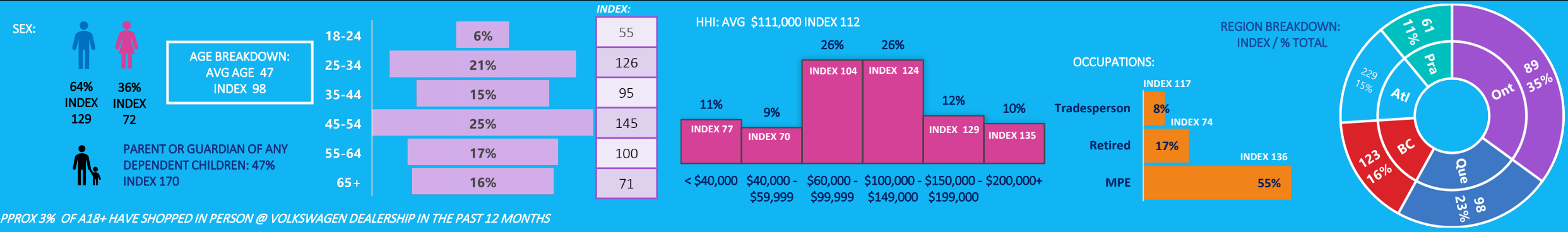


RADIO REACHES 91% WEEKLY: A18+ SHOPPED IN PERSON AT A VOLKSWAGEN DEALERSHIP IN THE PAST 12 MONTHS

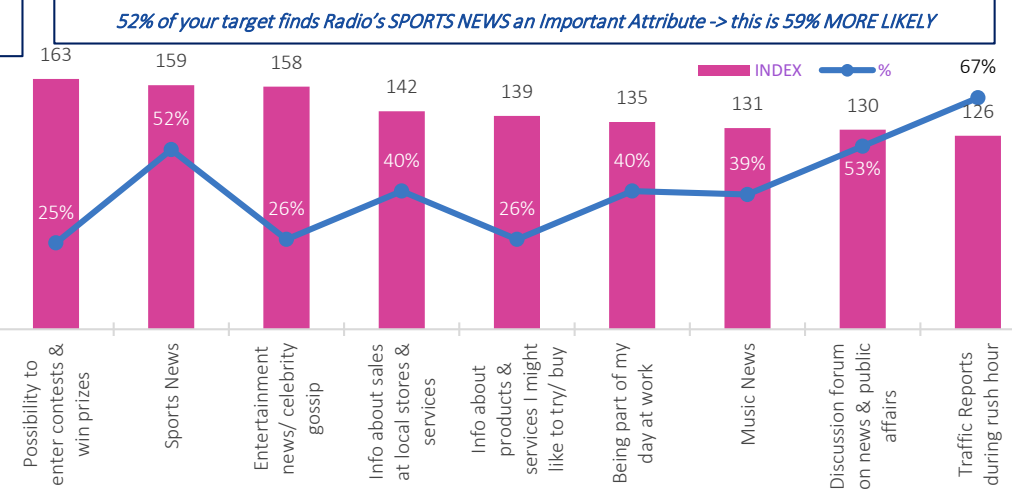
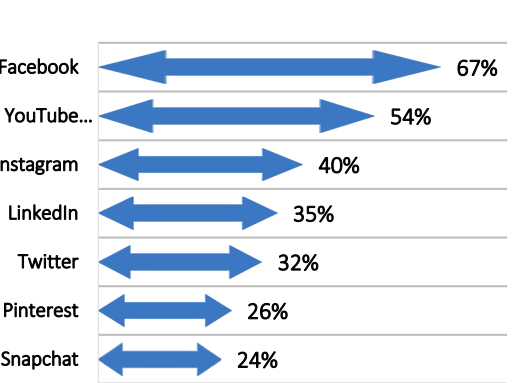
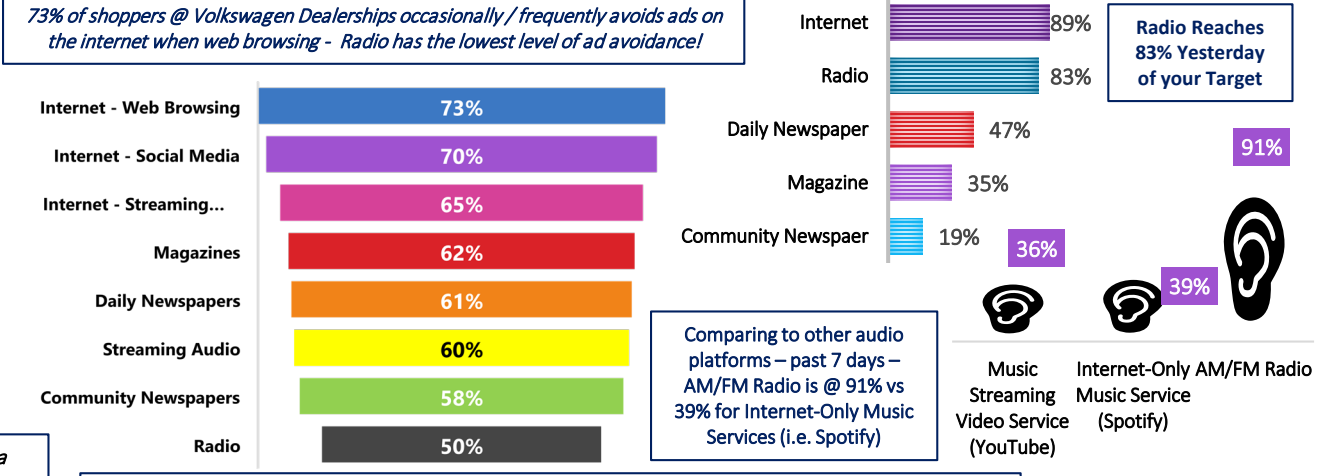
CONSUMER PROFILE
RADIO WORKS
YOUR TARGET LISTENS TO RADIO



A18+ SHOPPED @ VOLKSWAGEN DEALERSHIP PST 12 MONTHS:

- 91% of them are REACHED WEEKLY by RADIO
- 23% of their MEDIA TIME* is spent with RADIO
- 83% of them were EXPOSED to RADIO YESTERDAY

RADIO delivers 91% WEEKLY of A18+ who shopped @ a Volkswagen Dealership in past 12 months – a higher % than popular Social Media websites deliver in past 7 days



A18+ WHO HAVE SHOPPED IN PERSON AT A VOLKSWAGEN DEALERSHIP IN PAST 12 MONTHS (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	267	296	355
Radio Commercial motivation to visit a specific website:	295	291	441
Radio Commercial motivation to visit a store/business:	327	241	301
Radio Local-on-air radio discussion motivation to access a website:	265	252	351
Radio Local-on-air radio discussion motivation to attend an event:	595	302	234
Radio Local-on-air radio discussion motivation to visit a store/business:	453	273	292
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 111			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 187			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 130			