

Autometrics Pulse™

Daily New Vehicle Demand Tracking Tool

Announcing the launch of:

THE WINTER OLYMPICS ADVERTISING IMPACT SPECIAL REPORT

Including an analysis on:

- effect on all competitive models advertised, plus
- comparison to impact of Superbowl 2010 advertising

Interim report date – March 3, 2010

- analysis to February 28 – Closing Ceremony

Final report date – March 10, 2010

- analysis to March 6 – Sustainability



Understand the Impact of the Winter Olympics Advertising on US New Vehicle Sales

Autometrics Pulse™, a New Vehicle Demand Tracking Tool, provides trends and insights on the effect of Winter Olympics advertising on the demand on those vehicles/brands advertised relative to other brands within segment:

- hourly reporting on the days of the airing of your ads
- for all makes and models advertised

Plus, a comparison of the affect on demand of advertising on the Winter Olympics versus advertising on the 2010 Superbowl, providing the opportunity to undertake a cost/benefit ROI analysis between the two marketing/sporting events.

What is the Autometrics Pulse™ New Vehicle Demand Tracking Tool?

Pulse™ is the **first forward looking demand indicator** for new vehicle sales for the automotive market.

- Pulse™ is driven by over 100 “third party” data sources including major automotive sites, the car buying sections of major portals, automotive enthusiast sites, etc.
- Pulse™ is updated nightly, providing daily data for the analysis of the effect on demand, and on an hourly basis if requested.
- Pulse™ is the largest demand data set available anywhere with over 300,000 Prospects tracked daily.
 - a “Prospect” is defined as a request for an online dealer price quote
- Pulse™ captures demand for all makes and models down to the zip code level.
- Pulse™ has been proven by automotive manufacturers and academics to be highly predictive of new vehicles sales even at the local level.



What Information Can Pulse™ Provide?

Marketers are looking to understand the impact of their advertising on lower funnel demand (and ultimately sales). Major marketing events such as the Winter Olympics and Superbowl, provide an opportunity to closely analyze the increase in demand for new vehicles following the airing of ads on television.

Pulse™ can provide insights into what is happening in the marketplace, and predict the effect on new vehicle sales over the next 2 to 4 weeks, right down to the DMA level, and extending through the next ninety days.

Pulse™ is tracking the Winter Olympics hourly (as it did for the Superbowl), the demand trend for each vehicle/brand advertised, together with the impact within the segment.

Pulse provides an opportunity to further enhance your understanding of the impact of the advertising on demand, including but not limited to, the following suggested areas of analysis:

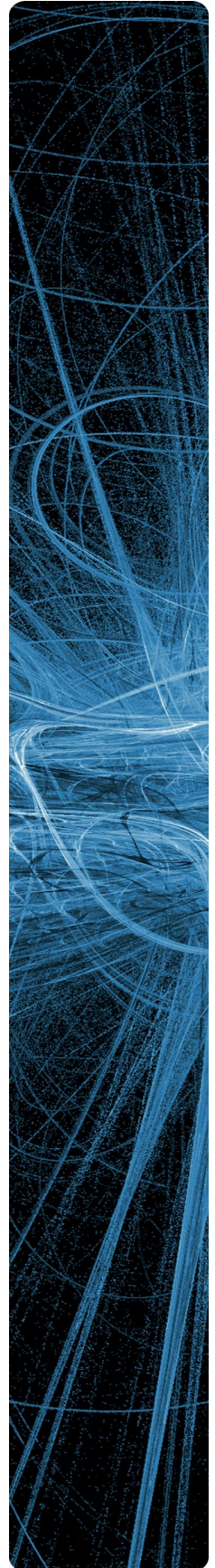
- What is the immediate impact on demand for the brand/vehicle advertised and its segment competitors?
- Advertising during which sporting events (e.g. downhill skiing, speed skating, figure skating, etc) are the most effective in increasing demand?
- If different creative is running, which creative generated the greatest increase in demand?
- Is demand sustained over a period of time?
- How does the impact on demand compare between the Winter Olympics and the Superbowl (when the same makes/models are advertised)?



Autometrics Pulse™ Winter Olympics Advertising Impact Special Report

Autometrics is offering a Winter Olympics Advertising Impact Report, to initially be available for distribution on Wednesday, March 3, 2010 (following the Closing Ceremony) and a final report to be distributed on Wednesday, March 10 (providing a sustainability analysis) that will include:

- Demand trends, by make and model, detailing the impact on new vehicle demand for those vehicles/brands advertised during the Winter Olympics, with hourly data available on the day of the airing of your ads, to provide immediate insight into effectiveness of your media buys.
- Following the Closing Ceremony on Sunday, February 28, 2010, demand trends for makes and models will continue to be tracked over the next seven days to determine initial sustainability of the advertising.
- The Report will contain trends and insights accompanied by charts/graphs/tables to allow a read of the marketplace that will help determine:
 - what immediate marketing actions to take to either:
 - capitalize on your advertising buys, or
 - thwart the impact of those that may have advertised
 - the effectiveness of any integrated marketing actions (e.g. web initiatives, print advertising, gaming integration, product placement, etc)
 - future media buys
 - possible future creative actions
- There are two additional options offered:
 - continue receiving the report for an extended time period
 - a comparative Winter Olympics/Superbowl 2010 Report to compare the effect on demand of advertising between the two sporting/marketing events.



Pricing

Pulse™ Winter Olympics Advertising Impact Special Report is available:

- for a one-off price of **\$15,000**
 - the report will cover demand trends over the full seventeen days of the Winter Olympics, including an hourly analysis during the periods of the airing of your ads, plus trends for the week following, to determine sustainability
 - comparison to average demand for the weeks prior to the Winter Olympics
 - for all makes and models advertised.
- for an additional **\$5,000** the Report will include a comparative analysis between the sustained impact of advertising between the Winter Olympics and the Superbowl, providing data to enable you to perform a cost/benefit ROI analysis between the two events.
- ongoing weekly updates after Saturday, March 6, 2010 are available (pricing based upon the duration of the report requested).

Autometrics Pulse™ Contact Details

For more information on Pulse™ and to purchase the Pulse™ Winter Olympics Advertising Impact Special Report, please contact:

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