

**ON THE CAR**

**Total detections:** 50,407  
**Avg. duration per detection:** 3.09 seconds  
**Total value (% of overall):** \$156.8 million (8.3%)

**HOOD**

Rank	Brand	Value
1	Chevrolet	\$26,434,342
2	Lowe's	\$13,289,534
3	Target	\$12,579,368
4	M&Ms	\$9,112,262
5	DuPont	\$6,013,567

**2008 leader:** Chevrolet (\$23.93 million)



GETTY IMAGES  
**Chevrolet, Lowe's and Target all topped individual exposure-value lists.**

**Total detections:** 8,047  
**Avg. duration per detection:** 2.99 seconds  
**Total value (% of overall):** \$22.28 million (1.2%)

**FRONT BUMPER**

Rank	Brand	Value
1	Chevy Impala	\$8,157,555
2	Ford Fusion	\$5,727,410
3	Toyota Camry	\$5,616,910
4	Dodge Charger	\$2,776,328

**Note:** Comparable information for 2008 was not available.

**Total detections:** 22,469  
**Avg. duration per detection:** 3.31 seconds  
**Total value (% of overall):** \$73.6 million (3.9%)

**QUARTER PANEL**

Rank	Brand	Value
1	Lowe's	\$5,882,305
2	DuPont	\$4,121,736
3	Red Bull	\$3,667,038
4	M&Ms	\$3,294,651
5	Miller Lite	\$3,019,897

**2008 leader:** Lowe's (\$5.19 million)

**Total detections:** 12,601  
**Avg. duration per detection:** 2.83 seconds  
**Total value (% of overall):** \$35.01 million (1.8%)

**BACK PANEL / BUMPER**

Rank	Brand	Value
1	Chevrolet	\$11,416,609
2	Lowe's	\$2,082,999
3	Toyota	\$1,545,892
4	Ford	\$1,227,936
5	Energizer	\$978,619

**2008 leader:** Chevrolet (\$12.71 million)

**Total detections:** 2,609  
**Avg. duration per detection:** 5.87 seconds  
**Total value (% of overall):** \$42.8 million (2.3%)

**FRONT ON-BOARD CAMERA**

Rank	Brand	Value
1	Aflac	\$4,548,737
2	Budweiser	\$3,818,610
3	Amp	\$3,697,774
4	Lowe's	\$3,214,971
5	FedEx	\$2,117,929

**2008 leader:** AT&T (\$7.45 million)

**WITH THE PIT CREW**

**Total detections:** 4,857  
**Avg. duration per detection:** 4.39 seconds  
**Total value (% of overall):** \$22.84 million (1.2%)

**SIGNAGE**

Rank	Brand	Value
1	Target	\$3,143,210
2	Lowe's	\$1,181,535
3	Red Bull	\$1,110,129
4	Aflac	\$1,043,825
5	3M	\$995,567

**2008 leader:** Target (\$2.36 million)

**Total detections:** 3,192  
**Avg. duration per detection:** 3.22 seconds  
**Total value (% of overall):** \$10.6 million (0.6%)

**UNIFORM BACK**

Rank	Brand	Value
1	Lowe's	\$1,268,423
2	3M	\$951,109
3	Target	\$881,948
4	M&Ms	\$740,342
5	DuPont	\$541,440

**2008 leader:** M&Ms (\$1.01 million)

**Total detections:** 3,003  
**Avg. duration per detection:** 4.54 seconds  
**Total value (% of overall):** \$12.89 million (0.7%)

**UNIFORM FRONT**

Rank	Brand	Value
1	Chevrolet	\$1,107,223
2	Lowe's	\$825,214
3	M&Ms	\$735,137
4	Sprint	\$533,360
5	Office Depot	\$525,704

**2008 leader:** Sprint (\$912,605)