



WHERE ROCK LIVES!



#1 Rated
VW Dealer in
the World!





VOLKSWAGEN'S PRIME TARGET DEMO IS ADULTS AGE 25-49

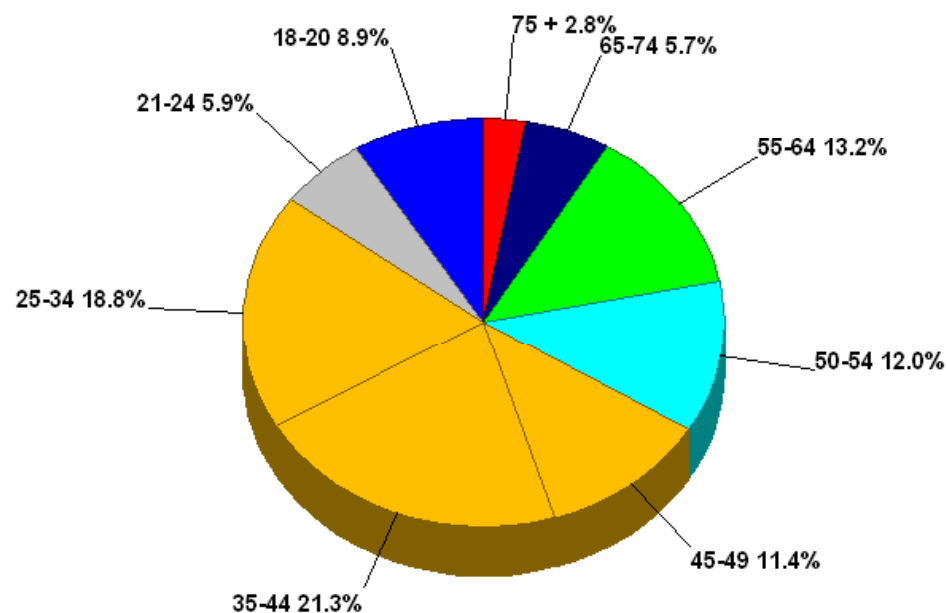
Report: TARGET PROFILE REPORT
Market: 80 MARKET NATIONAL REPORT for JAN 2010-MAR 2011
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--VOLKSWAGEN
Base Population: 145,336,678

THE MEDIA AUDIT

Age Analysis

Target Persons: 4,634,456

OVER HALF OF VOLKSWAGEN BUYERS ARE AGE 25-49





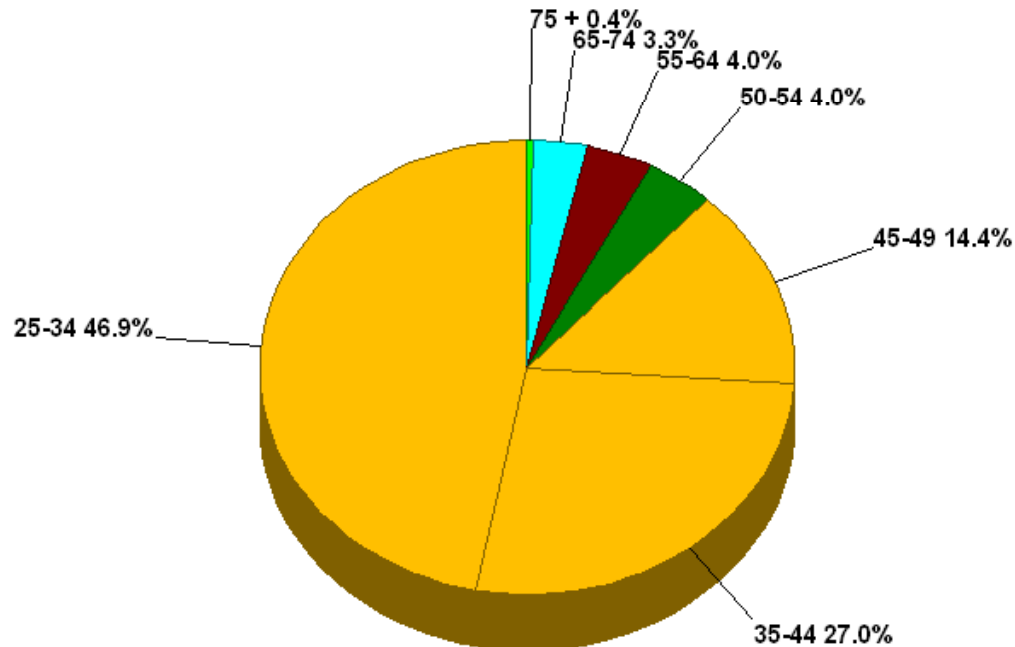
Q103 / CRUSH FM OUTPERFORM IN DELIVERING VOLKSWAGEN'S PRIME TARGET

Report: MEDIA PROFILE REPORT
Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2009 / APR-MAY 2010
Bases: ADULTS AGE 18+
Media: Q103/CRUSH FM

THE MEDIA AUDIT

Age Analysis

88.3% OF Q103 AND CRUSH FM LISTENERS ARE AGE 25-49





Q103 / CRUSH FM ARE MORE TARGETED & EFFICIENT IN DELIVERING VW PRIME PROSPECTS

Report: RANKER REPORT
Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2009 / APR-MAY 2010
Bases: ADULTS AGE 18+
Target: ADULTS--AGE 25-49

THE MEDIA AUDIT

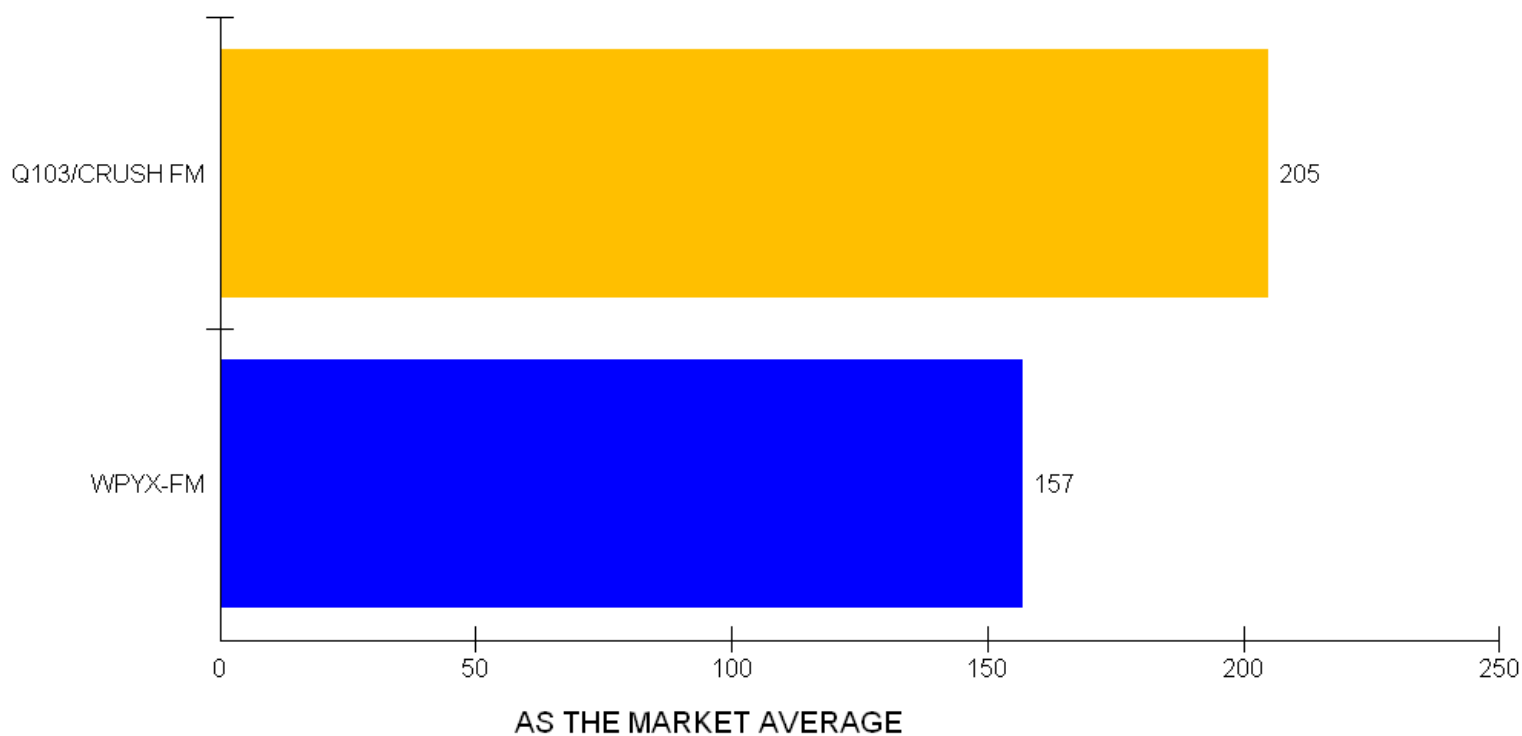
Cume Index

Base Population: 712,937

% In Target: 43.0%

Target Persons: 306,356

Q103 & CRUSH FM LISTENERS ARE OVER TWICE AS LIKELY TO BE AGE 25-49

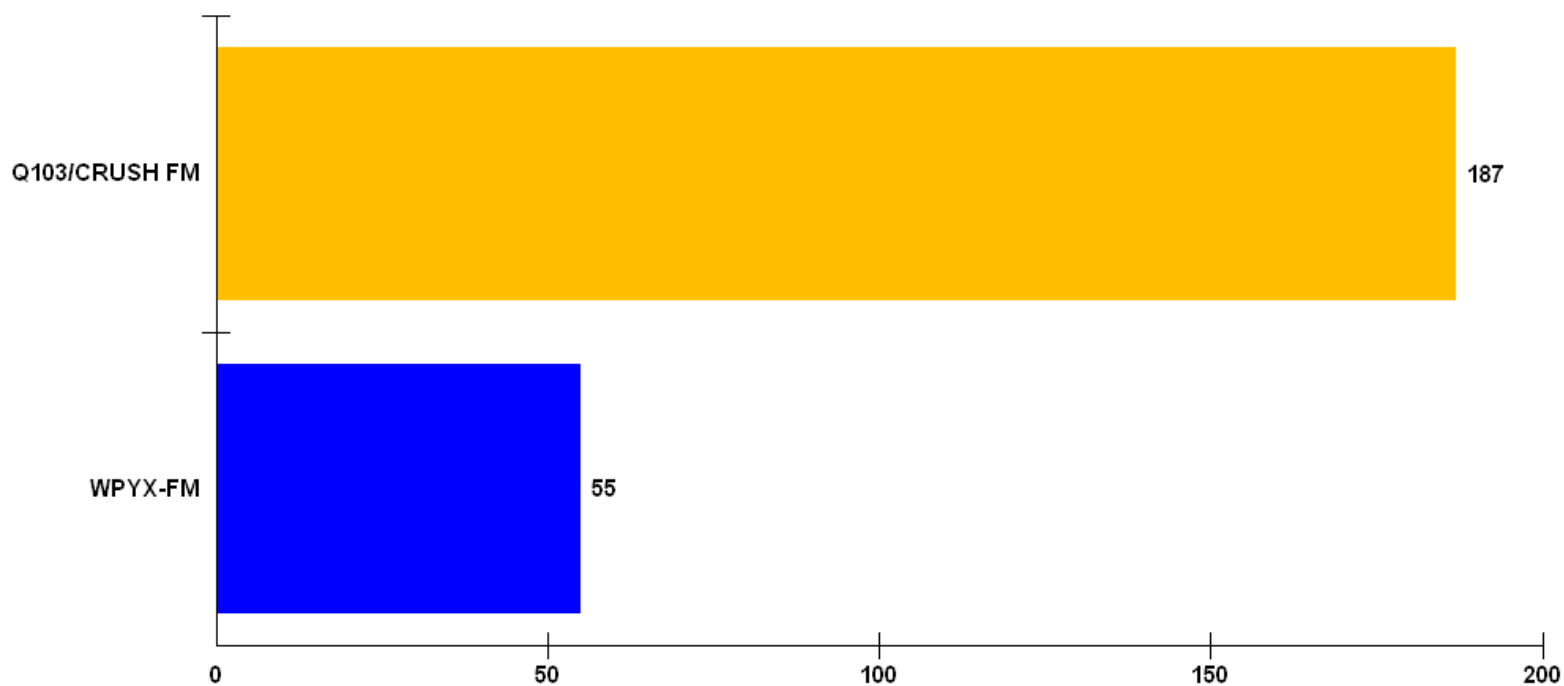




Q103 / CRUSH FM ARE MORE TARGETED & EFFICIENT IN AGE 25-49 VEHICLE BUYERS

Report:	RANKER REPORT	THE MEDIA AUDIT	Most Often Index
Market:	ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2009 / APR-MAY 2010		
Bases:	ADULTS--AGE 25-49		
Target:	PLAN BUY--CAR/VAN/TRUCK/SUV		
Base Population:	306,356	% In Target: 17.2%	Target Persons: 52,662

Q103 & CRUSH FM AGE 25-49 LISTENERS ARE 87% MORE LIKELY TO BUY AN AUTO THIS YEAR





Q103 / CRUSH FM DELIVER MORE AGE 25-49 FOREIGN CAR BUYERS

Report: RANKER REPORT
Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2009 / APR-MAY 2010
Bases: ADULTS--AGE 25-49
Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

Base Population: 306,356

% In Target: 6.0%

Target Persons: 18,372

Q103 & CRUSH FM DELIVERS MORE AGE 25-49 PLANNING TO BUY A FOREIGN CAR THIS YEAR

