



92% awareness
in Europe



Cars 2
July 2011

DVD release
December 2011

Major marketing
investment
worldwide

40%
growth
in 2010

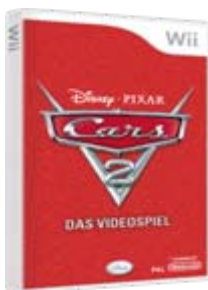


New Cars Toons
in 2012 on TV

- Cars 2 on **Disney Channel** in **April 2012** and on **Free TV** in **2013**
- Video games in July 2011 promoted on TV
– on **PS3, PC, DS, Wii, Xbox 360**
- Extensive toy line for Christmas with a lot of TV promotion



STADLBAUER



**We are just at the start of
the Global Phenomenon!**

