You should now all have:

a) Received your CtM survey(s)
b) Read through the CtM2010 Guidance Document

You should now be in the process of collecting your data and completing your survey(s)

A reminder of the deadlines:

EUROPE: Please email your completed survey(s) to Claire Brown before 25th February 2011
AMERICAS: Please email your completed survey(s) to Brian Waple before 25th February 2011
ASIA PACIFIC: Please email your completed survey(s) to Leanne Hillcoat before 11th March 2011

Don’t forget:

- All data should only relate to the complete year 2010: 1st January 2010 to 31st December 2010
- You will need to download the latest powerplay/cube data so you can obtain the IP and Awlgrip volume for each product category for 2010
- The surveys contain a huge number of formulas and links to other cells. Therefore, please only enter figures in cells that are WHITE, Cells in RED are calculated automatically based on the numbers you have entered. DO NOT try to modify the cells in RED as this will have detrimental effects for the analysis stage
- The order in which the top four competitors are pre-stated in the survey may not be correct for your region – this does not matter. It is important that you do not change/amend the order in which the first four names are listed in the competitor column as these have links to other files and other parts of the spreadsheet
- Don’t forget to include the volume of non-yacht products IF they are sold into the yacht market
- Europe, Asia Pacific and Brazil TSR’s should enter data in LITRES; North America should enter data in Gallons

If you have any questions at all please do not hesitate to contact either myself or your Regional Marketing Manager.

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