

DEALER CAMPAIGN 2004

DEALER MARKETING ACTIVITY

S40 & V40 CLASSIC CAMPAIGN UPDATE
2004 NEW CAR MARKETING MATERIALS
DEALER EVENTS GUIDE

VCUK DEPARTMENTAL ACTIVITIES

NATIONAL ADVERTISING
DIRECT MAIL
PUBLIC RELATIONS
EVENTS AND SPONSORSHIP
CORPORATE SALES AND RENTAL
FINANCE
OWNERSHIP



DEALER CAMPAIGN 2004

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DEALER MARKETING ACTIVITY



INTRODUCTION

Happy New Year and welcome to the first edition of the new format Campaign Pack.

The new Campaign Pack replaces the previous Quarter Packs. The aim is to provide a single, comprehensive source of Volvo's national and local marketing campaigns, including a detailed overview of the materials available to you. The Campaign Pack will have a longer shelf life and will assist you in planning your marketing for 2004.

To complement the new Campaign Pack, we will be updating the Dealer Marketing Guide. The Dealer Marketing Guide will provide details of the dealer marketing service and central fund managed by JJ and will assist you in setting your business objectives for the coming year.

The year starts with the introduction of the S40 and V40 Classic range. The S40 and V40 Classic continues to offer tremendous value-for-money and provides a new, lower entry point to our premium marque. A centrally managed dealer marketing campaign will kick off the New Year, using radio, local press, direct mail and in-showroom banner/mirror hanger.

S40 and V40 Classic campaign is quickly followed by the launch of the All-New S40 and new Volvo V50 Sportswagon. The launch campaigns for the All-New S40 and new Volvo V50 Sportswagon will target a younger, mostly conquest audience. The campaigns will employ a full mix of media including TV, press and on-line to attract a new target audience to the Volvo brand.

In addition to these campaigns, we will continue to offer a broad range of dealer personalised materials for most Volvo products including Corporate Sales, Ownership, Rental and Finance. Please read visit Elateral (www.actibrand.com) to see and order the latest material.

As in previous years, a broad range of event support is available from JJ, to give your events a personal touch. All of the packages available from JJ can be adapted to your specific requirements.

I'm confident we have the right tools and support in place to really make a difference and drive enquiries forward in the coming year. Please take the time to read through this valuable resource and if you have any questions regarding the dealer marketing support available from JJ, please speak to your JJ contact on **0870 608 6008**.

Finally, from myself and the Volvo team at JJ Marketing I would like to take this opportunity to wish you every success for 2004.



Maureen Laws
Dealer Marketing Manager

S40 & V40 CLASSIC CAMPAIGN UPDATE

As you will be aware, from 1st January 2004 the present S40 and V40 models will be known as the S40 Classic and V40 Classic models.

As Classic models, these cars represent exceptional value when compared to last years S40 and V40 range. For example, the Classic S40 1.8 SE is now £1,000 lower than the S40 1.8 SE (MY04) 2003 price. This should ensure that interest in these models will be maintained and reflects the outstanding value for money that these cars represent.

A centrally managed campaign consisting of radio, press, DM & POS, will give the year an immediate kick-start, using a wide selection of materials to communicate the excellent savings and high levels of specification for these products as they near the end of their lifecycle.

Initially, awareness of the models and their new pricing will be conveyed via a radio campaign. Radio has been chosen as the lead medium due to its unique relationship with its listeners, especially those in their cars, and the opportunity to reach the

right target market. A heavyweight campaign has been planned, that will deliver high awareness with consistent frequency. Consumers will hear the message on average six times over the fortnight. The heavy weight of the campaign is important to cut-through, due to the nature of the car purchase window, the proposed offer and the length of the airtime. This campaign will run for two weeks, starting on Monday 5th January and will feature on your chosen local station. The 30-second advertisements will feature a call-to-action prompting the listener to contact their appropriate dealership. The advertisement is in keeping with the 'Study the Classics' creative. The creative is aimed at an audience that is predominantly male (ABC1). The reference to Classic in the musical sense, will help our potential customer identify with Volvo as a brand to which they can relate. On a broader level, the ads are a call to action to look more closely at the comprehensive standard specification on the Classic models.

Your centrally booked press insertions will also follow this creative and will run in all of your booked press for a period of circa six weeks.

To capitalise on the awareness, a DM campaign will follow the Classic radio and press activity.

Cold prospect data will be carefully selected from a list provider, using targeted customer profiles chosen to ensure we are reaching those most likely to be in the purchase window for the S40 / V40 Classic models. The mailer will communicate the high value and specification levels of the models, whilst giving a strong call to action.

To present this offer within your dealership, mirror hangers and a pull-up banner will be supplied to you. The banner cartridge can be inserted into your existing cassette box, while the mirror hangers can be used in your showroom and in service vehicles. These materials will provide a platform of general awareness with which you and your sales team can build and drive enquiry levels within your area.



2004 DEALER MATERIALS - S80 CAMPAIGN

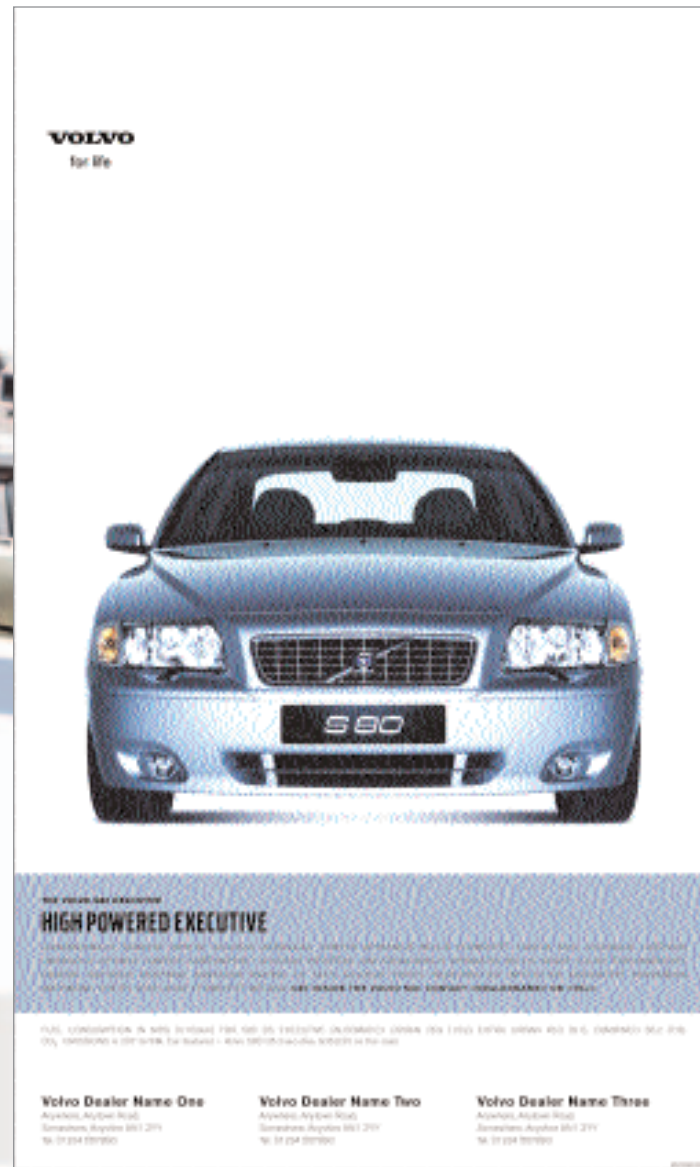
Throughout 2004, materials will be available to support you and drive the Volvo programmes at a regional level. The availability of these materials will naturally be synchronised to run throughout the campaign window and thus will only be available for the duration of that campaign and no longer.

However, a selection of core materials will continue to be available throughout the year for you to call-off as and when you require. These materials will encompass a variety of models, ranging from the S80 Executive to the R Concept and will be available across numerous media, including press,

DM and cinema stills. Naturally, should you need any materials outside of those available to call-off, please talk to your JJ contact for bespoke requirements.

Campaign Name: High powered executive
Models Supported: S80 Executive
Media Choices: Press Advertisement: One creative
 Direct Mail with reply device

This creative aims to appeal to company car drivers and business users who desire a luxurious car with all the features that the S80 can boast. The S80 Executive is used in both the press advertisement and the mailer, as this top end model positions the S80 in the upper section of the executive market.



2004 DEALER MATERIALS - XC90 CAMPAIGN

Campaign Name: For executives who think outside the box / Explore life your own way
Models Supported: XC90
Media Choices: Press Advertisement: One creative - XC90 Executive
 Cinema Stills: Set of three



Campaign Name: Control your excitement / Press the button / More upfront
Models Supported: R Concept
Media Choices: Press Advertisement: One creative per model
 Cinema Stills: Set of three

Taking a cue from the national creative, the three dynamic chassis buttons are used to reinforce the groundbreaking technology utilised by these models.



THE JJ PROCESS

The following process will be followed for each event you plan:
 Ten days before your event JJ will send your dealership event co-ordinator a data capture pack containing:

- A coded label to be attached to forms when they are returned to EHS Brann
- 'Win a Volvo' competition forms
- Test drive request forms (for more immediate requests)
- A data capture guide informing you of what to do with these forms and advice on how to complete them
- An addressed envelope for the return of completed forms after your event.

JJ will contact you to discuss the above process before your event and afterwards to get your feedback.

YOUR LEGAL OBLIGATIONS:

As a business, it is a legal obligation for you to return the 'Win your ultimate Volvo' competition forms to EHS Brann. Customers and prospects who complete a competition form must be entered into the national prize draw.

STANDARD EVENT SERVICES AND COSTS

THE INDOOR EXHIBITION KIT

All Volvo dealers also have access to a new indoor display kit that has been designed for Volvo Car UK. This kit communicates a professional and clean image for the Volvo brand and your dealership, being flexible enough to fit most spaces. By ordering sections of the kit, we can adapt the display to create the ideal stand for your indoor venue.

STAND SIZE	7m x 5m (including electrics)
ACCESS	Allow for six hour set up and three-hour pack down
KIT	Raised beech wooden flooring Carpeting Illuminated graphic display box Specification lectern for display car One lighting tower ID pylon Competition module Reception desk

Dealer responsibility for car(s) delivered (according to regulations of venue i.e. empty fuel tank)



INDOOR BACKDROPS

Also new for 2004 are the new indoor backdrop displays. Light and easy to erect, they add a professional image to any indoor event.



PROMOTIONAL STAFF

Due to unprecedented demand in 2003, some key changes have been made to the 2004 service in order to provide you with reliable staff and an improved success rate.

There will be two options available:

LOCAL PROMOTIONAL STAFF WITH LITTLE OR NO VOLVO PRODUCT KNOWLEDGE

Ideal for meeting and greeting at events and occasions where you need professional staff who don't necessarily have comprehensive product knowledge.

- Search area 30-mile radius
- £175 flat rate for an 8-hour day
- Overtime @ £15.00 per hour.

VOLVO TRAINED STAFF WITH GOOD PRODUCT KNOWLEDGE

Required for more specific events such as ride and drives and events where cars are on display and customers will be enquiring about the range.

- Search area 80-mile radius
- £200 flat rate for an 8-hour day, including mileage allowance / accommodation
- Overtime @ £16.00 per hour.

NON-STANDARD STAFF BOOKINGS

Where the search area has to be increased or additional accommodation is required due to the timing of an event, the above rates will not apply and a quote will be provided on an individual basis.

All promotional staff will automatically receive the following before all Volvo dealer events:

- Event notes including on site contact and briefing session details
- Directions to venue
- Tickets / passes where appropriate
- Uniform
- Name badge
- Time sheet
- Updated reference filofax
- List of FAQs
- Data capture guidelines (prepared by JJ)
- Staff feedback form.

NOTE: For 2004, there will also be a minimum booking time for promotional staff of seven days before your event.

Please note that the Birmingham Motorshow in 2004 (25th May – 6th June) will mean that availability will be extremely low during this period.

EVENTS PACKAGES

All our packaged events are designed to attract your loyal or potential customers and provide a relaxed and informal environment where they can enjoy themselves. The 'Party Package' is also ideal for creating a party atmosphere, ideal for launches of new dealerships or products. All packages are flexible and different elements can be mixed to create your own version. They can even be set up at off-site venues.

All event packages have dedicated marketing manuals designed to provide you with guidance on how to achieve the most from your events.

DRIVE FOR LIFE

Leveraging today's climate of self-improvement and Volvo's strong association with safety, the 'Drive for Life' event package is an interactive event, with demonstrations of basic first aid, road tips and basic motor maintenance from the RAC as well as important tips and demonstrations from the Advanced Driving School.

For a glance into the event packages available, please see right:

NB: All package costs are for a maximum of 150 guests. Optional extras are available for all packages, including:

- Champagne reception
- Jazz bands, classical quartets
- Caricaturists
- Magicians
- Graphologists.

A detailed quotation will be provided on request.

PARTY PACKAGE

Ideal for prospects, corporate or retail. Can be used for dealership or product launches. Allow six weeks pre-booking time

INCLUSIONS

- Jazz band
- Drinks
- Technician
- Accommodation and subsistence
- All catering equipment, including glasses and serviettes
- Canapés
- Event Manager
- Chef
- Two hospitality staff

DRIVE FOR LIFE

Ideal for prospect and loyal customers. Allow six weeks pre-booking time

INCLUSIONS

- RAC
 - Red Cross
 - ADS professional and Volvo trained instructor
 - 1 x 60" plasma screen
 - Sound systems and microphones
 - Two TVs (live lead)
 - Competition cards
 - Event manager and crew as below (including subsistence and accommodation)
- ADDITIONAL OPTIONS**
- Catering and refreshments
 - Invites and advertisements from Elateral
 - Giveaways – mini first aid packs @ £1.99 each
 - Volvo cutaway – POA dependant on availability

CULINARY TEMPTATIONS

Ideal for loyal customers and can also be adapted for corporate clients, dealerships or product launches. Allow six weeks pre-booking time

INCLUSIONS

- Professional chef
- Wine expert
- Food preparation area (usually in workshop bay)
- Chairs
- Camera transmissions
- Cooking equipment and catering crockery
- Waiting staff
- Guest pack (includes competition cards)
- Assistant chef
- Demonstration kitchen
- Backdrop and settings
- Sound system
- Lighting
- Ingredients
- Wine

SITING EVENTS

Ideal for targeting prospects from specific groups such as families or ABC1 groups. Sitings provide an extremely cost-effective method of creating leads. All leads will follow the national nurturing process as detailed on page 22.

BENEFITS:

- Cost effective
- Raise local profile
- Easy to organise
- Well targeted
- Allows a potential customer to see the models without coming into the dealership.

Siting events can be held at a wide range of locations to attract passing traffic, including:

- Shopping centres
- Retail parks
- Fitness / Sports clubs
- Theme parks or entertainment venues
- Business parks.

Our basic one-day siting package can include the following, but we will adapt the package to suit your needs:

- Volvo branded backdrop or indoor exhibition kit
- VCF branding
- Promotional staff to:
 - Alleviate pressure from dealership staff
 - Provide product knowledge
 - Handle a high volume of enquiries
- Activities such as racing simulators, giant Jenga etc
- Event Manager
- Booking of all sites.

RIDE AND DRIVE EVENTS

We all know that the Volvo conversion rate from test drive to sale is one of the highest in the industry, so the Ride and Drive package takes your events programme to the next level. By taking the vehicles to potential customers, they can enjoy the experience of test-driving the range without having to go to the dealership.

The JJ Events Team will manage the entire event for you, by liaising with the site, providing units, crew and promotional staff, as well as arranging all booking systems and indemnities. All you will need to do is supply the vehicles and some dealership staff, as well as invite your guests.

In summary, a very adaptable package which can be used at retail parks to target families and retail customers, fitness clubs, stately homes, modern art venues or supermarkets. If you have a specific venue in mind, please give JJ a call.

Our one day Ride and Drive package includes the following:

INCLUSIONS
• Hospitality unit, flags and banners
• Ride and Drive kit and booking system
• One Event Manager (including site visit)
• Two support staff
• Accommodation and subsistence
• Indemnities and evaluation forms
• Communication radios
• Advanced Driving School instructor available for demonstrations
• Personalised specification board
• Two Volvo trained staff

Ride and Drive packages are equally valuable at business locations such as business parks or large corporations in your area, to target both corporate and retail customers, especially those businesses included in the Volvo employee scheme or your fleet customers.

RIDE AND DRIVES – SPORTING STYLE!

The Ride and Drive package can be easily adapted to fit into any golf or sailing venue with which you have already developed a relationship. Whatever your location, we can adapt the package to suit your local needs by adding specific activities such as shooting, fishing, quad biking or mountain biking.



Incentives can also be ordered to support your Ride and Drive events through JJ such as:

- A golf pro and supporting kit, such as a simulator
- Virgin Vie vouchers (from £5 upwards)
- Car wash service.

JJ can also source and book the Ride and Drive location, which can now be taken from your Central Fund.

RECOMMENDATIONS

If you are planning a Ride and Drive event please contact JJ for help. We recommend that you plan to have as many of the characteristics below as possible:

- Good site with quality demographics
- A good visible position
- Visible signage and directions for passing traffic
- Email addresses where possible (particularly for business venues)
- A range of vehicles relevant to your audience
- Good access and parking facilities
- Any invites are followed up both one week before the event as well as the day before
- A well advertised incentive is used when appropriate (i.e. a pure prospecting event).

LOCAL SHOWS

JJ can liaise directly with the show organisers to book your stand and arrange deposits, which can be paid for through the Central Fund. As with other events, JJ can manage your event on the day and provide units, promotional staff and support materials as required. Other attractions can also be arranged to ensure your stand attracts a high number of visitors, such as remote controlled cars, Sega racing games and giant Jenga.

DISPLAY GUIDELINES	
STAND SIZE frontage x depth	MAX NO. OF CARS
10m x 10m	1
15m x 10m	2
15m x 15m	4
15m x 20m	5
20m x 20m	7
20m x 25m	10

PUBLIC RELATIONS

JJ offers a PR service for any local opportunities you may have. This could be anything from promoting a local event to creating awareness of a new product launch. Please contact your account handler at JJ should you wish to discuss any PR requirements.



SPONSORSHIP ACTIVITIES

In addition to your own local activities, you can also maximise the initiatives created from the national sponsorship activities.

VCUK SPONSORSHIP STRATEGY

SAILING AND GOLF – A STRATEGIC DECISION

Sponsorship enables Volvo to build relationships with its customers and prospects via their passions and interests. Much work has been undertaken by VCC to understand the global Volvo brand and how sponsorship can be used most effectively as a tool to contribute to Volvo's business.

- The business objective of sponsorship is to contribute to Volvo's sales targets
- The brand objective of sponsorship is to support Volvo's premium brand image.

The decision to sponsor golf and sailing has been strategically thought through and is based on real evidence that both sports are motivating to large numbers of Volvo's target audience.

You are encouraged to consider sailing and golf when undertaking your own sponsorship activity or hospitality. By doing so you will ensure unity and consistency of the Volvo brand message, speaking with one voice and allowing you to 'punch above your weight' in sponsorship terms.

What's more, you can extract significant benefit by supporting sailing or golf instead of other sports. Why? Because Volvo owns valuable assets in both sports that dealers can capitalise on and gain exclusive access to.

WHY GOLF?

- Golf is a high profile platform to communicate brand strategy; the sport of golf is changing, it's becoming younger, more dynamic with characters like Tiger Woods, Sergio Garcia, Justin Rose and Paul Casey pioneering the sport. It encapsulates the virtues of 'performance' and 'style'. Through golf, Volvo is able to shift perceptions and encourage re-appraisal of the brand

- It is also an ideal vehicle to target current and conquest customers, with the opportunity to interact closely at events, more so than in other sports (rugby or football for example)
- Volvo's heritage and consistency in the sport have supported it at the highest level for over 16 years.

EVIDENCE TO SUPPORT GOLF SPONSORSHIP

VCUK commissioned some independent research in 2003 which concluded:

- Golf has an excellent demographic profile and continues to be the most popular sport played and watched by Volvo's target market
- Volvo was by far the most recognised sponsor across the UK golfing community, with almost double the response of its nearest rival
- Of those who attended Volvo Car UK's golf events (The Volvo Golf Club, the Volvo PGA Championship), a high percentage were 'very likely to seriously consider buying a Volvo in the future' (21% very likely, 46% quite likely), when compared to general sports fans (1% very likely, 14% quite likely).



WHY SAILING?

- The Volvo Ocean Race is a high profile global platform and its imagery conveys the desired brand image invoking thoughts of performance, excitement and style, whilst remaining true to Volvo's core values of safety and the environment
- Sailing is a premium sport with great ambassadors for the Volvo brand (e.g. Ben Ainslie)
- Volvo's product is highly suited to a sailing audience and sailors closely fit Volvo's target demographic.

EVIDENCE TO SUPPORT SAILING SPONSORSHIP

VCUK independent research concluded:

- Volvo rates as the second most recognised sponsor of sailing in the UK (after BT)
- A large percentage of sailors (44%) agreed that Volvo's sponsorship of sailing made them think about the brand in a different way and this figure rose to 55% at Volvo Sailing events
- What's more, 42% of the UK sailing community describe themselves as quite likely (29%) or very likely (13%) to buy a Volvo car in the future – this must be seen as a big opportunity.

SUMMARY

VCC and Volvo Car UK have found that sailing and golf are the most suitable sports for Volvo to be associated with. They are able to achieve the desired shift in brand perception and are strong platforms to driving sales.

In Golf, the Volvo PGA Championships and Volvo Order of Merit are supported by the Volvo Golf Club.

In sailing, the Volvo Ocean Race is supported in the UK by the Volvo RYA Champion Club scheme, as well as Team Volvo for Life, the Volvo RYA Keelboat programme and Volvo Musto Optimist Sailing. See Extranet or your Marketing Pack for further details or visit:

www.volvocars.co.uk/golfclub

www.volvocars.co.uk/sailing

SPONSORSHIP CHECK LIST

Although VCUK would like to encourage its dealers to support sailing and golf, if you are entering into sponsorship, we would ask that you carry out the following checklist. These selection criteria should ensure that your sponsorship property is in keeping with the aspirations of the brand.

DOES / IS YOUR SPONSORSHIP	YES	NO	GOLF	SAILING
Support Volvo's premium or aspiration image, is it appropriate?			✓	✓
Relevant and motivational to large numbers of your customers and prospects (are your customers passionate about it?)			✓	more niche
Does it 'confirm' Volvo's brand values?			✓	✓
Does it 'provoke' re-appraisal of your customers perception of the brand?			✓	✓
Allow close interaction with customers in a premium environment?			✓	✓
Allow opportunities for prospecting and car display?			✓	✓
Allow access to a database for marketing purposes?			✓	✓
Generate local media coverage?			✓	✓
Bring alive 'Volvo for Life'?			✓	✓

SUPPORT MATERIALS AND SERVICES

A whole range of support materials are available to order through JJ to give your events a personal touch. Banners, data capture cards and invitations are available to purchase on Elateral and can be personalised with your dealership details.

Other items that can be ordered by JJ include:

- Professional drivers and access to the Advanced Driving School
- Remote controlled cars
- Amusements such as; giant Jenga, giant Connect 4 and Sega racing games
- Pop up marquees
- Exhibition and brochure stands
- Indoor display kits
- Catering support
- Lighting and audio visual equipment.

All of our event packages can be adapted to suit your specific requirements. For example, our themed events can be adapted for corporate customers, or even as purchase window events for prospects. If you have an event in mind or simply want to discuss your ideas, JJ can provide advice and create a package specifically for you. Please call your account handler in the team and we will supply a detailed quotation.

N.B. All customer events ordered through JJ will automatically be placed onto www.volvocars.co.uk website, so please be aware of potential interested parties contacting your dealership requesting details.

DEALER CAMPAIGN 2004

VCUK DEPARTMENTAL ACTIVITIES



