

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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Our Readers

	Total population (70,45 Mio.)	SPORT AUTO-readers (0,49 Mio.)	Index 100 = Total population	
Active Men				
Men	49%	96%	194	
18 to 49 years	47%	53%	114	
Very active	38%	56%	148	
Technology-minded				
TAP's (Technically Advanced Persons)	15%	39%	264	
Always want to stay up-to-date with new developments	29%	61%	210	
Strong personalities				
Innovators/trendsetters	16%	43%	269	
Professional leaders	6%	11%	197	
Strong personality multipliers	24%	47%	193	
Attitudes/interest in cars/motorsports				
Really enjoy driving my car	36%	79%	219	
Particular interest in cars, car tests	13%	63%	494	
Advice-giver/expert in cars, car tests	11%	64%	565	
Interest in motorsports	37%	93%	249	
Particular interest in motorsports	14%	66%	474	
High purchasing potential				
Willingness to spend money for cars	22%	63%	288	
Total car purchase in 1-2 years	12%	26%	226	
Plan to buy new car in 1-2 years	3%	8%	250	
Plan to buy used car in 1-2 years	8%	18%	217	
Desired equipment for a new car				
High quality alloy wheels	16%	49%	314	
Sporty accessories	10%	39%	404	
Wide/sports tires	9%	38%	424	

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 2018