

Dear Sir / Madam:

We have contacted you to inform you about an innovative programme where it's objective is the creation and formalisation of contacts with international trade by means of an innovative and unique mediatic programme in the Spanish market.

This initiative developed in collaboration with one of the most important publishing companies in Spain, consists of opening and offering the possibilities of the Spanish market to all international industries and trades. Our aim is to create opportunities for Spanish companies to improve their performance and commercial cooperation with new international partners.

As an association of the automobile industry with wide national coverage we are interested, through active means of support, to obtain alliances of competition with foreign partners. This is nothing new for our association as we have already obtained synergies by cooperating with other entities, such as: project DROIS in cooperation with three European countries (Dismantling and Recycling Optimisation Intelligent System for the automobile industry), initiative which was drawn up together with the University of Las Palmas in Spain, we have also organized commercial activities in trade fairs, conferences in international forums, etc.

The success of a company in accessing markets throughout the European Union is determined by:

- The ability to reduce costs of its productive processes and*
- create a potential demand through activities of effective marketing and distribution, obtaining a wide clientele for the sale of their products*

Competition narrows performance margins, potential savings in the production have already been obtained through optimal production procedures; therefore, the possibilities of increasing profit margins can only be obtained by planning effective activities in the marketing and advertising sectors that will increase market growth for the product/services offered by your company.

From our previous paragraph we can come to the conclusion that the present distribution has to be dynamic and without borders, eliminating the classic well-known barriers such as: language, different cultures, insufficient information of the internal market, client distance, etc., all of them clear barriers to development and growth. Even though, your company is non Spanish and is already existing in the Spanish market, allow us to advise you to study and analyse your company's growth in its distribution in our country and compare it with the one obtained in those countries in which your company is already established, you will be surprised.

Our Association, in close cooperation with Motorpressibérica, who have a total of 24 thematic magazines covering most areas of the market, eight of which are related to the automobile sector, are working together to develop an innovative mean for the automobile industry and companies interested in promoting and increasing their international commercial contacts.

Affiliate Programme, is a great opportunity to reach those markets until now unavailable in a simple and direct form, where your company can obtain business contacts with Spanish and South American entities, overcoming the classic barriers of development.

Means and possibilities of the support programme

In this joint programme Motorpress ibérica offers the possibility of advertising in three of their most important car magazines: “Coche Actual”, “Autopista” and “Automóvil” the issues would have 8 consecutive pages of advertising and news articles, with no restrictions in design, for the presentation of products and/or firms, at an excellent price.

Bellow you will find information of the official prices for advertising in each magazine (once you have joined this programme you will receive free copies of the magazines and the official prices from Motorpressiberica).

<i>Autopista</i>	<i>8 pages</i>	<i>71.880 €</i>	<i>(8.985 €/page)</i>
<i>Coche Actual</i>	<i>8 pages</i>	<i>66.760 €</i>	<i>(8.345 €/page)</i>
<i>Automóvil</i>	<i>8 pages</i>	<i>56.040 €</i>	<i>(7.005 €/page)</i>
Total		194.680 €	

The total amount of investment in advertising rises to 194.680 €, our offer is of 28.000 € excluding VAT and this offer can be taken up by a single or up to 32 different companies, sharing cost, with a quarter of a page in each of the three magazines (filling a total of 8 pages per magazine).

The Affiliate Project in addition will put at the disposal of the professional/company a web page as a tool for advertising and contact information. The web page www.automercado.es will be free for a limited period of time. This web portal will be published in the 24 magazines of Motorpressiberica, which means that any advertising made in this portal will reach 100 % of the Spanish speaking market.

“An unbeatable offer and marketing support”

This is a unique opportunity created for foreign suppliers that wish to present/introduce their line of products to the industry and the Spanish market, reaching the end consumer.

On the other hand, EAW Spain will offer your company the services:

- *Of Multilingual qualified professionals, experts in company law, economic, fiscal, computing and communications, marketing, and constitutes the qualitative support of this initiative.*
- *Distribution structures established nationwide that will give the necessary support in the opening of the marketing/introduction stage, creating specific distribution network for the different products.*

All the above mentioned are added values, contributed by the team formed by Motorpressibérica and EAW Spain, you will be able to manage accurately your product launch in the Spanish market, with a considerable small investment and reaching optimal results.

The product your company sales, even though it's an excellent product, it has to be sold to obtain optimal profits. With our support, no other manufacturer or company offering services will provide you with an opportunity to introduce your product so effectively and in an economically attractive form, directly to the industry, commerce and/or the final consumer.

Our Aim

With this programme we have continued with our philosophy of eliminating the middleman and help to achieve direct contact between the foreign market and industry with Spanish commerce. Our objective is to identify the successful guidelines of the industry and world commerce and promote these in a structured form.

The idea is to implement active policies in the business world and be the ones to set standards and rules rather than just react to market demands, which can be costly economically, and have the consequent risk of losing position in the market.

A trading alliance working to increase common comercial interests, with the aim to set an example to follow in order to provide this type of services to spanish commercial and industrial organisations in other country.

Of course, all parties of this programme are willing to have personal conversations with all those interested in this programme, answering any questions or doubts.

We look forward to hearing from your company in the near future with a positive response.

Best regards,

Andreas Scharzenbacher

EAW-Spain

Person of Contact:

EAW –Spain:

Mr. A. Schwarzenbacher (german speaker)

Consejero

Phone.: 0034 928 32 30 36

Fax: 928 32 49 79

e-mail: andreas@eaw-spain.com

<http://www.eaw-spain.com>

Mrs. Noelia Nannini (english speaker)

Phone.: 0034 637 41 27 42

e-mail : noelia@eaw-spain.com

Dieter Delberg

Tel.: 0034 656 526 785

dieter.delberg@lycos.es

Motorpress – Iberica

Mr. Francisco Manuel Montejano

Marketing Special Sections Director

Phone.: 0034 91 347 02 02 / 0100

Fax: 91 347 02 04

E – mail: fmontejano@mpib.es

<http://www.motorpress-iberica.es>

Magazines:

Automercado

*Automóvil **

*Autopista **

Autoverde

Autovía

Avión Revue

Bike a fondo

Ciclismo a fondo

*Coche Actual **

Connect

Diving

Ecuestre

Guía Útil del Automóvil

La Moto

Men's Health

Motociclismo

Moto Verde

Motor Clásico

Navegar

Relojes & Estilográficas

Scootermanía

Sport Life

Tenis a fondo

Transporte Mundial

* Magazines supported by this programme

Castillo, 9 · Las Palmas de Gran Canaria

35001 · Las Palmas (España)

Tfno: +34 928 323 036 Fax: +34 928 324 979 E: info@eaw-spain.com