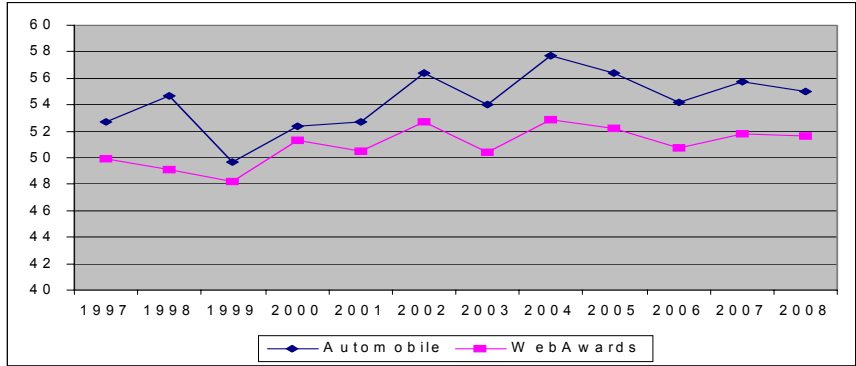# WebAward Internet Standards Assessment Report
2009 Automobile Industry Benchmark Results

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

Year	Auto	WebAwards
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
2006	54.2	50.7
2007	55.7	51.8
2008	55	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.2	8.1	7.8	8.2	8.0
Innovation	7.8	7.7	7.5	7.9	7.9
Content	8.3	8.1	8.1	8.2	8.2
Technology	8.0	8.0	7.7	8.1	8.1
Interactivity	7.4	7.4	7.9	7.6	7.6
Copywriting	7.9	7.9	7.6	7.9	7.9
Ease of use	7.8	7.7	7.7	7.9	7.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
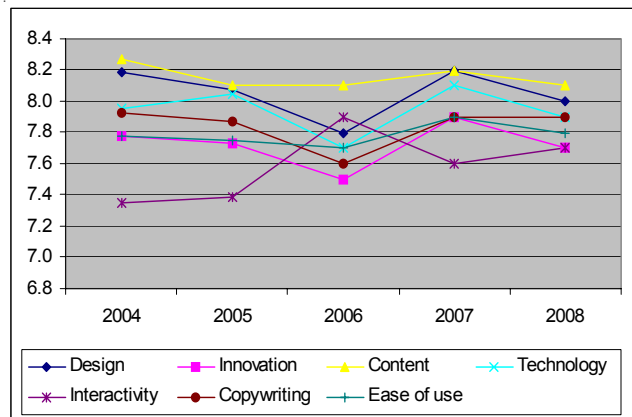
Analysis

Each year the automotive industry consistently outperforms the overall ISAR index. It is one of the few industries that have beaten the index since the inception of the WebAwards. Automotive Web sites have outperformed the 5-year criteria benchmark averages in each of the seven categories. They are strongest in content, design and technology.

Automobile sites tend to be showcases for both the products being highlighted and the company developing the site. Car companies know that most consumers go online first before making a purchasing decision and going to a dealer. This results in a need to provide an innovative user experience showing off the benefits and options of each model.

Industry vs ISAR 5-Year Average By Criteria
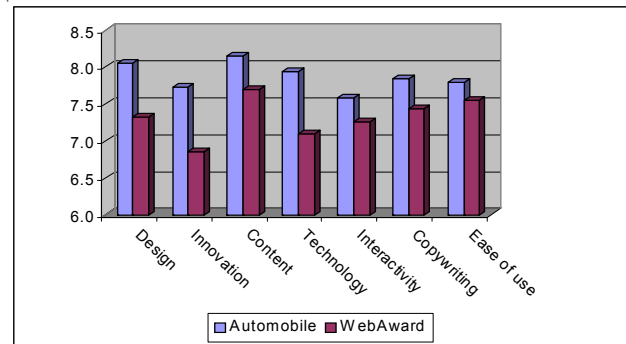
Best of Industry Winners

Year	Winner	Web site
2008	Euro 4D	Inspired by nature
2007	Zugara	Toyota PitPass
2006	Nobox Marketing Group	Una Noche IS
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

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