

British International Motor Show 2008

Global Media Analysis Report

Overview Results and Trends



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British International Motor Show

Key Results

Timing

- **Pre-Show** coverage **gained more attention** in comparison to BIMS '06 due to the numerous communication activities of the show itself as well as of the exhibitors.

BIMS '06 vs. BIMS '08

- **Strong increase (+37%) in media visibility** and
- **More international media coverage** (+5 percentage points) compared to the previous show.
- High increase in media visibility especially in the **US** (+525%), **Germany** (+167%), **Switzerland** (157%), **China** (+147%), **Spain** (+77%) and **Canada** (+59%).

Global Car Show Benchmark

- The BIMS positioned itself as the **4th most important European car show**, behind Frankfurt, Paris and Geneva.
- From an international perspective, **BIMS'08 generated more media attention** than, for example, **Chicago '08**.

British International Motor Show

Key Facts of the Study

PRIME Global Car Show Monitor

Markets (20)	Europe (7) Great Britain Germany France Italy Russia Switzerland Sweden	North America (2) Canada U.S.A.	Asia Pacific (4) Australia China Japan South Korea	Others (7) Argentina Brazil Columbia Venezuela KSA UAE South Africa
Media (1,000)	PRIME Global Car Show Benchmark Sample Top 1,000 global opinion-leading print, TV and online media			
Methodology	QQI® [Qualitative-Quantitative Content Analysis] - Multi-level coding, network technique of content analysis			
Message Contacts	The number of people that had a chance to read a certain content (based on copy tests). This unit is derived from the reach of a medium and depends on the prominence of the content (some people just read the headlines or look at the pictures) and the time and/or space devoted to the content .			
BIMS '08				
Analysed Articles	The analysis is based upon 584 print, TV and online stories with explicit reference to BIMS '08			

Media Visibility | British International Motor Show

Timing of Show Coverage | 2006 vs. 2008

Pre-Show coverage gained more attention in comparison to BIMS 2006 due to the numerous communication activities of the show itself as well as of the exhibitors.

Chart Legend

Markets

- N. America
- Europe
- Asia Pacific
- Others (*Latin America, South Africa, Middle East)

Universe

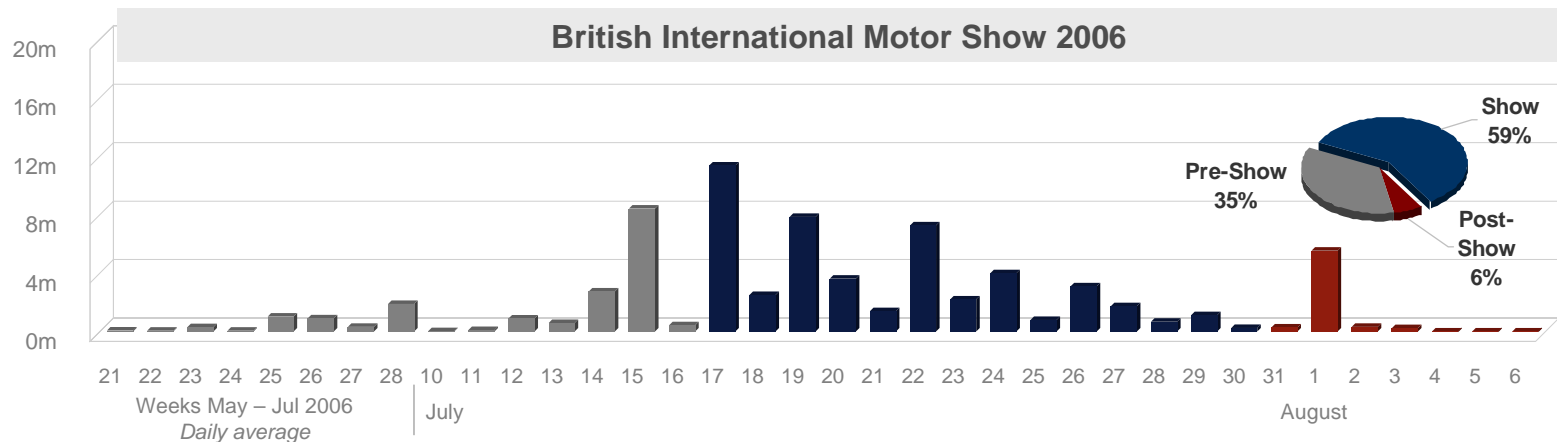
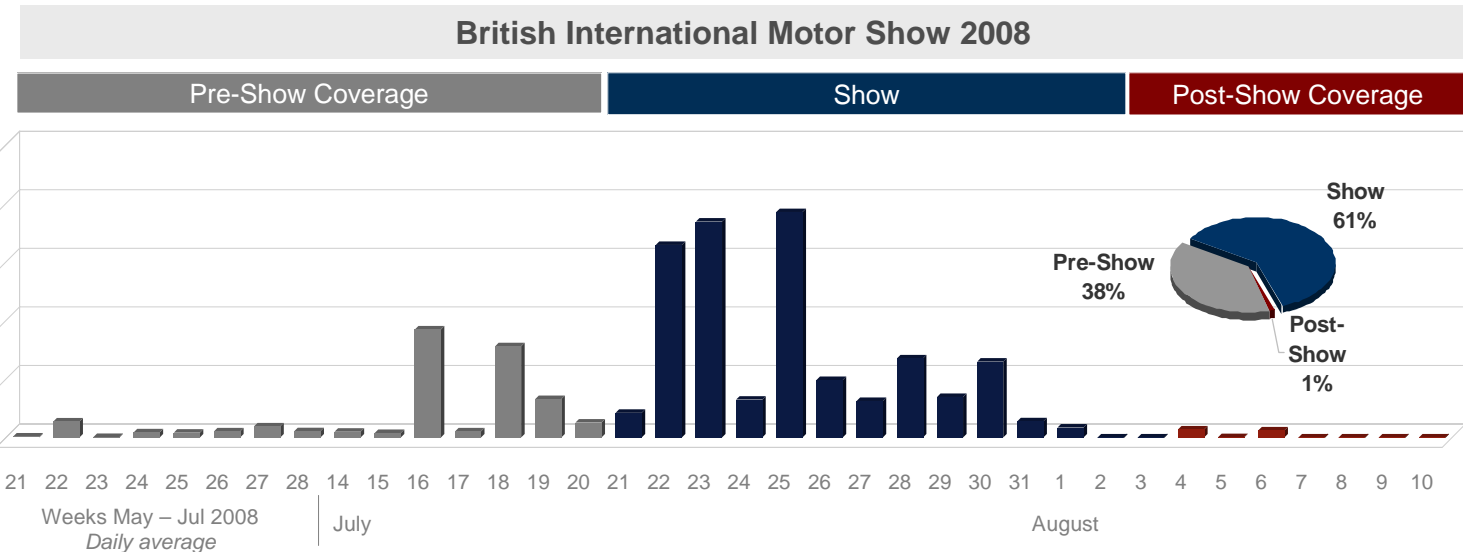
- All corporate and product coverage
- with explicit reference to BIMS

Period

- 2006 vs. 2008

Measurement

- PRIME Message contacts



Media Visibility | British International Motor Show

Global Media Impact in Comparison

Overall, strong increase (+37%) in media visibility of the BIMS compared to the previous show.

Chart Legend

Markets

- N. America
- Europe
- Asia Pacific
- Others (*Latin America, South Africa, Middle East)

Universe

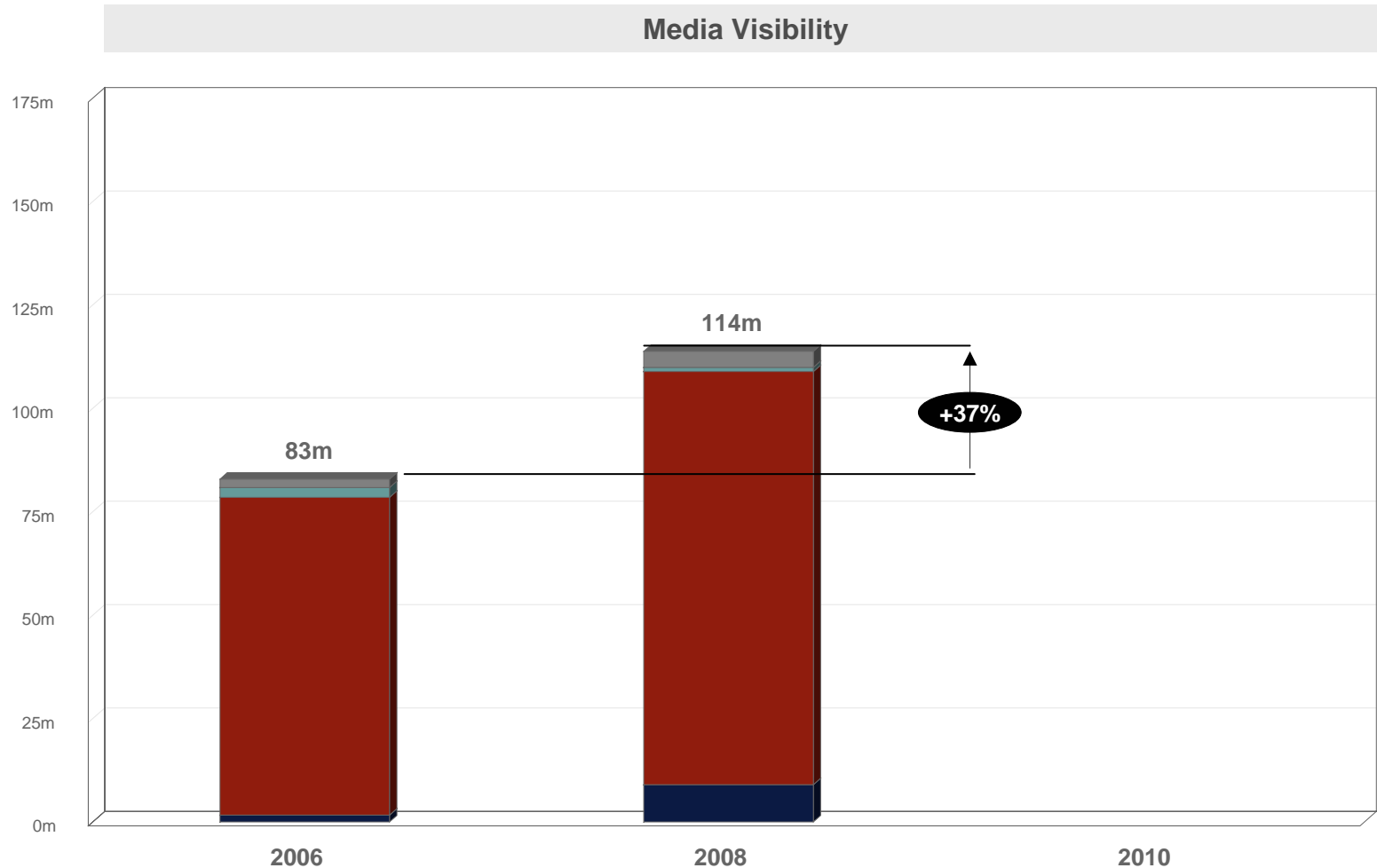
- All corporate and product coverage
- with explicit reference to BIMS

Period

- 2006 | 2008

Measurement

- PRIME Message contacts | 2 months prior to and 1 month after each show



Media Visibility | British International Motor Show Spill-Overs to International Markets

More international media coverage (+5 percentage points) compared to the previous show.

Chart Legend

Markets

- N. America
- Europe
- Asia Pacific
- Others (*Latin America, South Africa, Middle East)

Universe

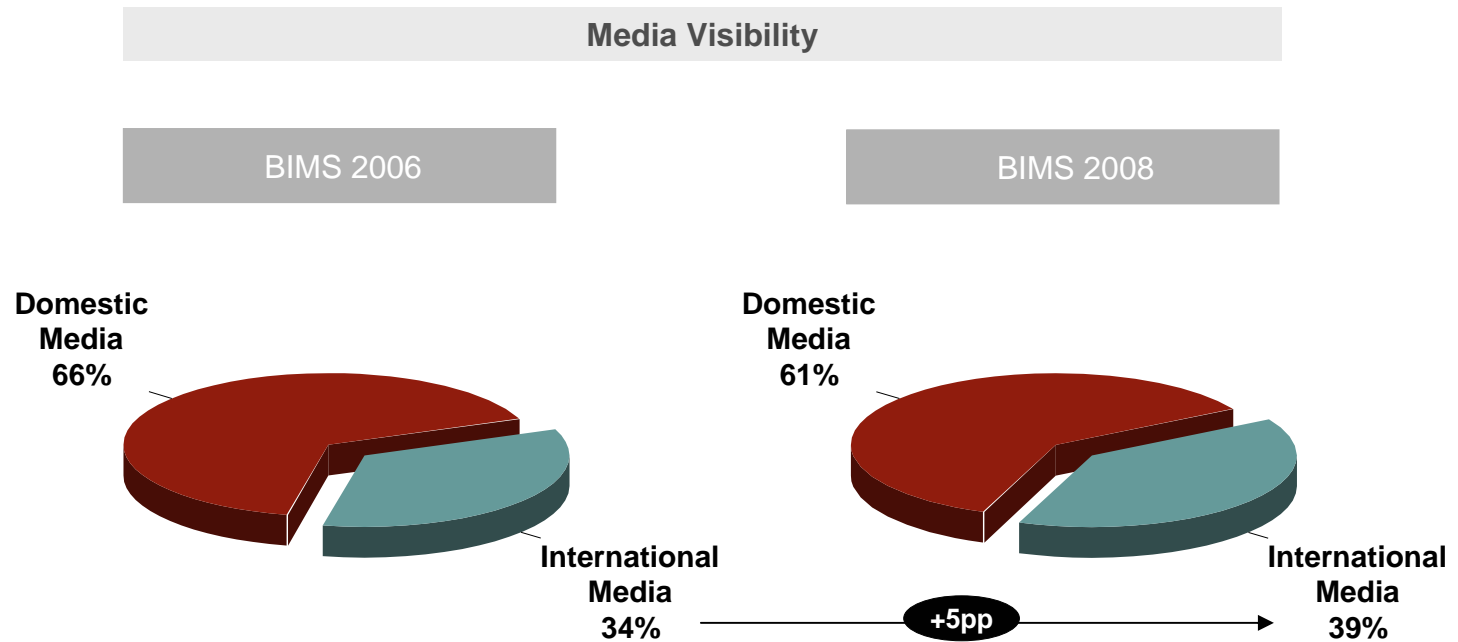
- All corporate and product coverage
- with explicit reference to BIMS

Period

- 2006 | 2008

Measurement

- PRIME Message contacts | 2 months prior to and 1 month after each show



Media Visibility | British International Motor Show

Media Impact by Individual Market

The BIMS '08 witnessed a high increase in media visibility especially in the US, Germany, Switzerland, China, Spain and Canada.

Chart Legend

Markets

- N. America
- Europe
- Asia Pacific
- Others (*Latin America, South Africa, Middle East)

Universe

- All corporate and product coverage
- with explicit reference to BIMS

Period

- 2006 | 2008

Measurement

- PRIME
- Message contacts | 2 months prior to and 1 month after each show

