



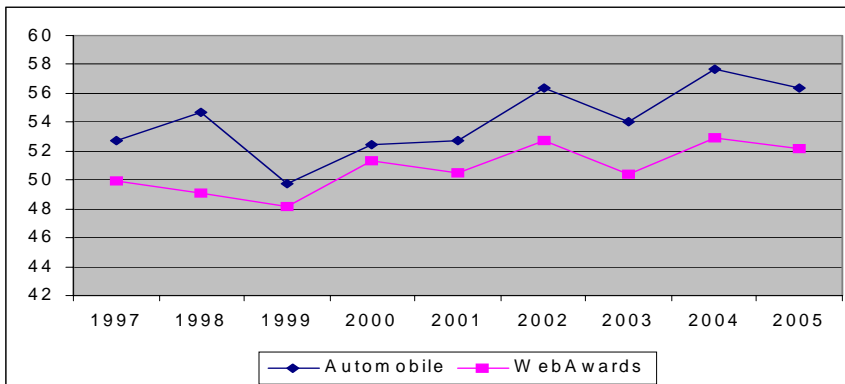
WebAward Internet Standards Assessment Report

Automobile Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Auto	WebAwards
1997	52.7	49.9
1998	54.7	49.1
1999	49.7	48.2
2000	52.4	51.3
2001	52.7	50.5
2002	56.4	52.7
2003	54	50.4
2004	57.7	52.9
2005	56.4	52.2

Score out of a possible 70 points

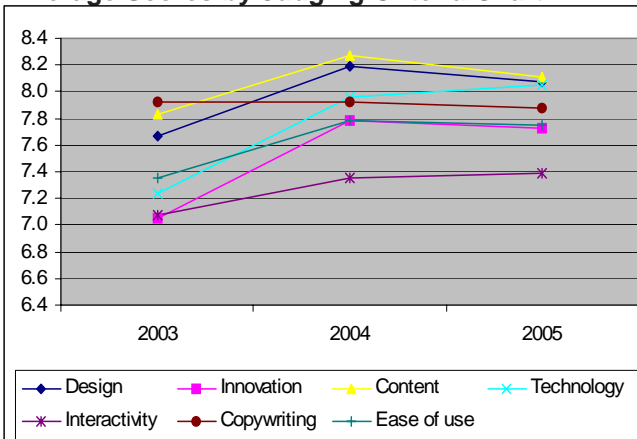


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.7	8.2	8.1	8.0
Innovation	7.0	7.8	7.7	7.5
Content	7.8	8.3	8.1	8.1
Technology	7.2	8.0	8.0	7.7
Interactivity	7.1	7.4	7.4	7.3
Copywriting	7.9	7.9	7.9	7.9
Ease of use	7.3	7.8	7.7	7.6

Score out of a possible 10 points

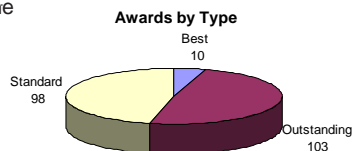
Average Scores by Judging Criteria Chart



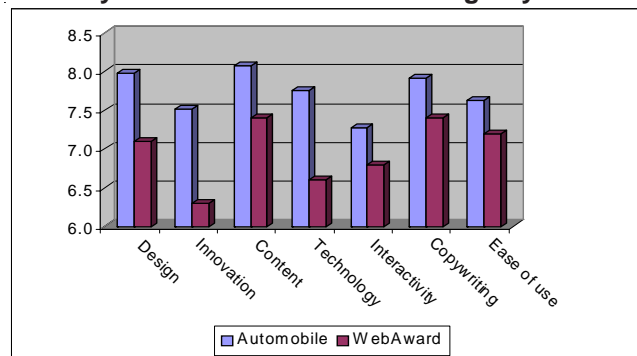
Commentary

Each year the automobile industry is one of the most hotly contested WebAwards. This industry is one of the very few that have beaten the overall industry average in each of the nine years of the program. Auto Web sites score very high in design (fourth highest), content (fourth highest), innovation (third highest) and use of technology (third highest). In fact, auto Web sites are above average in each of the seven judging criteria over the past three years.

Auto Web sites are recognized as one of the best performing industries on the Internet in terms of Web development. The auto industry realized early on that informed consumers were more likely to engage an auto brand in the privacy of home or work than in a showroom with a commission-driven sales person.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Arnold Worldwide	Volkswagen 2005
2004	Oasis	Toyota Scion
2003	Jaguar Cars/Global Beach Group	The all-new XJ
2002	Critical Mass/Mercedes-Benz	MBUSA.com
2001	Answerthink	Isuzu.com
2000	iMotors.com Web Team	iMotors.com
2000	Ogilvy & Mather	Ford.com
1999	SVP Interactive	Turbonium
1998	Lowe Interactive	Mercedes-Benz of NA
1997	CKS Partners	Audi of America Web Site

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org