



Pre-Owned Value Award

Advertising & Branding Guidelines

2021

For over 50 years, ALG has used its market insights, industry expertise and leading analytics to become the benchmark for forecasting vehicle values. In 2000, ALG took that knowledge and launched its first program recognizing the automotive brands and products that provide best-in-class value to consumers.

ALG AWARD CLAIMS

The following awards are currently approved for licensing:

Brand Awards

Mainstream

Premium

Mainstream Vehicle Awards

Subcompact Car

Compact Car

Midsize Car

Fullsize Car

Sports Car

Electric Vehicle

Minivan

Subcompact Utility

Compact Utility

Midsize Utility - 2 Row

Midsize Utility - 3 Row

Fullsize Utility

Off Road Utility

Midsize Pickup

Fullsize Pickup

Midsize Commercial Van

Fullsize Commercial Van

Micro Utility

Premium Vehicle Awards

Premium Compact Car

Premium Midsize Car

Premium Fullsize Car

Premium Executive

Premium Sports Car

Premium Subcompact Utility

Premium Compact Utility

Premium Midsize Utility - 2 Row

Premium Midsize Utility - 3 Row

Premium Fullsize Utility

ELIGIBILITY AND METHODOLOGY USED TO DETERMINE POVA WINNERS

All model year 2018 vehicles available in the U.S. are eligible for the Pre-Owned Value Award ("POVA"). Eligibility for an overall brand award in either the Mainstream or Premium category requires a company to have vehicles in at least 4 unique segments.

ALG uses a proprietary forecast model to determine the winners of the awards. The forecast model uses a wide variety of macro, industry, segment and vehicle factors to arrive at the most accurate prediction of a vehicle's future value. 2021 POVAs are awarded to vehicles with the lowest forecasted depreciation from two to five years of age, during the period from 2020 to 2023. Vehicle segmentation is based on ALG's proprietary automotive segmentation, which takes into account information such as vehicle size, transaction price, and cross-shop information.

EFFECTIVE DATES & GENERAL CONDITIONS

All brands recognized by ALG for an award are eligible to (1) issue a press release promoting the award, (2) mention the award in auto show presentations, and (3) feature the award in the awards section of a website regardless of whether any additional licensing of the claims occurs. Award messaging by any other means requires a licensing agreement with ALG.

Marketing is embargoed until Nov. 16, 2020, unless otherwise specified by ALG in writing. These Advertising and Branding Guidelines ("Guidelines") become effective on Nov. 16, 2020, and supersede all previous guidelines. Licensing applies to 2018 model year vehicles unless specified. For brand awards, advertising must include at least one 2018 model year vehicle.

All usage of the ALG trademarks (including the POVA logos) must comply with the guidelines in this document and the applicable agreement with ALG. Subject to a mutually executed agreement with ALG, Awardees of the POVA are granted a limited license to use certain ALG trademarks (including the POVA logos) for a period of time specified in such agreement. Usage exceptions outside the dates specified in the agreement may be awarded under special circumstances.

ADVERTISING GUIDELINES

General Guidelines for POVA 1st Place Winners

- The following wording may be used to describe a vehicle that has won a Pre-Owned Value Award:
 1. "Pre-Owned [Make] [Model] retains its value better than [vehicle X Make and Model] in its {segment/class}"
 2. "Pre-Owned[Make] [Model] has a higher residual value than [vehicle x Maker and Model] in the [Name] segment."
 3. "Pre-Owned [Make] [Model] is {expected/forecast/predicted} to {retain its value better/have better resale value} than [vehicle X Make and Model] in the [Name] segment."
 4. Other language that makes it clear that the awards are a prediction of future value, and not an assessment of current value and is a clear indication that the Vehicle placed 2nd or 3rd in its segment (subject to prior written approval).

Above claims must include the following additional disclaimer: "Based on ALG's residual value forecast for the 2018 model year."

General Guidelines for POVA 2nd and 3rd Place Winners

- The following wording may be used to describe a vehicle that has placed 2nd or 3rd in its segment:
 1. "Pre-Owned [Make] [Model] retains its value better than [vehicle X Make and Model] in its {segment/class}"
 2. "Pre-Owned[Make] [Model] has a higher residual value than [vehicle x Maker and Model] in the [Name] segment."
 3. "Pre-Owned [Make] [Model] is {expected/forecast/predicted} to {retain its value better/have better resale value} than [vehicle X Make and Model] in the [Name] segment."
 4. Other language that makes it clear that the awards are a prediction of future value, and not an assessment of current value and is a clear indication that the Vehicle placed 2nd or 3rd in its segment (subject to prior written approval).

Above claims must include the following additional disclaimer: "Based on ALG's residual value forecast for the 2018 model year."

- ALG must always be mentioned when referring to the Award claim and must be referred to as "ALG", not "Automotive Lease Guide."

- The name of the Award (e.g. Pre-Owned Value Award), category and year of the Award must be mentioned with the award reference and can be included within the advertisement copy or in the disclaimer.
- If the model year of the vehicle advertised does not match the year of the Award, the year of the Award must be specifically called out in the advertisement copy, and is subject to approval by ALG through industrysolutions@alg.com.
- All final materials and claims must be submitted for approval prior to publication to industrysolutions@alg.com. Typical turnaround time for advertisement review/approval is 24 to 48 hours.
- ALG reserves the right to use approved advertising materials as examples for future guideline documents and will contact the relevant agency and client before use.

Multi-Year Claims

An organization may use a multi-year claim in instances in which a vehicle or brand is the recipient of consecutive claims (e.g. Pre-Owned Value Award recipient two consecutive years).

Approved Media Types

ALG gives the program participants and their agencies the opportunity to leverage their logos and claims for the following media and advertisement types:

MEDIA	ADVERTISEMENT TYPE
Print	Newspaper/Magazine Advertisement/Posters
	Inserts
	Direct Mail
	Print Collateral, user guide, newsletter
Signage	Billboard
	Transit
	Display Elements (incl. on vehicles)
Broadcast	Radio
	TV
Online & other media	Web Branding/ Banners
	Sponsored Advertising Campaigns, Email campaigns E-newsletters
	Social Networking, mobile campaigns

Print and Signage Advertisement Guidelines

- The Award Logo must be used. In specific cases, an Award trophy image may be used in place of the logo.
- The following sentence must be added in the advertisement copy or disclaimer: "ALG is the industry benchmark for residual values and depreciation data, www.alg.com."
- ALG allows the use of the Award logo and claims within an advertisement that contains additional branding elements as long as the same prominence and space is given to the ALG Award. Additional branding elements may include logos or visuals representing technologies, services, products, awards or trademarks of any other company that might be used in the program participant's advertising.

Radio Guidelines

- This disclaimer must be included at the end of each radio ad: "For ALG award information please visit ALG.com."

TV Advertisement Guidelines

- The Award logo must be included as a visual and the ALG brand mention must be included in the voice over. In some specific cases, the Award trophy image may be used in place of the logo.
- The following sentence must be added in the advertisement copy or disclaimer: "ALG is the industry benchmark for residual values and depreciation data, www.alg.com."

Online & Other Media Advertisement Guidelines

- The Award logo must be included as a visual. In some specific cases, the Award trophy image may be used in place of the logo with permission from ALG.
- When used on websites, the logo should be placed above the fold and link to the ALG web site (www.alg.com). Logo usage is not required in the following cases: social networking campaigns, sponsored online advertisement campaigns (such as Google advertisements), and mobile text campaigns. Other exceptions may be made on a case-by-case basis.
- ALG allows the use of the Award logo and claims within an advertisement that contains additional branding elements as long as the same prominence and space is given to the ALG Award. Additional branding elements may include logos or visuals representing technologies, services, products, awards or trademarks of any other company that might be used in the program participant's advertising.
- The following sentence must be added in the advertisement copy or disclaimer: "ALG is the industry benchmark for residual values and depreciation data; visit www.alg.com." The website address should be linked to alg.com.

Exceptions to the above guidelines can be accommodated under special circumstances by contacting industrysolutions@alg.com.

AWARD BANNER & CREST GUIDELINES

- Only ALG supplied digital logo files shall be used.
- Program participants and their agencies may not modify the logo in any way. If the logo needs to be re-sized or modified in any way, prior approval from the ALG marketing team is required.
- Although no specific logo placement or position is required, whenever reasonable, the logo should be prominent and placed on a clean, clear solid background. The background should be a solid color that offers good contrast. In the rare instance where the logo is on a photographic or patterned image, there should be significant contrast between the background and the logo.

Primary Award Banner

2 Color



Secondary Award Banner

Single Color



Reversed



Primary Award Crest

Single Color (English)



Reversed (English)



Clear Space & Minimum Size

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space (the height of the "g" in the ALG logo). The POVA Award Banner should never be displayed smaller than 1 inch tall, and the Crest should never be smaller than ½ inch tall.



Minimum Size (Banner)



Minimum Size (Crest)

Banner Usage Examples

Primary Award Logo Banner in gold/grey is preferred. Primary Award Logo (No banner) is acceptable.

Preferred



Acceptable



Banner Usage - What to Avoid

Never rotate the banner or any portion thereof.



Never change font.



Never use drop shadows.



Never change banner or logo color.



AWARD TROPHY GUIDELINES

ALG's Pre-Owned Value Awards send a strong message about the strength of a brand or name plate, which is manifested in its projected resale value. Consumers will appreciate knowing that they are making a wise investment when they purchase a vehicle that has the best resale value in its class.

Winners that would like to order additional trophies to display at dealerships, corporate offices or headquarters, or any other locations, may do so by contacting their Industry Solutions representative or emailing industrysolutions@alg.com.

Primary Award Trophy



Clear Space & Minimum Size

Please observe the clear space around the trophy image. Nothing should intrude into the specified clear space (the height of the sphere). The POVA Award Trophy should never be displayed smaller than 2 inches tall.



Award Trophy Usage Examples



