

AUTOMOTIVE

MarketInsight

Measure and analyze market performance, locally and globally

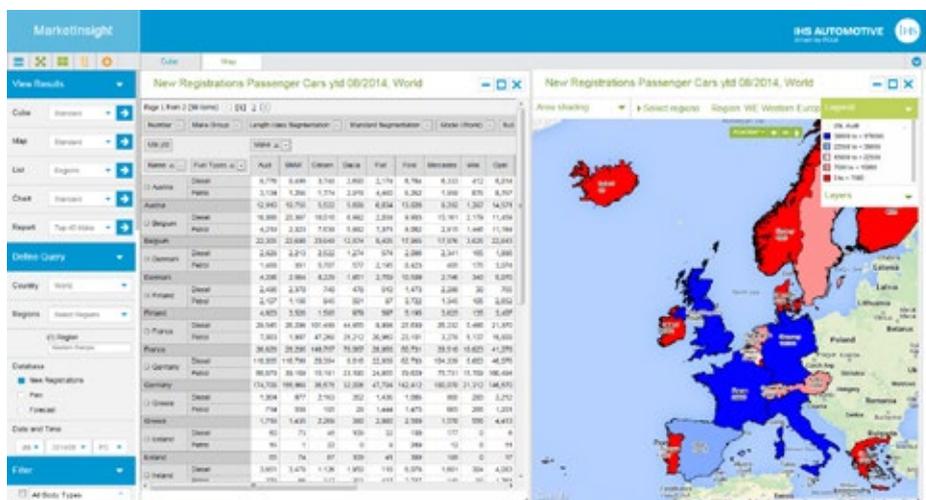
OEM headquarters, national sales companies, and their dealers need accurate and consistent metrics to measure their success and benchmark against competitors. Integrate your performance measurement across markets and departments. Perform detailed analysis at the most granular geographic definitions while linking the data to vehicle specifications and pricing.

MarketInsight is an intuitive web-based system that provides immediate access to essential vehicle registration and vehicle population information. Queries can be displayed and analyzed in dashboards using dynamic tables, graphics, reports, and maps to inform your critical business decisions and drive consistent reporting analyses. As a single source of reliable new and used vehicle registrations and vehicles-in-operation data, MarketInsight is used across entire organizations, enabling consistent reporting and workplace efficiencies.

BENEFITS:

Data to inform

- New and used vehicle registration data worldwide
- Vehicles-in-operation (VIO) by age class and scrappage rates
- New registrations, vehicle specifications and pricing links
- Registrations by owner type (private vs fleet)
- Regional subnational data



Tools to enable

- Detailed analysis of network performance
- Analysis of performance influencers such as pump in/out
- Powerful mapping features
- Fully compatible with the IHS Automotive NetworkInsight tool to plan and manage networks

New Vehicle Registrations

National monthly new registration data for 80 countries covering 97% of global vehicles sales. Data cover make, model, and technical details; pricing and specification data; sales channel; and emissions details, to help product and sales managers:

- Assess changing volume and market shares
- Size, analyze, and segment markets
- Benchmark against competitors
- Plan and control sales operations
- Analyze product life cycles and decide on a market-specific model strategy

Clients use MarketInsight databases for:



Used Vehicle Registrations

As vehicles return from rental companies and the fleet sector, they need to be remarketed. MarketInsight enables automotive manufacturers, national sales companies, and dealers to understand used vehicle trends and shift inventories to countries and regions where they are in demand. MarketInsight helps you:

- Understand the used vehicle market by country/geographic area
- Analyze market share by brand and fuel type
- Assess the age distribution of the used vehicle market
- Anticipate future development of the used vehicle market

Vehicles-in-Operation (VIO)

Detailed analysis and forecasts in more than 45 countries, covering 90% of global VIOs. This database helps automotive manufacturers, parts suppliers, and service providers:

- Assess aftermarket volumes by country
- Determine relevant market share
- Understand the age of the vehicle population
- Analyze part potential for the aftermarket
- Forecast parts by market or geography
- Access reliable five-year VIO forecasts by segment and model level

Subnational Registrations

Enables automotive manufacturers, national sales companies, and dealers to easily and effectively analyze and interpret regional automotive market developments. With insight at a granular geographic level, MarketInsight leverages premium data and sophisticated market analysis tools to help:

- Identify untapped local market potential
- Understand the “pump in/pump out” development of the dealer network
- See your competitors’ selling patterns
- Analyze and compare dealer areas with interactive maps

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About IHS Markit automotive solutions

IHS Markit offers clients the most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today. Our automotive solutions provide expertise and predictive insight across the entire automotive value chain from product inception—across design and production—to the sales and marketing efforts used to maximize potential in the marketplace. No other source provides a more complete picture of the automotive industry. For more information, please visit www.ihs.com/automotive or email automotive@ihsmarkit.com