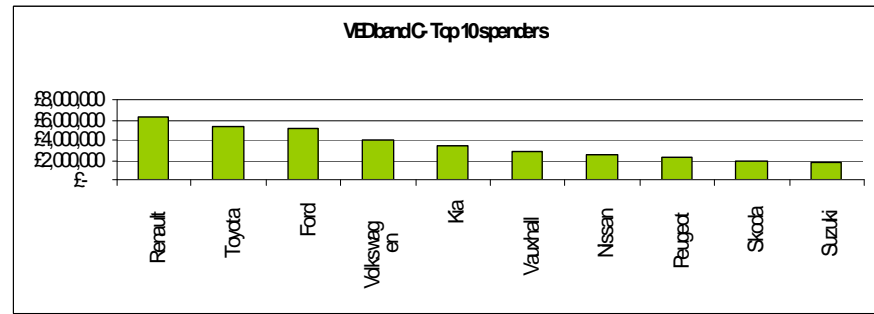
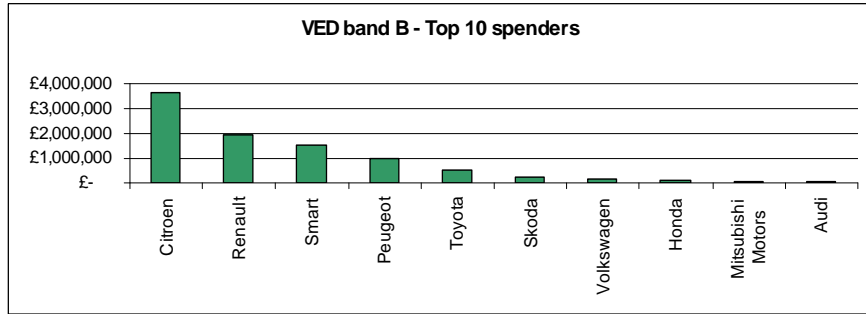
- Trend line shows VED bands A,B and C have shown the largest % increase over 2007. activity for VED bands E and F has reduced towards the end of the year.
- Supermini segment is the only segment containing VED band A advertising and it also contains the largest % of VED band C

VED Band by top 10 Spending Manufacturers

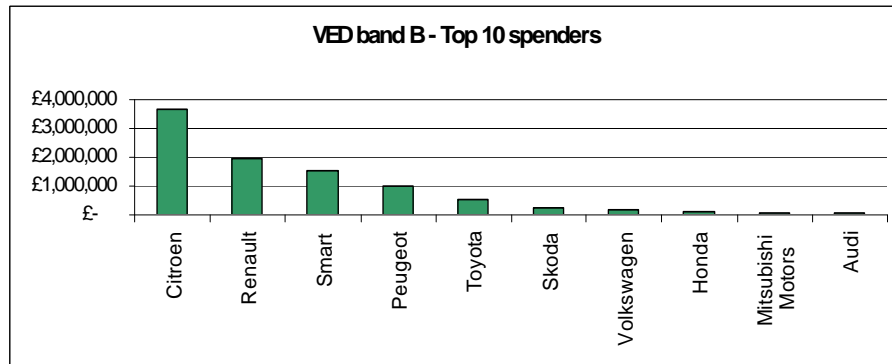


- Ford's Focus range is behind the largest spend within VED bands C/D
- Citroen operates at two extremes: it has the highest spend within F/G for the Xsara Picasso, as well as having the highest spend within VED band B for the C1

Top 10 Manufacturer Spend by VED band: Citroen appears as the top spender amongst both VED bands B & F



Citroens C1 outspends the market within VED band B



- Citroen spent £3.6m on Press advertising for Band B, on its C1 1.4 HDi. Key messages were:
 - Value/Price
 - Cashback and no deposit on select ranges
- Renaults activity within band B was predominantly for the Megane

C1 FROM £5,995*

7.9% APR Typical
NO DEPOSIT
with Elect 3 finance on Cool models†

CITROËN

C2 FROM £6,495*

ONE YEAR'S FREE INSURANCE
ON C2 SPORTS MODELS†

CITROËN

C3 FROM £6,995*

0% APR
for 3 years with
35% DEPOSIT
on selected models†

CITROËN

C4 FROM £9,995*

0% APR
for 4 years with
35% DEPOSIT
on selected models†

CITROËN

**XSARA PICASSO
DESIRE FROM £9,995***
WITH AIR CONDITIONING

7.9% APR Typical
with £800 DEPOSIT
from Citroën UK on Elect 3 for VTXs*

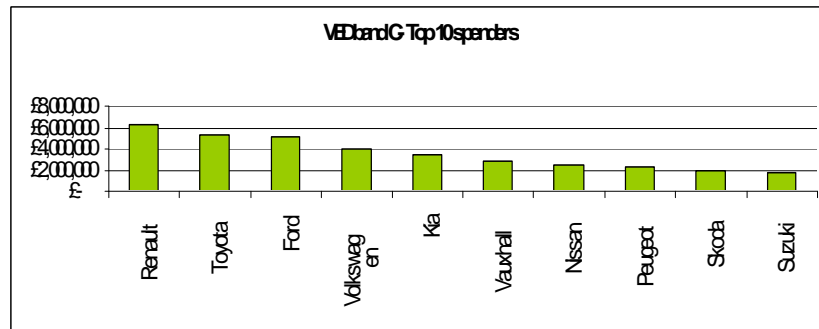
CITROËN

**20 CITROËN VEHICLES
WITH 100/100 CO2 OR LESS**

Up to £4,000 cashback guaranteed until 30th November and additional Go Low CO2 P/X cashback up to £1000. Conditions apply. Visit www.citroen.co.uk/offers or call free on 0800 262 262. Text: C1, C2, C3, C4 or Picasso to 84116.

Official Government Fuel Consumption Figures (litres per 100km/mpg) and CO2 Emissions (g/km). Lowest: C1 1.4HDi: Urban 5.3/53.3, Extra Urban 3.4/83.1, Combined 4.1/68.9 and 109 CO2. Highest: C4 2.0 VTS (160hp): Urban 11.2/24.1, Extra Urban 6.5/43.5, Combined 8.4/33.6 and 200 CO2.

Renault just tops the spend within VED band C



- Renault spent £6.2m within band C across a number of models including the Megane, Twingo and Clio. Clio was the only model falling only into band C. Megane ranged from B to F due to the Megane Sport. The key message across the majority of Renault Clio ads. was:

- Low Emissions, Value and fuel economy. Slogan “economical/ecological” is used across most campaigns within band C

- Toyota were a close second spending £5.2m on Yaris 1.3 VVT-I and the Auris

RENAULT CLIO

**Low cost.
Low emissions.**

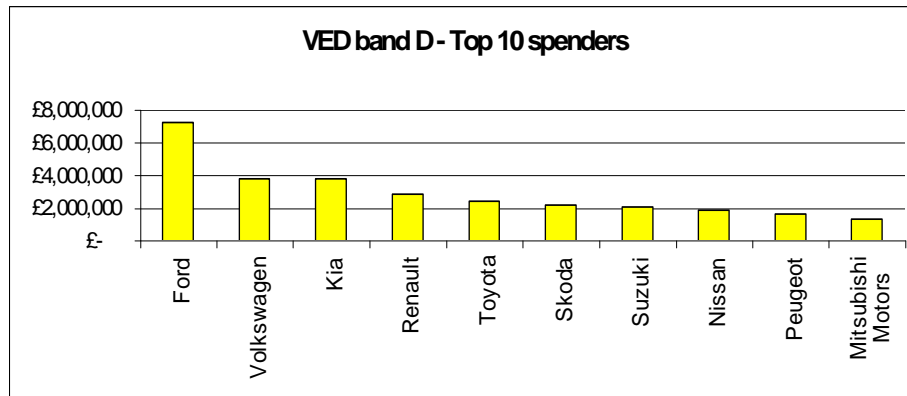
**Clio Freeway.
Only £7,485.**

- 3 door 1.2 16V 75hp
- CO₂ emissions 159g/km
- ABS with EBD* and Brake Assist
- 6 airbags (driver, front passenger, 2 front lateral, 2 anti-submarining)
- Remote central locking with deadlocking
- 30W CD hi-fi with fingertip remote control
- Trip computer

0800 52 51 50 www.offers.renault.co.uk

The official fuel consumption figures for the Clio 1.2 16V are: Urban 85.9 (l/100), Extra Urban 52.8 (l/100), Combined 67.0 (l/100).
*Standard side-impact airbags in driver's seat only. **Optional side-impact airbags available for Clio Freeway. Always wear your seat belt. © 2005 Renault. All rights reserved.

Ford outspends within VED band D by nearly 50%



- Ford spent £7.2m - nearly double the amount on band D advertising compared with the rest of the market. The majority of spend went on the Focus Zetec Climate. Key message was Creature Comforts and Value/Price
- VW's activity for Band D included Polo, Fox, Jetta and Passat.

Official fuel consumption figures in mpg (l/100km): New Ford Focus Zetec Climate (17" tyre) shown: urban 32.5 (8.7), extra urban 51.4 (6.5), combined 42.2 (6.7). Official CO₂ emission: 159g/km. Retail only. Metallic paint extra cost. Subject to availability of participating Ford dealers for new Focus Zetec Climate vehicles, contracted between 01/07/07 and 30/09/07 and registered between 01/07/07 and 31/12/07. Where savings are shown, advertiser price are calculated by deducting the customer saving of £2,250 from the manufacturer's list price for a Focus Zetec Climate. See 1.6.100.539 with Sport Pack 17" alloy and roof spoiler and Sony iFE pack of 15,445. Vehicle shown is Focus Zetec Climate. This supersedes all previously advertised manufacturer's promotions. Details correct at time of going to print. Finance subject to status. Guarantees/conditions may be required. Financed Ford Credit.

ben griffin
ON THE ROAD TOUR 2007
JULY-OCTOBER
CHECK WEB FOR DETAILS

Ford Focus Zetec Climate

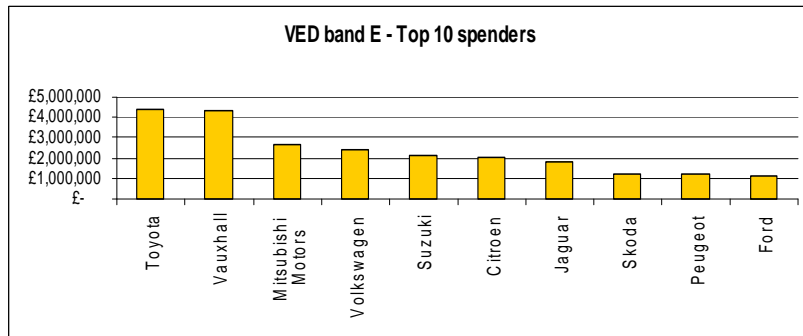
- Sony in-car entertainment system • Front fog lights
- MP3 connector socket • Bluetooth with voice control
- **Free** 17" alloy wheels • **Free** body-coloured roof spoiler
- Sports seats and suspension • Air conditioning

From £12,995. Typical 6.9% APR on Ford Credit.

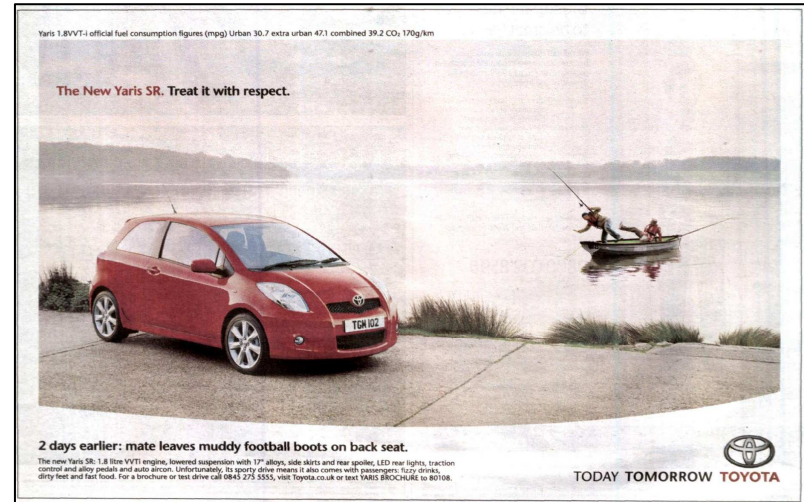
www.bengriffinmusic.com
www.focusontheroad.co.uk

Feel the difference

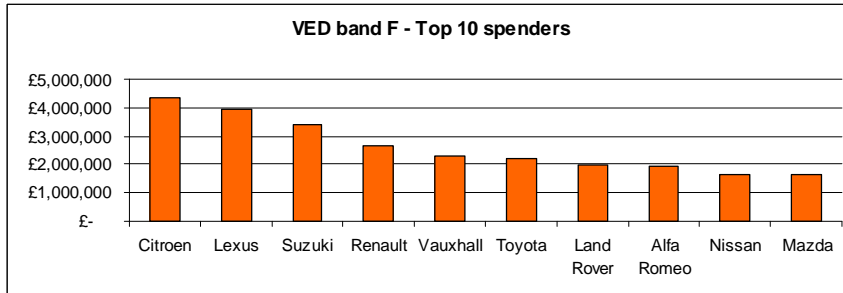
Toyota and Vauxhall share the spoils in VED band E



- Toyota and Vauxhall spent just over £4 million each within band E advertising. Toyota were promoting the Avensis 1.8 vvt-i and Yaris 1.8 dual vvt-i. All Vauxhall's activity went on the Zafira Energy 1.6i 16v
- Toyota have focused the key message on aspirational for the Yaris and creature comforts for the Avensis. The Vauxhall Zafira' key message is Value with its 0% APR over 4 years.



Citroens Xsara Picasso accounts for significant spend in VED band F



- Citroen spent £4.4m on band F related advertising covering the Xsara Picasso and the C4 VTS. Lexus came in 2nd with £3.9m focused predominantly on the RX 400h
- Citroen again focus the message on Value/Price across the range whereas Lexus focus on emissions in relation to the high performance of the RX 400h

CITROËN JANUARY DEALS

C1 FROM £5,795*

- Up to £300 Cashback including £300 P/V Cashback
- ABS with EBD
- Up to 4 airbags
- Power assisted steering
- Centre locking
- 4-star rating Euro NCAP
- 3 years' warranty*
- Text C1 to 84118
- C2 Buyer - 3 years' warranty*
- Text C1 to 84118

7.9% APR
NO DEPOSIT with Elect 3 finance on selected models*

C2 FROM £6,540*

- Up to £2,300 Cashback including £800 P/V Cashback
- ABS with EBD and EBA
- Up to 4 airbags
- Power assisted steering
- Central locking
- 4-star rating Euro NCAP
- 3 years' warranty*
- Text C2 to 84118

7.9% APR
NO DEPOSIT with Elect 3 finance on selected models*

C3 FROM £6,740*

- Up to £2,700 Cashback including £800 P/V Cashback
- ABS with EBD and EBA
- Power assisted steering
- Servo control locking
- 3 years' warranty*
- Text C3 to 84118

0% APR TYPICAL for 3 years WITH 35% DEPOSIT on selected models*

C4 FROM £9,995*

- Up to £1,000 Cashback
- 6 airbags
- ABS with EBD and EBA
- 7-speaker instrument cluster
- Fixed centre-controls steering wheel
- Cruise control with speed limiter
- 3 years' warranty*
- Text C4 to 84118

0% APR TYPICAL for 4 years WITH 35% DEPOSIT on selected models*

BERLINGO MULTISPACE FROM £8,495*

- Up to £1,800 Cashback
- 624 litres boot capacity
- Twin rear side sliding doors
- Split-folding rear seats
- 4 airbags
- ABS with EBD
- Power assisted steering
- 3 years' warranty*
- Text Multispace to 84118

XSARA PICASSO FROM £8,995*

- Up to £4,645 Cashback including £1,000 P/V Cashback
- 4 airbags
- ABS with EBD
- 3 separate full-size rear seats
- Massive 2,128 litres of load space
- 3 years' warranty*
- Text Picasso to 84118

0% APR TYPICAL for 3 years WITH 35% DEPOSIT on selected models*

UP TO £3,645 CASHBACK GUARANTEED THIS MONTH AND £1,000 PART EXCHANGE CASHBACK. Conditions apply. Visit www.citroen.co.uk or call free on 0800 262 262. Text C1, C2, C3, C4, Multispace or Picasso to 84118.

CITROËN
GET WHAT YOU WANT. GET IT FOR LESS.

HIGH PERFORMANCE. LOW EMISSIONS. ZERO GUILT.

RX 400h
Lexus Hybrid Drive

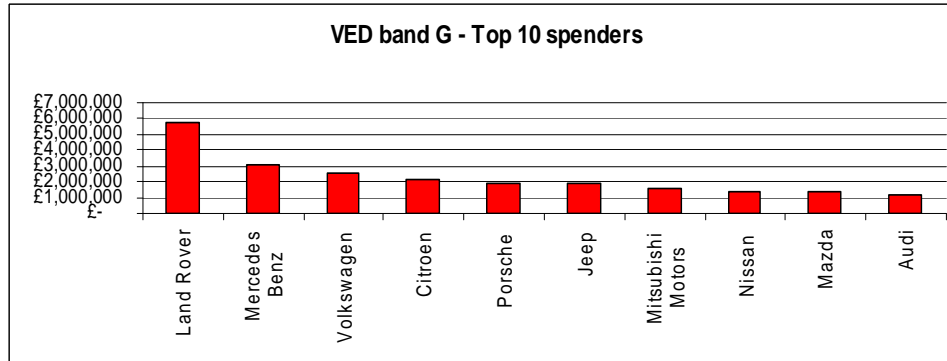
This unheard-of combination springs from innovative hybrid architecture. Under the gleam of control of the Lexus RX 400h, a petrol engine is combined with two electric motors to create Lexus Hybrid Drive. This unique system is the heart of an SUV delivering V8-like power, superior fuel economy and superior handling for CO₂ emissions. A combination without equal. Or compromise.

LEXUS
The pursuit of perfection

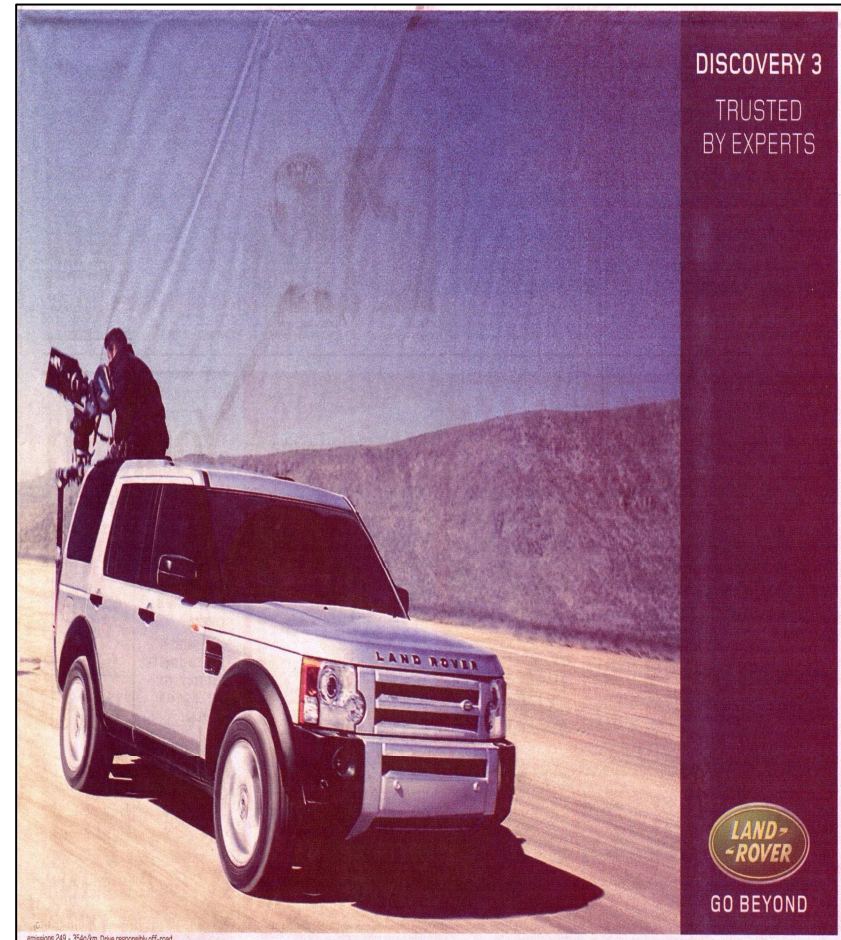
For more information, call 1800 10 1000, call 0845 500 999 or visit www.lexus.co.uk/RXHybrid

Small text at the bottom: *Based on: RX 400h with 2.5 litre petrol engine with £30,795 (including £3,495) Price shown at a retail price for petrol engine. VED: delivery charge, number plates, 5% each of the dealer's cost for finance and full registration fee. See Your Finance Planning Survey 2007 for more details. *Emissions based on 3.0 litre petrol engine. CO₂ emissions: extra-urban 200, urban 130, combined 130g/km. Fuel economy: extra-urban 37.2mpg (7.6l/100km), urban 31.0mpg (9.1l/100km), combined 34.9mpg (8.1l/100km). CO₂ emissions 172g/km.

Land Rover spends almost double on VED band G for the Discovery model



- Land Rover spent £5.8m on advertising within band G. This covered the Range Rover Discovery and Discovery 3. The key message is one of reliability and safety across the Discovery range
- Mercedes Benz ranked 2nd with the primary activity across the CL and AMG range

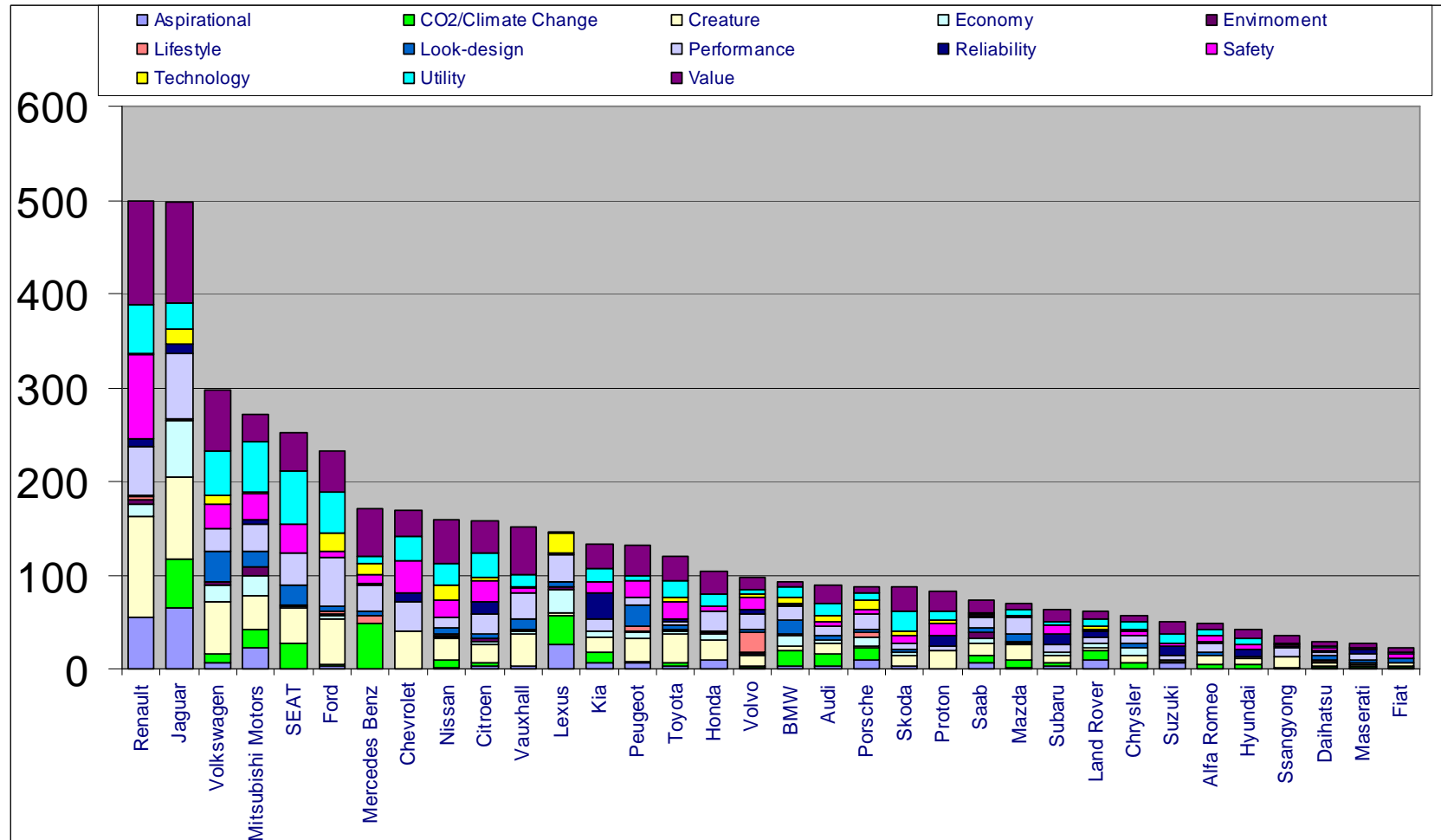


Keyword Ad count for National Newspapers 2007 – Value/Price comes top with 912 adverts containing the message

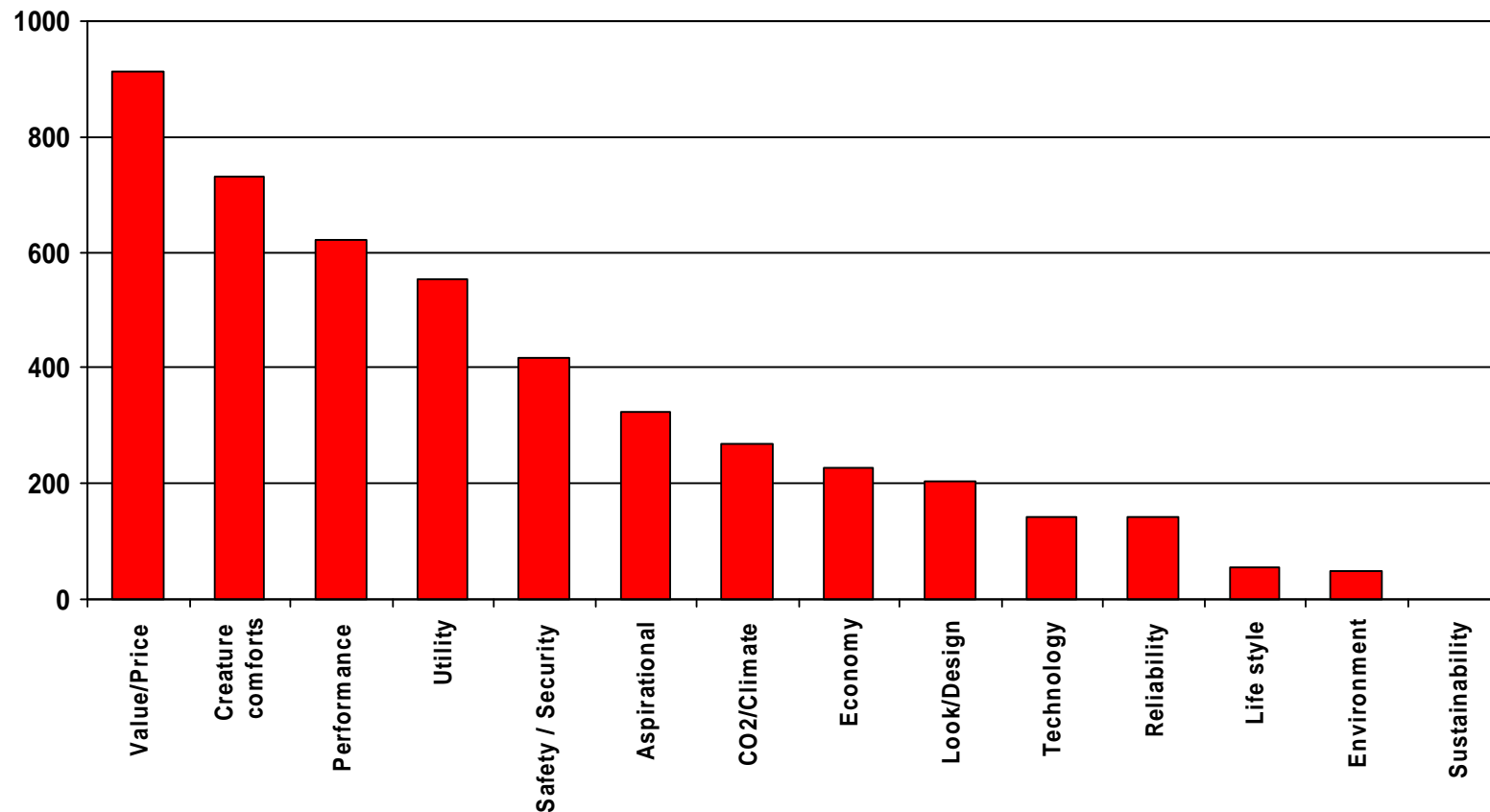
Key Word Search	Number of Adverts in 2007	Percentage of Total
Value/Price	912	20%
Creature comforts	732	16%
Performance	620	14%
Utility	552	12%
Safety / Security	418	9%
Aspirational	324	7%
CO ₂ /Climate Change	268	6%
Economy	228	5%
Look/Design	204	4%
Reliability	144	3%
Technology	144	3%
Lifestyle	55	1%
Environment	48	1%
Sustainability	0	0%
Total	4516	258%*
Total All Press	1,751	100%

*258% relates to the number of ads that have been counted within more than one key word search.

Press Key Message count – of the key Manufacturers all have some CO₂ related message, except for Renault



Unique ads for keywords within National Newspapers –Value/Price & Creature Comforts rank highly, Environment & CO₂ get a fairly low count



- The largest number of unique adverts focus on Value/Price. This tends to cover the lower emission ranges from VED bands B to C
- Creature comforts ranks number 2 with manufacturers focusing on a number of special features e.g. air conditioning

Value/Price example*

THE PEUGEOT 107 FROM JUST £6,195*
WITH CD PLAYER AND MP3 SOCKET. FOR MORE
INFORMATION TEXT 'SPIN' TO 60222 OR CALL

FINANCE OFFERS ALSO AVAILABLE
107 Urban 36 monthly passport price no. compulsory
1.0 3dr payments £120 roadside assistance

£7,215 £116.34 £7,335 Deposit
£995

Amount Optional final Total amount payable Miles
Financed payment to buy inc optional final payment per
annum

£6,340 £2,985 £8,168.24 £6,000

5.9% APR TYPICAL

107 PEUGEOT

PEUGEOT 107 FROM
ONLY £6,195*
WITH CD PLAYER
AND MP3 SOCKET
DRIVE A BEAUTIFUL DEAL

FOR MORE INFORMATION TEXT 'SPIN' TO 60222 OR CALL 0845 200 1234

FINANCE OFFERS ALSO AVAILABLE			
107 Urban 1.0 3dr	36 monthly payments	Passport price inc. compulsory £120 roadside assistance	Deposit
£7,215*	£116.34	£7,335	£995
Amount financed	Optional final payment to buy	Total amount payable inc. optional final payment	Miles per annum
£6,340	£2,985*	£8,168.24	6,000
5.9% APR TYPICAL		Excess mileage charges of 4.29p per mile	

PEUGEOT. THE DRIVE OF YOUR LIFE.

The official fuel consumption in mpg (l/100km) and CO₂ emissions (g/km) for the 107 Range are: urban 51.3 (5.5), extra urban 68.8 (4.1), combined 61.4 (4.6) and CO₂ 109 (g/km).
*Typical 5.9% APR applies to selected 107 models on Peugeot Passport. Offers subject to status. Terms and conditions apply. Over 18s only. A guarantee may be required. Written quotations available on request from Peugeot Financial Services, Quadrant House, Princess Way, Redhill RH1 1QA. *Price quoted is on the road and includes delivery to dealership, number plates, 12 months' Government Vehicle Excise Duty, £50 Government first registration fee and includes a £440 customer saving, and applies to the 107 Urban 1.0 3dr. **This payment does not have to be made if you choose to hand your car back to Peugeot. †Price quoted is on the road based on P11RP and includes delivery to dealership, number plates, 12 months' Government Vehicle Excise Duty and £50 Government first registration fee and includes £1,000 customer saving, and applies to the 107 Urban 1.0 3dr. Different offers available in Northern Ireland and Channel Islands - contact your local dealer for details. Offer applies to vehicles supplied by a UK Peugeot dealer and registered in the UK from 1st January 2008 until such a time as it may be withdrawn by Peugeot Motor Company PLC, at its discretion. Terms and conditions apply. Price, offers and information correct at time of going to press. Calls to 0845 200 1234 will be charged at local rate. Calls may be recorded for training purposes. PEUGEOT TOTAL

*Keywords used to generate report: Price" or "for just" or "easy payments" or "monthly payments" or "Per month" or "low insurance group" or "free" or "starting at" or "afford" or "cashback" or "moneyback" or "save" or "apr" or "money off" or "offer" or "deposit"

Example of performance related messaging from SAAB*

The reason it's so powerful is the reason it's so economical.

With some thirty years of experience Twin Turbos are just the latest example of Saab's innovative approach. They work together to produce the performance of a large petrol engine with the economy of a much smaller diesel engine. Add to that dynamic new styling and you'll be defying convention in more senses than one. For a brochure call 0845 300 9395 or text Turbo to 84464 or visit www.saab.co.uk



The advertisement features a red Saab 9-3 car in the center. The word "TURBO" is written in large green letters on the left. The headline on the right reads "The reason it's so powerful is the reason it's so economical." Below this, it says "The new Saab 9-3 Twin Turbo Diesel." A smaller version of the headline text is repeated below. At the bottom left, there is a block of small text: "Official Govt. Environmental test data for Saab 9-3 Saloon range - Fuel Consumption in mpg (litres/100km): Urban Cycle 16.7-39.2 (7.2-16.9), Extra urban 39.2-64.2 (4.4-7.2), Combined 26.2-52.3 (5.4-10.8). CO₂ Emissions in g/km: 147-259. Model shown is Saloon Aero 19TTD OFR £24,470 plus optional ALLU3 18" 10 spoke alloy wheels at £260." At the bottom right is the Saab 93 logo with the tagline "now your mind".

Keywords used to generate report: (("Hot hatch" or exhilarating or sweetly or roadster or sport or power*)
Or (Performance* w/10 (high or improved or increased or breathtaking or stunning or exhilarating or car or
effortless or driving))Or (fun w/10 (driv*)))

Skoda feature on Creature Comforts*



“The New Skoda Fabia Estate. Full of lovely stuff”.

The New Skoda Fabia Estate comes with extra helpings of boot for you to fit in even more lovely stuff. With free air conditioning on the Fabia land 0%Po APR* typical finance on the Fabia 2 & 3. All starting from a delectable £9,360 RRP. Skoda. Manufacturer of happy drivers.



*Keywords used to generate report: "Extras" or "CD" or "DVD" or "MP3" or "air conditioning" or "central locking" or "RDS" or "ABS" or "air bags" or "power steering" or "electric windows" or "remote locking" or "alloy" or "alloys"

Polo Bluemotion is the only model with an emission level registered VED Band A, advertised at the end of 2007

Volkswagen		Creative Ref: PR3957306	
Total Spend	£16,500	Total Volume (scc)	312
Ad Details		Total Insertions	1
Market	Vehicles - Cars	Sub Market	B - Supermini
First Recorded Date	13 December 2007	Contact	0800 38 989 38
Brand	Volkswagen Polo BlueMotion	Incentives	None
Image Details	Car, Cans	Web Address	www.volkswagen.co.uk
Text from the Ad - This text is used in a Full Text Search			
Driving a BlueMotion Polo for a year could prevent as much carbon pollution as recycling over 5,000 cans.			
<p>A small change can make a big difference. For example, the new BlueMotion Polo. From just £11,995 rrp, it's still the stylish, compact Polo you know, but we've made its TDI engine more fuel-efficient. And developed longer gear ratios. And lighter-weight alloy wheels. And more aerodynamic bodywork. Which means that it does a class-leading average mpg of 74.3, and emits on average just 99g/km CO2. Small changes, big difference. For more information call or visit</p>			
Ad Image - Click on Image to view high-res			
			
<p>Driving a BlueMotion Polo for a year could prevent as much carbon pollution as recycling over 5,000 cans.</p>		<p>.....</p>	
Export Schedule to Excel			

Conclusion:

- **£113m was spent across all vehicle segments within National Newspaper Advertising in 2007**
- **The survey concluded that CO₂ and Climate Change was being used increasingly in car adverts but is still at a relatively low level.**
- **6% of key messages within Press advertising relate to CO₂/Climate change compared with 4% for TV adverts across all car manufacturers.**
- **There was a noticeable increase in Press advertising activity for the lower emission ranges across the Vehicle Excise Duty (VED) bands A/B/C towards the end of 2007.**
- **Value/Price and Lifestyle messages remain the focus for car manufacturers across both Press and TV advertising across 2007**

billetts

an Ebiquity brand

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