

WARD'S

AutoWorld[®]

wardsauto.com

sponsorship opportunities industry events

unique online reach

guaranteed

best readership

editorial excellence

resources targeted circulation

networking

online

exposure

industry-leading

trusted editorial resources

2007 Media Kit

honored
targeted
preferred



Need **One** Good Reason to Choose **WARD'S**? We'll Give You **Three**.

1. The Most Honored Editorial Team.

No other automotive industry publication has earned as many journalism honors as the WARD'S team. It is affirmation of the peerless quality of WARD'S content, which your customers prefer above all other OEM publications. See the EDITORIAL page. >>>

2. The Most Targeted Circulation.

WARD'S *AutoWorld* is the only publication that sends your message to the right people in roles to buy your products, at the right companies, in the right locations ... with ZERO WASTE. See the CIRCULATION page. >>>

3. Guaranteed Best Readership.

We guarantee your customers prefer us over every other automotive OEM publication, or your ad is FREE. No other publication makes such a claim, because it's widely known WARD'S *AutoWorld* is the preferred magazine of the industry. See the READERSHIP page. >>>

“ I think it's the best overall source for what's going on in the industry both with technology and management. ”

Mark Grozde
FORD MOTOR CO
Engineering/Design

We'll connect you to customers in ways no one else can!

WARD'S offers sponsorships of special industry events like WARD'S Ten Best Engines and the WARD'S Auto Interiors Show, plus the industry's most advanced online opportunities available.

We'll custom publish to meet your needs, extend your reach online in e-newsletters and at major shows and conferences, and more. Contact us today!



market intelligence
 consumer demand
 globalization
 competition
 growth
 industry forecasts

market overview

By the Numbers: the North American Automotive Market

The North American automotive manufacturing industry is truly like no other, as evidenced by these tables prepared by the WARD'S Information Products group. And more than ever, it's vital for you to identify who makes decisions on products like the ones shown here – and yours in particular – and not waste time and money speaking to the wrong people.

“It's all about the in-depth and micro level details of the auto industry and great cover stories on corporate issues.”

Radhakrishna Raman
 NISSAN TECHNICAL CENTER
 Engineering/Design

WARD'S AutoWorld is your best choice for impacting your customers' entire buying teams. We target engineering and design, corporate management, purchasing, and senior management throughout the organization.

And there's zero waste in our reach: you pay only to reach those in the right jobs, at the right companies, in the right locations. No teachers or students, no government agencies, or others “allied to the industry.”



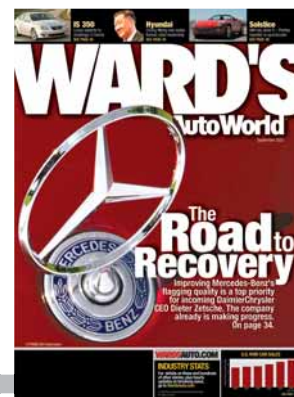
If you'd like more data such as the tables you see here in order to study this market more thoroughly, please contact our WARD'S Information Products staff at (248) 799-2622 and find the right WARD'S subscription to meet your needs.

**FORECAST: North American Light-Vehicle
 Production by Segment Group**

	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Cross Utility Vehicle	1,713,241	1,927,630	2,605,326	3,127,780	3,475,411
Small Car	2,072,994	2,087,946	2,074,065	2,263,191	2,264,532
Middle Car	3,223,836	3,386,956	3,156,771	2,919,097	3,011,343
Sport Utility Vehicle	2,293,484	2,112,431	2,111,997	2,058,730	1,995,293
Pickup	3,561,984	3,282,069	3,507,637	3,305,977	3,289,919
Other	2,887,437	2,748,704	2,826,549	2,812,064	2,595,814

Source: Ward's AutoForecasts Note: 2005 is actual; 2006-2009 are forecast, as of mid 2006

market overview



2005 North American Factory-Installed Equipment Rates

	Cars	%	Lt Trucks	%	Total
Manual Trans. (5- or 6- spd)	522,227	9.0	266,024	3.2	788,251
Auto. Trans. (4-, 5- or 6-spd)	5,291,436	91.0	8,111,796	96.8	13,403,232
Traction Control	1,699,162	29.2	811,980	9.7	2,511,142
Stability Control	508,924	8.8	1,490,704	17.8	1,999,628
Frnt. Disc/ Rr. Drum	2,185,672	37.6	1,628,339	19.4	3,814,011
4-Wheel Disc	3,628,670	62.4	6,749,481	80.6	10,378,151
Side Airbag	1,946,674	33.5	1,705,178	20.4	3,651,852
Curtain Airbag	1,443,355	24.8	1,302,154	15.5	2,745,509
Auto Headlamp	2,559,583	44.0	4,559,793	54.4	7,119,376
Air Conditioning Manual	4,257,443	73.2	5,808,266	69.3	10,065,709
Air Conditioning Automatic	1,556,002	26.8	2,561,458	30.6	4,117,460
Keyless Remote	5,228,379	89.9	7,015,212	83.7	12,243,591
Anti-Theft Device Ign. Key	3,275,768	56.3	2,398,018	28.6	5,673,786
Alarm	1,917,617	33.0	4,501,250	53.7	6,418,867
Memory (Seat Adjustment)	451,123	7.8	1,194,629	14.3	1,645,752
Leather Seats	1,537,601	26.4	2,579,755	30.8	4,117,356
Heated Seats	1,151,839	19.8	2,089,726	24.9	3,241,565
Adjustable Pedals	442,604	7.6	1,598,150	19.1	2,040,754
Steering Column	5,305,371	91.2	8,077,057	96.4	13,382,428
Cruise Control	5,229,456	89.9	7,554,118	90.2	12,783,574
Auto. Int. Mirror	1,010,046	17.4	2,931,569	35.0	3,941,615
Navigation System	153,372	2.6	489,308	5.8	642,680
Concierge Service	590,437	10.2	1,500,427	17.9	2,090,864
AM/FM St. CD	3,117,212	53.6	1,828,616	21.8	4,945,828
AM/FM St. CD/MP3	227,737	3.9	311,674	3.7	539,411
AM/FM St. CD Changer	1,413,014	24.3	3,976,471	47.5	5,389,485
Satellite Radio	656,272	11.3	1,406,063	16.8	2,062,335

Source: Ward's Information Products

North American Automotive Materials Usage

Material	Pounds per light vehicle	Percent of vehicle	Total Usage (pounds) in NA light vehicle prod.
Steel	2,233	55.0	35,178,688,699
Iron Castings	331	8.2	5,214,574,993
Aluminum	316	7.8	4,978,264,948
Magnesium Castings	10	0.2	157,540,030
Copper & Brass	59	1.5	929,486,177
Lead	36	0.9	567,144,108
Zinc Castings	10	0.2	157,540,030
Powder Metal	43	1.1	677,422,129
Other Metals	5	0.1	78,770,015
Plastics & Plastic Composites	335	8.3	5,277,591,005
Rubber	175	4.3	2,756,950,525
Coatings	24	0.6	378,096,072
Textiles	48	1.2	756,192,144
Fluids & Lubricants	210	5.2	3,308,340,630
Glass	105	2.6	1,654,170,315
Other Materials	86	2.1	1,354,844,258
Total	4,026	99.7	

Source: Ward's Information Products, based on 2004 production



WARD'S is the name your customers turn to for trusted industry reporting, data and analysis. No other publication can match the information-rich resources that drive every issue of *WARD'S AutoWorld* or the opportunities created by our extensive reach throughout the global industry.

For more than eight decades, **WARD'S** has served the industry with information second-to-none in scope, insight and reliability.

“Concise, packed with information. **Best source of industry data.**”

*Aaron Trexler
DAIMLERCHRYSLER
Manufacturing/Production
Operations*

Your customers read *WARD'S AutoWorld* and benefit from **WARD'S** Information Products, which provide supplemental data and analysis to paint the full picture on the subjects we cover.

WARD'S is THE SOURCE.

Our publications, data and editors are the most widely quoted in the auto industry. Print and broadcast media, as well as policy makers such as the Federal Reserve Board, rely on and routinely cite **WARD'S** data. Appearances by our editors on CNN, CNBC, BBC, and prominent radio stations reaffirm our status in the minds of decision makers throughout the industry, including your customers.

WARD'S[®]

Industry-leading resources



Publishing these influential resources empowers WARD'S to serve your customers with insights no one else can match:

- WARD'S *AutoWorld*
- WARD'S *Engine & Vehicle Technology Update*
- WARD'S *Automotive Reports*
- WARD'S *Automotive Yearbook*
- WARD'S *Dealer Business*
- WARD'S *World Motor Vehicle Data Book*
- WARD'S *Motor Vehicle Facts and Figures*
- WARD'S *AutoInfoBank*
- WARD'S *AutoForecasts*
- WARD'S *Custom Data Reports*



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Editor-in-Chief,
WARD'S AutoWorld



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Editorial Director,
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contributor



Jerry Flint
"The Contrarian"



content your customers prefer
6 jesse h. neal awards
 40 international wheel awards
24 detroit press club awards
 140 honors since 1970
 beyond the headlines
 62 american society of business press editors awards

honored editorial

“WARD'S *AutoWorld* gives me a balanced preview of what is happening in the automotive world as a whole. It then allows me to narrow my focus and research those topics that peak my interest.”

Vince Levigne
 VISTEON
 Quality, Testing, & Reliability

Your customers need information that helps them understand how changes in today's rapidly evolving industry will impact their businesses tomorrow and years down the road, and WARD'S is their preferred source* for this information.

WARD'S *AutoWorld* is trusted by your customers because our editorial quality is second-to-none. Our editorial staff has earned more than 140 editorial honors since our first issue in 1970, and insights from our reporters are frequently sought by mainstream media, governmental bodies and other industry observers.

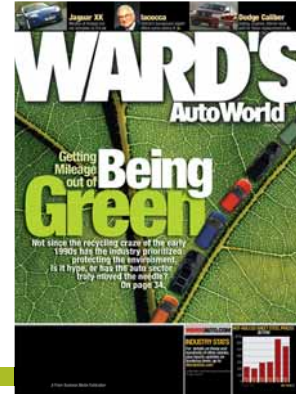
Credit our success to our unique editorial mission: we look beyond the headlines, offering analysis of how emerging trends will reshape the industry, and your customers' roles within it, in the short and long term.



Plus, our editors examine automotive engineering topics in a manner that serves engineers and corporate officials alike. Our approach is to distill technical topics in a way that helps all parts of our audience understand the technology and what it means for the industry.

* We guarantee WARD'S is preferred by your customers. See details on READERSHIP page.

WARD'S®



The pages of *WARD'S AutoWorld* contain reporting and analysis on everything that impacts your customers:

- News and Trends - The latest headlines from throughout the global automotive industry, including insights on the implications of major events on companies, markets and the industry as a whole
- Technology - Vehicle innovations, unique material applications, the latest process technologies, the ever-evolving world of alternative fuels, and much more
- Supplier News - New products and technologies from major automotive suppliers, as well as news on mergers and acquisitions, facilities and earnings
- Government / Global Relations - How trade agreements, new regulations and standards, labor contracts, and political turmoil will impact the industry
- In-depth Features - Each issue includes one or more thorough features such as:
 - WARD'S Ten Best Engines (Jan.)
 - Supplier/OEM Relationships and Issues (Jul./Aug.)
 - Engineering Trends (Apr.)
 - State of the Industry (Nov. & Dec.)

SECOND-TO-NONE EDITORIAL EXCELLENCE

WARD'S industry-leading editorial honors include ...

- 62** American Society of Business Press Editors Awards
- 43** International Wheel Awards
- 24** Detroit Press Club Awards
- 6** Jesse H. Neal Awards
- 3** min's Best of the Web Awards

Plus, each issue of *WARD'S AutoWorld* includes insights from award-winning columnists such as Drew Winter, John McElroy and Jerry Flint, who never fail to create a stir, regularly making *WARD'S* editorial the topic of water-cooler conversation throughout the industry.



key oem locations
best reach
 management
 auto makers
 engineering & design
 the buying team
 lowest effective cpm
 tier one suppliers

targeted circulation

WARD'S *AutoWorld* gives you the most targeted reach of any OEM publication, delivering your message to the right companies and the right people – those in the right roles to make purchase decisions on your products.

That means your advertising buy is extremely efficient. You're NOT paying to reach teachers, students, government officials, fleet operations, or others allied to the field – “wasted circulation” you'll pay for if running in another magazine.

“ At G.M. Engineering, WARD'S is considered **mandatory reading**. It's quoted at group meetings on a regular basis, and included in circulation that's required reading. The reason for this is its reputation as being the best of the best. ”

Richard Eheler
 GENERAL MOTORS CORP
 Engineering/Design

WARD'S *AutoWorld* Offers the Most EFFECTIVE CIRCULATION

– buying-team job titles and functions within the companies you target. This targeted reach translates into the lowest Effective CPM of any automotive OEM publication.

EFFECTIVE CIRCULATION:

	EFFECTIVE CIRCULATION	TOTAL CIRCULATION	EFFECTIVE % OF TOTAL
WARD'S <i>AutoWorld</i>	68,203¹	68,203¹	100.0%
Automotive Engineering Intl	51,943 ³	87,807 ¹	59.2%
Automotive News	21,540 ⁴	40,509 ²	53.2%

EFFECTIVE CIRCULATION CPM:

	EFFECTIVE CIRCULATION	2006 B&W PAGE RATE	EFFECTIVE CPM
WARD'S <i>AutoWorld</i>	68,203¹	\$8,915	\$131
Automotive Engineering Intl	51,943 ³	\$9,530	\$183
Automotive News	21,540 ⁴	\$8,235	\$382

WARD'S

targeted circulation



WARD'S has the best geographic reach, as we're the only OEM title with a majority of its circulation in the eight key states where purchasing decisions are made: MI, OH, IL, IN, KY, TN, AL & SC.

CIRCULATION TO KEY OEM STATES:

	KEY STATE CIRCULATION	TOTAL CIRCULATION	KEY STATE % OF TOTAL
WARD'S AutoWorld	42,057 ¹	68,203 ¹	61.7%
Automotive Engineering Intl	37,117 ³	87,807 ¹	42.3%
Automotive News	23,918 ²	78,694 ²	30.4%

WARD'S AUTOWORLD CIRCULATION¹

	TOTAL QUAL	CORP MGMT	ENG/ DESIGN	MFG PROD ENGINEERS	MFG PROD OPS	PURCH
Motor Vehicle Mfr:						
Light Vehicles: Car/Lt Truck	18,662	2,797	12,591	1,489	1024	761
Truck & Bus	5,379	1,063	4,316	0	0	0
Supplier to Motor Vehicle Mfrs:						
Systems/Components/Parts	37,435	6,471	25,667	2,651	1,283	1,363
Engines	4,393	580	3,184	338	158	133
Independent Eng/Design Serv.	2,492	0	2,334	0	0	0
TOTAL QUALIFIED:	68,203	10,911	48,092	4,478	2,465	2,257

CIRCULATION TO OEM MOTOR VEHICLE MFRS:

	OEM / MFR CIRCULATION	TOTAL CIRCULATION	OEM / MFR % OF TOTAL
WARD'S AutoWorld	24,041 ¹	68,203 ¹	35.2%
Automotive Engineering Intl	16,204 ⁵	87,807 ¹	18.5%
Automotive News	7,573 ²	40,509 ²	18.7%

CIRCULATION TO ENGINEERING & DESIGN:

	ENG & DESIGN CIRCULATION	TOTAL CIRCULATION	ENG & DESIGN % OF TOTAL
WARD'S AutoWorld	48,092 ¹	68,203 ¹	70.5%
Automotive Engineering Intl	37,776 ⁶	87,807 ¹	43.0%

1. BPA Worldwide, Dec. 2005

2. Total Circulation is OEM Edition as defined by Automotive News; data from Audit Bureau of Circulations (ABC), Dec. 2005

3. Effective Circulation defined as Total Circulation less admin mgt, sales-mkt-comm, professors, instructors, students, libraries, company copies, other personnel, other related industries, and others allied to field; data from BPA Worldwide, Dec. 2005

4. Effective Circulation defined as OEM Edition Circulation, less all non-OEM motor vehicle manufacturers or suppliers; data from ABC, Dec. 2005

5. OEM count defined as motor vehicle mfr: passenger cars, and trucks and buses, data from BPA Worldwide, Dec. 2005

6. Engineering & Design defined as "(c)" less non-automotive OEM motor vehicle mfrs and suppliers, and other related industries, and others allied to the field, data from BPA Worldwide, Dec. 2005



preferred... guaranteed
 thoroughly read
 unduplicated audience
 best-read magazine

loyal readership

Your Customers Prefer WARD'S AutoWorld ...

WE GUARANTEE IT.

Other publications will show you charts and tables claiming readership superiority, but WARD'S is the ONLY automotive publication that promises your customers prefer it over other OEM magazines, or your advertising runs free.

“WARD'S AutoWorld is a must read to keep on top of the industry. It provides insight into the world of automotive. New designs, why or why not something is working (management style or theory, new products etc.) Future direction of the industry & commentary you can not find anywhere else.”

Steve Nelson
 DELPHI ELECTRONICS
 Engineering/Design

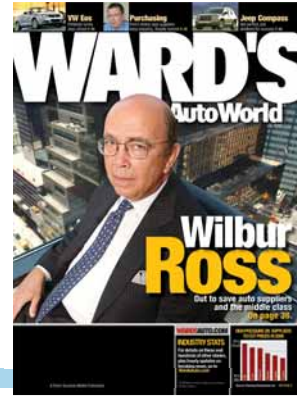
We are confident in making this guarantee because study after study shows that WARD'S AutoWorld is preferred for its approach to news delivery, analysis of emerging industry trends, and presentation of vital data.

Combining WARD'S editorial mission of delivering forward-looking features and analysis with our targeted circulation to key decision makers yields a predictable result: outstanding readership.

This creates a well-read environment that has earned our advertisers significant visibility and readership scores for their messages. We'll show you how your advertising measures up: two 2007 issues of WARD'S AutoWorld offer a FREE readership study to help you gauge the effectiveness of your ads.



WARD'S®



Combine the fact that *WARD'S AutoWorld* offers this market's most targeted circulation – delivering your message to those in positions to buy or specify your products, with no waste – with the fact that 90% of our readers call *WARD'S AutoWorld* a “must read/frequently worthwhile read,” and it's clear that *WARD'S* is THE publication that will get your advertising seen and read by your customers.

Test the WARD'S Readership Guarantee

- A third party will conduct a study at our expense using your customer and prospect list.
- When the study shows *WARD'S AutoWorld* is preferred over all other automotive OEM publications, your advertising will run with us.
- If we're not preferred by your customers, we'll run your ad FREE.

Companies Who Have Tested Our Readership Guarantee:

- Metaldyne
- Dana
- Exxon Chemical
- Shell Oil
- DuPont Automotive
- Eaton
- Mahle Pistons
- Siemens VDO

EXTENDED REACH

68% pass their copy of *WARD'S AutoWorld* along to additional readers within their company

1.7 additional readers per copy of *WARD'S AutoWorld*

184,148 total reach = qualified circulation and pass along reach = 68,203 x 2.7

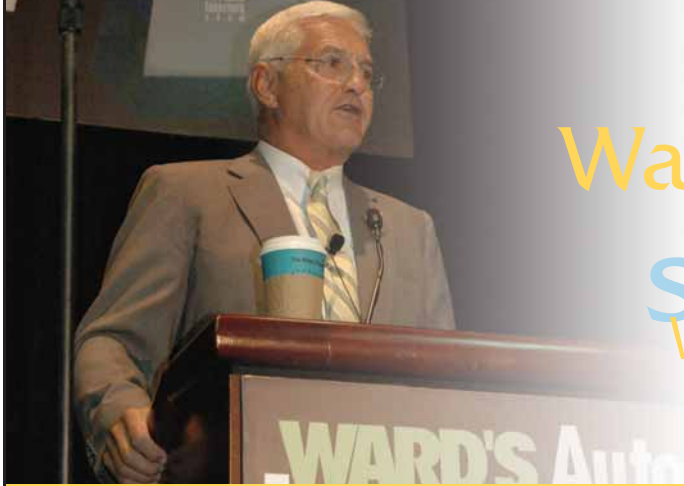
High numbers of WARD'S readers DO NOT read other OEM publications

68% don't regularly read *Automotive News*

85% don't regularly read *Automotive Design and Production*

87% don't regularly read *Automotive Engineering Intl.*

SOURCE: Paramount Research Inc., 2006



Ward's Ten Best Engines

sponsorships
custom publishing
supplements
Ward's Auto Interiors Show
show dailies

unique opportunities

In addition to delivering your advertising to the most targeted circulation, plus ensuring it is seen by an audience who prefers us over all other OEM publications, WARD'S can help you reinforce your message with event sponsorships, trade show exposure and other integrated opportunities to connect with your customers.

WARD'S Ten Best Engines

Sponsors enjoy visibility at the ceremony attended by hundreds of top powertrain personnel, receive exposure in *WARD'S AutoWorld* as well as WardsAuto.com, and more.



Attendance at this annual ceremony has grown each year in terms of audience size and stature, allowing our sponsors to impact a unique grouping of powertrain executives and engineers via North America's ONLY award program honoring engine excellence.

WARD'S Supplements

WARD'S publishes several special supplements on important industry trends:

- WARD'S Interiors Supplements (Mar, May, July, Oct)
- WARD'S Economic Development Supplement (Dec)
- WARD'S Hybrid Supplement (Sept)

Plus, we can create supplements customized to your area of expertise, giving you exclusive exposure in a media vehicle sponsored by your company.

“ I find it to be the most comprehensive picture of the status and direction of the auto industry, providing the most coverage of all the players in the industry. ”

Greg Liddle
HONDA OF AMERICA MFG
Manufacturing/Production
Engineering

WARD'S

unique opportunities



WARD'S Auto Interiors Show

WARD'S purchased North America's only event devoted to vehicle interiors in 2005, and we have brought two years of solid growth to this vital event for interiors professionals. WARD'S advertisers can partner with us to reach this audience in several effective ways: sponsorship of the Interior of the Year Awards, panel discussions, receptions or other special events, branded handouts to attendees, exposure in the show program, a booth on the floor, and more.

Global Automotive Conference 2007, hosted by the Global Advanced-Leadership Center

Impact the growing base of transplant OEMs and suppliers in the south! WARD'S is proud to be the exclusive media sponsor and an advisory board member of the Global Automotive Conference, April 23 - 26, 2007, in Louisville, KY. Active WARD'S advertisers may participate as sponsors, exhibitors and attendees with a special discount. Get face time with hundreds of executives from OEM and supplier facilities in the southern US, many from the new domestics hard to otherwise reach. Sessions will include "How to Sell to New Domestics," "Emerging New Markets," "Competitive Manufacturing Technologies," and more.

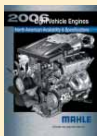


WARD'S Show Dailies

WARD'S plans show daily coverage for the Management Briefing Seminars, August 6 - 10 in Traverse City, MI. We will publish four dailies during the conference, which draws hundreds of the global industry's top decision makers, and mail a wrap-up to targeted WARD'S readers in September.

CUSTOM PUBLISHING

WARD'S can write, design, publish and distribute effective white papers, posters of industry data, and supplements to target select parts of the WARD'S audience and your own customer database. Examples:



- Pull-out chart of North American engine specs, sponsored by MAHLE



- White papers on lean management, sponsored by Oracle



- Focus Reports features on global markets: Turkey, Malaysia, and others



targeted banners
 e-newsletters
 webinars
 ask the expert
 online reports
 e-surveys
 "best of the web"
 250,000+ users

unequaled exposure

Most major automakers and Tier One suppliers enjoy full access to WardsAuto.com via subscription agreements.

This means not only are your customers paying to get WARD'S information online, but they're also encouraging their employees to use it with prominent links on their intranets and other internal communication.

These hundreds of thousands of industry professionals enjoy access to the ULTIMATE online source of automotive information, containing everything WARD'S produces the moment it's written or compiled, and powered by the most advanced automotive search capabilities available.



“WARD'S has had consistent high editorial quality along with accurate, up-to-date information for as long as I can remember!”

*Louis Oniga
 GENERAL MOTORS POWERTRAIN
 Engineering/Design*

Therefore, this unique online resource is the perfect channel for you to reach your customers with creative, interactive marketing tools that no one else in the industry can match.

Plus, we can target your online exposure to WardsAuto.com users by area of interest, helping ensure your message hits its intended audience and maximizing the cost-effectiveness of your campaign.

WARD'S®

unequaled exposure



WARD'S OEM Edition e-newsletters – Get your message into our daily and weekly e-mail updates featuring the latest WARD'S news and features, reaching tens of thousands of industry professionals around the world.

Custom e-newsletters – We'll create an e-newsletter on your specific topic, giving you exclusive exposure in a message targeted to your customers.

Webinars – WARD'S can produce, moderate and promote a special online event on your chosen topic, encouraging vibrant interaction with your customers.

WARDSAUTO.COM STATISTICS

250,000+ individuals have access via a paid subscription site license

600,000+ page views per month

50,000+ articles archived within WardsAuto.com

3,000+ data tables archived within WardsAuto.com

12 years of archived content

E-surveys – Benchmark the effectiveness of your advertising, test-market upcoming products, or get to know your customers better by surveying the WARD'S audience with e-mailed or web-driven questionnaires.

Special Online Reports – Target your customers by sponsoring our themed microsites on events and WARD'S features, which include:

- WARD'S Ten Best Engines
- WARD'S Auto Interiors Show
- Detroit Auto Show
- Tokyo Auto Show
- Geneva Auto Show
- WARD'S Supplier Survey
- WARD'S State of the Industry
- Frankfurt Auto Show
- Chicago Auto Show
- Paris Auto Show
- SAE World Congress coverage
- Management Briefing Seminars
- New York Auto Show
- Greater L.A. Auto Show
- OEM Purchasing Interviews

wardsauto.com/about/advertising



custom research
speaker availability
 data and analysis
industry forecasts
 market intelligence

research



Market Intelligence

Not only can WARD'S help you connect with your customers in exciting ways, but we should also be your primary source for learning more about your market.

WardsAuto.com

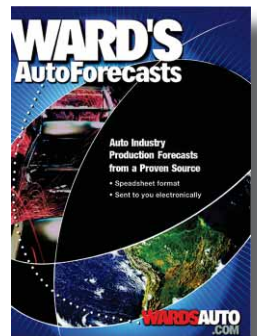
The industry's most thorough, all-inclusive resource for news, data and analysis is ready to serve you with in-depth information updated each weekday. Subscribe to WardsAuto.com, as most major auto makers and Tier One suppliers already do, and get instant access to virtually everything WARD'S produces. You'll enjoy access to years of WARD'S archives and the most powerful, automotive-focused search capabilities available anywhere.

“ I enjoy WARD'S coverage of the automotive industry. It keeps me up on what's going on at all of the automotive manufacturers. I've always been impressed how you have your finger on the pulse of the industry. ”

*Paul Bellfy
 FORD MOTOR CO
 Engineering/Design*

WARD'S AutoForecasts

The only forecast prepared by a leading news-gathering organization, our North American light vehicle forecasts subscription gives you a unique glimpse into the industry's future from WARD'S perspective.



WARD'S AutoInfoBank

To set and steer your company's strategy, you need a reliable source of new and historical data on vehicle sales, production, inventories, and more. WARD'S AutoInfoBank taps you into our database to use our proprietary tool for extracting and compiling just what you need in Excel spreadsheets.

WARD'S Custom Research

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