



channel portrait

Motor Presse Stuttgart

Europe's largest publisher of special interest magazines

- Motor Presse Stuttgart was founded in 1946.
- Motor Presse Stuttgart publishes more than 150 magazines all over the world.
- The core topics are automobiles, motorcycles, lifestyle, sport and leisure.
- The company has around 1,500 employees worldwide and total revenues of €280 million.
- And: Motor Presse Stuttgart has a strong claim to the title of quality and opinion leader amongst automobile magazines.

Motor Presse publishes more than 60 periodicals worldwide in the automobile magazine segment.



auto motor und sport

The premium magazine for cars in Bulgaria

- auto motor und sport presents exclusive automobile content in a spectacular and high-quality style – an influential opinion-forming authority, especially for people who intend to buy a car.
- The key facts:
 - Launched: **2006**
 - Frequency: **monthly**
 - Total readership: **30,000**



auto motor i sport

The premium magazine for cars in Croatia

- auto motor i sport presents exclusive automobile content in a spectacular and high-quality style – an influential opinion-forming authority, especially for people who intend to buy a car.
- The key facts:
 - Launched: **2005**
 - Frequency: **monthly**
 - Total readership: **354,000**



auto motor und sport channel – car fascination in brilliant HD

- **24/7- pay tv channel** on cars and mobility.
- Territory: **Germany, Switzerland, Austria, Czech Republic, Slovakia, Bulgaria, The Netherlands, Belgium.**
- Language versions: **German, Czech, Bulgarian** (further versions planned).
- channel launch: **july 2009**
- **Native HD rate:** over 80% and rising



Company

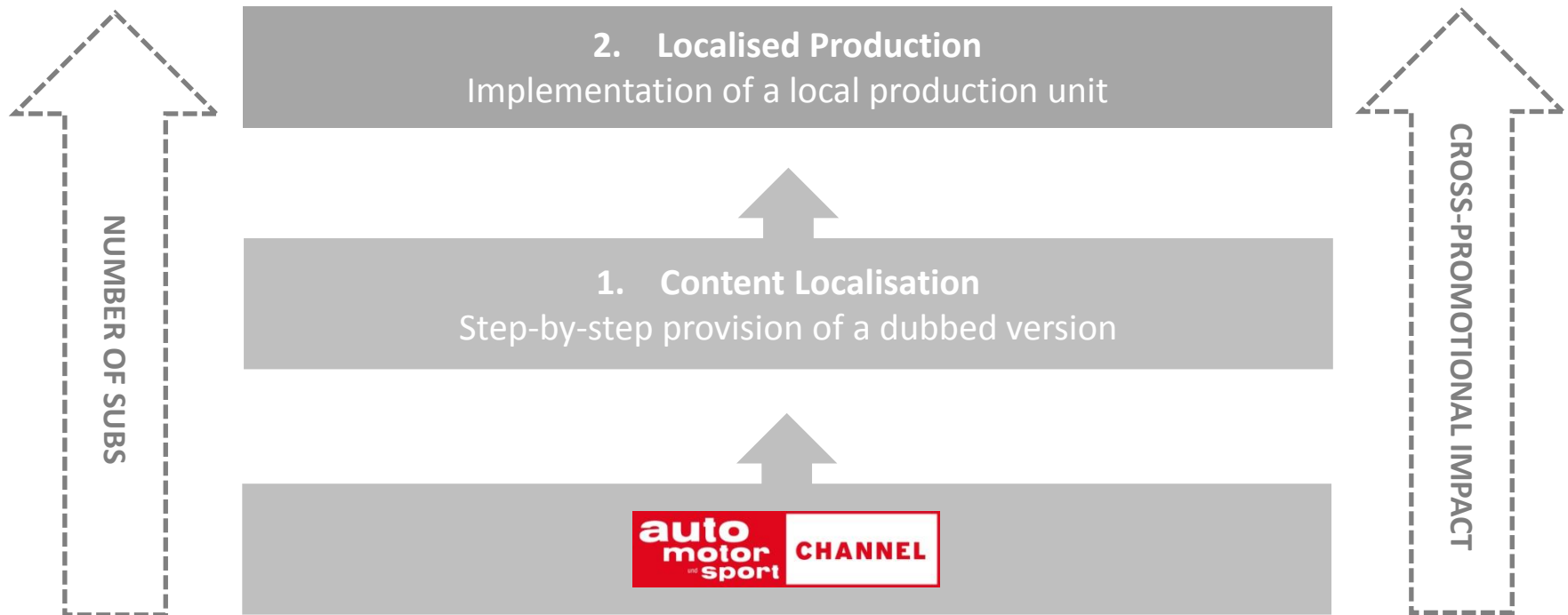
Brands

Channel

Programme

Marketing

Channel-localization on international markets: strategy and options



auto
motor
and sport **CHANNEL**

auto motor und sport channel - taking car expertise to screen

- auto motor und sport channel benefits from **expert knowledge** of one of the most renowned car magazines:
 - The auto motor und sport-testers are the first to examine the **newcomers**.
 - The auto motor und sport-journalists have **exclusive access to all areas** – from the design laboratory of the top-brands to DTM-pit.
 - Our journalists give **competent information** and comments on air.
- **Premium inhouse productions in native HD** exclusively developed by our own tv-production departments in Cologne, Stuttgart and partners throughout Europe.

Company

Brands

Channel

Programme

Marketing

Our core topics: Testing competence and car fascination.

FASZINATION

- Reports and documentaries celebrating the fascination of cars.

NEWS

- Daily NEWS-block
- Exclusive fair-coverage

TESTS

- Elaborate single and double-tests
- Update with new releases

MOTORSPORTS

- Historical moments
- Behind-the-scenes with rallye- and racing-teams

VINTAGE CARS

- Portraits of the most beautiful vintage cars of all times and passionate car collectors.

TUNING

- How to make fast cars even faster and beauty more beautiful.

Programme feed

- **Linear channel:**

- Distribution of auto motor und sport channel HD via **ASTRA 23,5° East**.
- Distribution of auto motor und sport channel SD via **Eutelsat 9A 9° East**.



- **Video on Demand:**

- Over 80% of the channel's content is available for Video on demand distribution on tv, online and mobile devices.



Strong crossmedial marketing support

- auto motor und sport channel will be continuously supported by the print magazine and online – from its launch on.
 - Ad campaigns
 - Programme announcements



Audi A6 muss sich trotz eines Zuwachses von neun Prozentpunkten mit Rang zwei begnügen – mit klarem Vorsprung ist der BMW 5er der Favorit. Als aktuell ältestes Modell im langjährigen Führungstrio kommt die Mercedes E-Klasse samt ihres coupelichen Derivats CLS auf den dritten Platz. Die Erfolgskurve des Jaguar XF ist beeindruckend, denn er hat seit seiner Vorstellung vor drei Jahren fast 17 Prozentpunkte zugelegt und sichert sich souverän die Spitzenposition bei den Importen – weit vor Lexus GS und Volvo V70XC 70. Darf's ein bisschen mehr sein? Dann auf in die Luxusklasse. Nach einem Durchhang im vorigen Jahr steht der Porsche Panamera wieder dort, wo er nach Meinung vieler stets hingehört: ganz vorn. Dahinter

führt der Audi A8 mit praktisch unveränderter Quote erneut auf Platz zwei, gefolgt von der Mercedes S-Klasse mit dem Coupé-Abgebot CL. Die Pole Position unter den ausländischen Luxusautos geht erneut an den Aston Martin Rapide, der mit seinem souveränen An- und Auftritt mehr als ein

Drittel der Leser überzeugte. Mit deutlichem Abstand stehen Maserati Quattroporte und Bentley Continental auf den Plätzen zwei und drei. Sportwagen sind unverändert gefragt, wie 28 Kandidaten in dieser Klasse unter Beweis stellen. Das Spektrum reicht vom

„Die besten Autos 2012“ im TV
Die Highlights der Preisverleihung „Die besten Autos 2012“ zeigen wir am 15. Januar um 18 Uhr im auto motor und sport channel. Der auto motor und sport channel ist im Pay TV empfangbar bei Unitymedia, Kabel BW und im Kabel Kanal, bei der Deutschen Telekom/Entertain, Alice, Vodafone TV und Zattoo sowie bei UPC cablecom (Schweiz) und UPC Austria. Einzelne Sendungen auf Abruf gibt es auf www.auto-motor-und-sport.tv.



Company

Brands

Channel

Programme

Marketing

content summary

**auto
motor
and sport**

CHANNEL

The Tester

- Every year more than 150 new cars are launched – the auto motor und sport journalists present the most important novelties and put them on trial.
- With lots of „petrol in the blood“ they examine the newcomers on a challenging testing ground first.
- No weaknesses will remain undetected when the new cars are finally taken to countryside roads to prove themselves in standard driving situations.
- Duration: 15 mins.



Vorfahrt

- Get a first glimpse of the car premieres after their market launch: Vorfahrt proudly presents the most important new models.
- First impressions and first driving experience combined with data and performance characteristics keep car lovers up to date.
- Duration: 5 mins.



auto motor und sport – The report

- An elegant weekend with the Aston Martin-fanclub, the uncompromising high-speed test in Nardo, an nostalgic classic car rallye in Switzerland or an tuning freak and his elitist customers – we are always at the right place at the right time when it comes to cars.
- ams – The report tells the exceptional stories of everyday car life.
- Duration: 30 mins.



Company

Brands

Channel

Programme

Marketing

FASCINATION

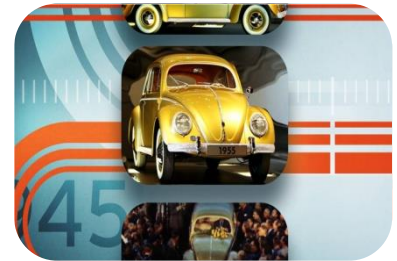
AUTOKINO

- We're rolling out the red carpet for the most beautiful divas and fast heroes.
- Lamborghini Aventador, Corvette Z06, Wiesmann Roadster etc. are the main actors in AUTOKINO presenting their sheer beauty and demonstrating their fascination on the road.
- The cars play their roles in classical movie plots – from Romeo & Juliet to well known Duell-Stories.
- Duration: 30 mins.



Meilensteine

- Meilensteine goes on a journey discovering the milestones in the history of automobile fascination.
- We present the most famous car models and trace back their way from newcomer to legend.
- Duration : 30 mins.



auto motor und sport special

- Frankfurt – Geneva – Paris: our teams are on location to inform you about the latest car premieres in detail.
- Moreover, the coverage focusses on general trends in design and technology as well as tuning highlights and exotic exhibits.
- From international events to special rallyes – the *auto motor und sport channel* is all about the varieties of automobile life.
- In addition, we present reports from further automotive events like Essen Motor Show or Silvretta Classic.
- Duration: 30-90 mins.



NEWS

auto motor und sport – News

- The daily info-block keeps car lovers up to date with the essential news of the car world.
- A special weekend edition summarizes the most important news and events of the week.
- Duration: 5 mins.



Zylinderköpfe

- Close-up interviews with successful personalities determining the car industry.
- The auto motor und sport-journalists meet them for an in-depth talk about the past, present and future of their businesses.
- For example: editor-in-chief Bernd Ostmann meets legendary Volkswagen-designer Walter De Silva at a classic car rallye to find out how design icons like the „Golf“ stay alive over the decades.
- Duration: 15-30 mins.



VINTAGE

Garagengold

- There are some cars you will not meet frequently on the street anymore – but in hidden places.
- We take a look behind closed garage doors to discover the most impressing and beautiful car collections.
- Visiting extraordinary car lovers who are passionate about classic cars and collecting them we get close to automobile rarities and take a ride back on the street.
- Duration: 30 mins.



1886 – Legenden der Autokultur

- Gullwing and „Silberpfeil“, James Dean’s Porsche and Magnum’s Ferrari, Quattro-technology and the Golf-generation – there are automobile appearances that went down in history.
- Car museums are fascinating monuments that were put up to celebrate these legends. We take an extensive look at the highlights of car engineering and their breathtaking success stories.
- Duration : 30 mins.



Cars 'n' Stripes

- „Mr. Corvette“ – that is how friends and competitors call him: Karl Geiger has been running his famous US-car-shop in Munich for more than 25 years. With lots of car know-how and some extra gimmicks he tries to satisfy his clients at any time.
- Giving a huge summer party, winning the Tuning-Grand-Prix with his 1000 PS-Corvette – there is always car action when Geiger is on the guest list.
- His private car collection is considerable as well: a precious Stingray Corvette, his beloved Ford GT or an exceptional Dodge Challenger.
- Duration: 30 mins.



Race – showdown in „Grüne Hölle“

- Uwe Alzen is „Mr. Nordschleife“. The 24.483 metres of the fabulous Nürburgring are his home base where he knows each stone and each curve. While he is familiar with the tracks of the world, the „Nordschleife“ remains his favourite challenge.
- At VLN series, small 200 PS-cars meet 500 PS-monsters. Uwe and his team take the Porsche GT3 to conquer the world cup.
- Duration: 30 mins.



Boxenstop

- Fast cars, action and adrenaline: motor sports and the formula one move car lovers, drivers and spectators all over the world.
- Niki Laudas accident at „Nordschleife“, the massive success of the legendary Mercedes Benz-„Silberpfeile“ or the technical development of the cars as well as the permanent change of racing rules – Boxenstop goes back to former decades of formula one and traces its eventful history.
- Including original scenes of the most legendary races.
- Duration: 60 mins.



DRIFT – 400 horsepowers

- Olaf Dobberkau has one big passion: he is a rallye driver from the bottom of his heart who loves to make the rear of his car fly.
- In his Porsche GT3 with 400 horsepowers and rear wheel drive he hits the rallye tracks to win the German rallye championship.
- No successful rallye pilot without co-pilot: his wife Alexandra is always at his side taking him to the finish line.
- Duration : 30 mins.

