

DATE:

Please send Completed Form to:

CLIENT:

CDRTAccolades@hearstautos.com

COMPANY/AGENCY:

ADDRESS:

PHONE:

CONTACT PERSON:

EMAIL:

ALL INFORMATION IS REQUIRED

Requesting permission to use the following quote/accolade that has appeared in:

***MAGAZINE ISSUE/DATE/PAGE OR URL:****CAR/TRUCK MODEL:****YEAR OF VEHICLE:****SPECIFY QUOTE:****HOW/WHERE ACCOLADE IS BEING USED:****ADVERTISING**

PRINT

DIGITAL

RADIO

BROADCAST

OUT-OF-HOME

SOCIAL

PLEASE SPECIFY:

OWNED AND OPERATED

PLEASE SPECIFY:

PROMOTIONAL

PLEASE SPECIFY:

OTHER

PLEASE SPECIFY:

START DATE AND DURATION OF REQUESTED USE:*For Office Use Only***Approved as Submitted:**

Date:

OR**Not Approved as Submitted:**

Date:

Please resubmit with the following revisions:

GENERAL GUIDELINES

Both *Car and Driver* and *Road & Track* are well-respected leaders in their field, and therefore quotes and accolades from our books add prestige to automotive advertising and other materials produced by the automotive industry. Consequently, The Publisher will not approve advertising or promotional use of our quotes if these do not meet our strict ethical standards and conformance criteria.

Accolade approvals are given at the discretion of the publisher to the advertisers that are running an acceptable level of business.

The following is a summary of procedures and parameters for approving or disapproving requests for use of accolades that were published in *Car and Driver* or *Road & Track*. These guidelines reflect the most typical requests that have been presented in the past, and are not an attempt to address every situation that may arise in the future that may or may not be objectionable.

All usage requests and approvals must be in writing. *Requests must clearly state how the quote is to be used, an exact copy of the magazine article with the quote marked clearly, and proposed layout/visuals/creative execution with the quote included.*

USAGE GUIDELINES

- A quote must be primarily intact and complete as published, not taken out of context or misrepresented as far as meaning or intent.
Example: If we wrote "...it wouldn't even be a great car if it cost \$10,000 instead of \$30,000, then the promotional material cannot quote us as saying "...great car..."
- The names of the magazines must be used properly and in their entirety.
Example: "Car and Driver" / "Road & Track" must be used as such in all references. It is not acceptable to write "Car & Driver" nor "Road and Track". The "C" and "D" as well as the "R" and "T" must be in upper case.
- Year and month of publication of quote or accolade should be included either copy body or in the disclaimer.
Example: "Road & Track, 11/99"
- All requests must include a representation of the visual or layout that will accompany the usage of the quote.
Example: Graphic depiction, video, script, storyboard, etc. are all acceptable. Concepts cannot be given a complete review for approval without at least one of these supporting documents.
- No graphics may be created and directly linked or attributed to *Car and Driver* or *Road & Track*. We will provide artwork for proper applications.
Example: (1) An agency-created trophy or medallion cannot be used in conjunction with our 10Best Award. (2)Graphics such as charts should not be created or recreated based on editorial content that appears in our books, causing the reader to believe that the charts were prepared by Car and Driver or Road & Track.
- Accolades must be used in conjunction with the specific model/vehicle type for which they were written.
Example: If a quote was written about the first generation Lexus, it may not be used regarding the third generation Lexus.
- If quote usage is requested by a source outside the country, it must be verified that the vehicle sold there does not vary considerably from the one sold in the U.S. about which the quote was written.

APPROVAL CRITERIA, cont'd

- Rankings that are quoted must include complete qualifying details. As car books, our comparison tests are monthly features, not award competitions. Comparison tests that rank vehicles first place, etc., may not be considered "awards" nor may they be touted as such.

Example: If a certain vehicle 'wins' a comparison there are almost always qualifications, such as, "best family sedan priced at \$20,000"- this complete information must be utilized either in the body or disclaimer to clarify the parameters of the comparison test.

- In lieu of a disclaimer that clarifies specifics of materials used, due to space or time limitations, a toll-free number is sometime provided for consumers to contact. In these instances, the information provided by the toll-free call should be reviewed for accuracy and conformation to standards.

Example: "For more information about the Car and Driver comparison test, please call... (number)."

- Embargo dates must be observed regarding the release of *Car and Driver* 10Best nominees and winners. Once the companies are notified that they have vehicles on the 10Best list, they may begin utilizing this accolade in creative executions.
- When using quotes from the CarandDriver.com or RoadandTrack.com websites, the disclaimer must always read as such. You may not use Car and Driver or Road & Track. Also, the month and year must be added.

Example:

CarandDriver.com, 11/99 or

RoadandTrack.com, 11/99

- Any requested use of photography will be cleared through us with the appropriate editorial department, as our free-lance writers and photographers are paid for one-time usage of their work and there may be fees involved.

These guidelines are to be followed for all Car and Driver and/or Road & Track usage regardless of medium to which the usage appears.

CRITERIA FOR DISAPPROVAL

- There is a "soft deadline" of one year from date of publication for material to be used from either magazine. Exceptions include ads that show an historical context or are further qualified in the copy or by disclaimer as to which model/vehicle they were written about.
- Names of editors, writers or photographers may not be used. Nor is it acceptable to use "the editors say" etc. in creative executions. The voice is that of the magazines themselves, and should be used in that manner.

***Example:** Quotes should be phrased as "**Road & Track** said...*

- "Conditional approvals" are not given, except in rare circumstances. This means that no quote will be approved based on the quote alone, with no concept/creative execution provided. If it ever occurs that approval is given without at least a rough conceptual draft, it must be stipulated that a sample creative representation be provided for review as soon as available, before actual public usage of quote. Without this element of control, standards may be seriously compromised.
- If a revision is requested before final approval, and is not received, usage will be denied.
- No ads or other materials that utilize our quotes/accolades will be approved if they denigrate our competition or portray them in a negative light, or if the usage unfairly denigrates the competition of the vehicles being touted.
- Claims other than our specific claims or remarks may not be attributed to our magazines. Neither may remarks made in the editorial environment be expanded beyond the scope for which they were written.

***Example:** Vehicles that are named to our annual 10Best List in **Car and Driver** may not add "in the world" or other far-reaching adjectives to their claim.*
- Actors may not portray editors, writers, or other staff of our magazines in creative executions such as TV or radio spots.