

# sport auto Fact Sheet



## THE MAGAZINE

### Testing the limits: sport auto

sport auto chooses the toughest racing circuits to push all sporty cars right to the stability limit of their high-performance technology. The compelling editorial concept can be best seen in the sport auto Supertest. It takes place where sporty cars belong: on the Nürburgring North Loop and the Hockenheim Ring. It includes lap and sector times, transversal-acceleration data and an aerodynamics check in the wind tunnel.

The goal of sport auto is to answer the all-decisive question: Is it truly a sporty car? Or is it just a 'wannabe'? This is supplemented by in-depth reports of new vehicle concepts as well as competent and solidly researched motor-racing analyses and background coverage. This is a magazine in which fascinating automobiles can be emotionally experienced month by month.

Typical sport auto readers are male, individualistic, with a foible for speed and sporty cars. Yet in no way does their world consist exclusively of cars. Extremely performance-orientated and enjoying greater than average success in life, their horizon of interests is broadly diverse and they are open to purchasing on impulse.

## Facts

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* Minimum size 40mm, **minimum size 10mm		

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## Our Readers

	Total population (70,09 Mio.)	sport auto- readers (0,54 Mio.)	Index 100 = Total population	
<b>Active Men</b>				
Men	49%	95%	194	
18 to 49 years	46%	51%	111	
Very active	37%	57%	153	
<b>Technology-minded</b>				
TAP's (Technically Advanced Persons)	14%	36%	266	
Always want to stay up-to-date with new developments	27%	55%	200	
<b>Strong personalities</b>				
Innovators/trendsetters	16%	37%	227	
Expert on cars	5%	9%	168	
Strong personality multipliers	24%	44%	183	
<b>Attitudes/interest in cars/motorsports</b>				
Really enjoy driving my car	36%	74%	208	
Particular interest in cars, car tests	13%	59%	461	
Advice-giver/expert in cars, car tests	11%	53%	490	
Interest in motorsports	37%	90%	241	
Particular interest in motorsports	14%	57%	422	
<b>High purchasing potential</b>				
Willingness to spend money for cars	22%	60%	269	
Total car purchase in 1-2 years	11%	26%	238	
Plan to buy new car in 1-2 years	3%	7%	233	
Plan to buy used car in 1-2 years	8%	19%	240	
<b>Desired equipment for a new car</b>				
High quality alloy wheels	15%	43%	290	
Sporty accessories	9%	35%	405	
Wide/sports tires	8%	35%	420	

All statements/characteristics are present to a greater degree among the readers of sport auto than on average in the total population (German-speaking population 14 years and up). Source: AWA 2017