Automotive Services from IHS

The most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today.
Welcome to IHS Automotive!

The automotive industry is one of the largest drivers of global growth, a barometer of regional economies and a driver of exciting new technologies. For more than 50 years, IHS has supported this industry through the delivery of industry standards and other technical documents vital to effective design and manufacturing processes.

Since 2008, IHS has made market intelligence a key component of its automotive capabilities. Through targeted acquisitions such as Global Insight, CSM Worldwide, and iSuppli, IHS has extended its offerings from manufacturing standards to product planning and competitor intelligence solutions. With the 2013 acquisition of R. L. Polk, IHS has expanded these offerings to cover vehicle sales and marketing solutions, as well as aftermarket planning capabilities. Today, we provide insight and analysis for the entire automotive value chain from inception to disposal.

With the future of the automotive industry closely connected with sectors such as technology, chemicals, and energy, IHS can also combine automotive insights with research and analysis from IHS Chemical, IHS Energy, IHS Economics, and IHS Operational Excellence & Risk Management to help you analyze the longer-term forces shaping the industry. In an increasingly complex business environment, we aim to support all your critical business decisions and enhance your bottom line, now and in the future.

If you have any questions or would like to speak to an IHS Automotive representative, please e-mail automotive@ihs.com.

Edouard Tavernier
Senior Vice President, IHS Automotive

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From vehicle volume forecasts to analysis of disruptive technologies and changing regulations, we help OEMs, suppliers, finance companies and insurance agencies assess the automotive market now and in the future.
IHS Automotive Light Vehicle Sales Forecasts

Your go-to resource for long-term strategic planning through independent forecasts and analysis on market demand, segment growth, and competitive dynamics.

IHS Automotive Light Vehicle Sales Forecast and Optional Add-on Modules

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- Import Sourcing Add-on Module
- Cycle Plan Charting Add-on Module
- Body Type Add-on Module
- 12-year Extension Add-on Module
- Forecast Simulation Tool Add-on Module

Base 7-Year Forecast

Updated twice per quarter and backed by 10 years of historical data, IHS Automotive Light Vehicle Sales Forecast provides a level of detail unrivaled in the industry:

- In-depth analysis about regional and country economics, sales, regional and global vehicle segmentation, OEMs, product cycles, market-entry timing, sales strategies, and more
- Comprehensive geographic coverage of 70+ sales countries across 11 regions, representing more than 97% of global light vehicle sales volume
- Extensive field coverage

12-Year Extension Add-On Module

Calendar-year forecast volumes for years 8–12.

Body Type Add-on Module

Provides forecasts and analysis beyond the vehicle-level by vehicle body type, regional subsegment, and regional price class.

Contingency Forecasts Add-on Module

Provides two alternative model-level forecasts with the same detailed fields as our base sales forecast.

Cycle Plan Charting Add-on Module

Provides: start-of-sales/end-of-sales date fields for each vehicle/body type combination per sales country for 70+ countries; global product portfolio timing charts for major global OEMs/or top-20 OEMs, OEMs’ offered portfolio timing charts for top-30 countries, and in-segment timing charts for all competitive offerings across each of the 30 countries.

Forecast Simulation Tool Add-on Module

IHS Automotive Forecast Simulation tool is a powerful system that enables OEMs and National Sales Companies (NSCs) to easily input different assumptions to create forecast simulations or “what-if” scenarios. Available for both short- and long-term forecasts, companies leverage the tool as a hub to construct, collaborate, and communicate market forecasts between critical stakeholders.

China Province Forecast

IHS Automotive is the only company that provides a vehicle sales forecast for the 31 China provinces. Based on registration actuals, we have a unique ability to forecast macroeconomic data at the province level and for major metropolitan areas to produce critical planning insights.
IHS Automotive Light Vehicle Production Forecasts

Spanning more than 50 countries, 600 plants, and 2,300 models, the forecast is an invaluable resource for identifying new opportunities, validating OEM production forecasts, creating strategic plans, and assessing competitors’ products and assembly capacity.

IHS Automotive Light Vehicle Production Forecast and Optional Add-on Modules

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Base 7-Year Forecast

Updated monthly and backed by 10 years of historical data, IHS Automotive Light Vehicle Production Forecast provides detailed analysis on regional economics, sales, production, competitive segmentation, product cycles, and manufacturing strategies. Geographic coverage of 50+ production countries across seven regions represents 99% of global light vehicle production. Field coverage of 30+ attributes are reported consistently for all light vehicles produced.

12-Year Extension Add-on Module

Calendar-year forecast volumes for years 8–12.

Bodystyle Add-on Module

Forecasts nearly 30 bodystyles, which include the vehicle silhouette combined with the number of apertures/doors.

Export Destination Add-on Module

Provides for each vehicle and plant: sales regions, markets, and countries; currencies of both production countries and sales countries; and sales nameplate.

Plant Capacity Utilization Add-on Module

Provides analysis for each light vehicle assembly facility, including production structure setup, and global analysis for total capacity/utilization by OEM and region by plant.

Contingency Forecasts Add-on Module

Includes two alternative model-level forecasts with the same 30+ detailed fields as the base production forecast.
IHS Automotive Light Vehicle Powertrain Forecasts

With original research and analysis for currently available powertrains and future propulsion technologies, our team of experts will keep you informed about this every-evolving industry.

### Base 7-Year Engine and Transmission Forecasts

Providing complete technical and geographic coverage, our Light Vehicle Engine and Transmission Forecasts are powerful tools for analyzing production by platform, model, plant, and vehicle installation.

### 12-Year Extension Add-On Modules

Calendar-year forecast volumes for years 8–12.

### Driveline Add-on Module

Includes standard forecast over 8-year horizon (current year plus 7) across 50+ countries, with detailed installation forecast by vehicle, engine, and transmission.

### Alternative Propulsion

Covers 30+ attributes consistently across all alternative-propulsion-powered light vehicles produced.

### Sales-Based Powertrain

New government regulations to improve the environment and improve fuel economy have been announced in the last year and will be implemented in phases over the next decade resulting in significant new content being added to vehicles. IHS Automotive Sales-Based Powertrain (SBPT) Forecasts for the United States, Brazil, and China help OEMs better understand how they comply with new regulations and enable suppliers to assess which OEMs are most in need of their technologies. SBPT models all combinations of vehicle nameplates and powertrains (engines, transmissions, drivelines, etc.) now and in the future.

### CO₂ Response Simulation Toolset

Building off the Sales-Based Powertrain Forecasts, the CO₂ Toolset applies both powertrain and technologies forecasts to each nameplate/bodytype/platform and program that will be sold in 2016, the first year that regulations will be implemented.

### Hybrid-EV Portal

The IHS Automotive Hybrid-EV Portal provides a technical and business perspective of the changing developments for a range of propulsion and charging options. Specifically develop for those involved in vehicle and component production, Hybrid-EV.com investigates how new technologies could affect business and identifies emerging opportunities. The Hybrid-EV Portal is one of five technology solutions portals. Learn more about these portals on page 13.
IHS Automotive provides manufacturers and suppliers with a full range of solutions to help them identify new opportunities, grow their business, assess market share, and find new sources of supply. From the latest research into new technologies to a list of suppliers working in emerging markets, our solutions will help you stay ahead of the competition.

50+ Component Databases

**Electrical/Electronics**
- Airbag ECU
- Central Body Control Module
- Immobiliser
- Instrument Cluster
- Keyless Entry System
- OE Audio (Sales)
- OE Navigation
- OE Navigation (Sales)
- Power Closures
- Power Sunroof
- Power Window
- Sunroof System & Design
- Tire Pressure Monitoring
- Wiring Harness

**Powertrain**
- Alternative Propulsion (incl. Stop-Start Systems)
- Camshaft Drive
- Exhaust Cold End
- Exhaust Manifold
- Fuel Injector
- Intake Manifold
- Torque Transfer
- Turbo/Supercharger
- Variable Valve Timing (VVT)

**Cooling**
- Active Grill Shutter
- Charge Air Cooler
- Cooled EGR (CEGR)
- Engine Cooling
- Intelligent Engine Cooling
- Main Auxiliary Water Pump

**HVAC**
- A/C Compressor
- A/C Condenser
- A/C Hose & Tube
- HVAC Module (Basic)
- HVAC Module Blower/Evaporator
- HVAC Module Control ECU
- HVAC Module Control Panel/Zones
- HVAC Module Flap Actuator
- HVAC Module Sensor
- New Refrigerant
- Supplementary Heater
- Thermal Expansion Valve (TXV)

**Interior**
- Airbag Clock Spring
- Airbag Module
- Door Trim Panel
- Floor Console
- Instrument Panel
- Seat Adjuster

**Exterior**
- Forward Lighting
- Tail Lamp

**Chassis**
- Brake Assembly
- Power Steering System
Analyze and interpret the automotive industry.

Our powerful online system blends IHS Automotive’s exclusive databases – New, Used, Vehicles-In-Operation (VIO) and owner demographics – into one dynamic source that gives you a complete picture of your local and national markets! Built from hundreds of millions of automotive transactions, our registration and sales analysis provide information in a clear, easy-to-use and customizable format. And it’s all available, at your fingertips, 24 hours a day.

Most complete view
- Extensive data analysis
- Integrate your own data and objectives
- Create your view of market
- One place for registrations, sales, VIO… all the data you need
- Breadth and depth including sales, vehicle and geo details

Easily be the expert
- Easy access to what you need to know
- Do your job better
- Consume in apps you use every day
- Powerful data visualization
- Enable more people to answer more questions

Benefits
- Analyze and interpret automotive data more effectively
- Understand selling patterns for different brands and dealers
- Determine appropriate parts inventory
- Spot key trends over time
- Develop targeted marketing strategies

With IHS Automotive on your side, you’ll have one source for:
- Analyzing and interpreting automotive data more effectively
- Understanding selling patterns for different brands and dealers
- Determining appropriate parts inventory
- Spotting key trends over time
- Act quickly on trends to maximize marketplace opportunities
- Developing targeted marketing strategies

With IHS Automotive’s registration and sales analysis, you’ll have access to the power of instantaneous querying, extensive data analysis, on-demand graphing and mapping, as well as the ability to act quickly on trends so you can maximize your opportunities in the marketplace.

With IHS Automotive’s registration and sales analysis, you’ll have access to the power of instantaneous querying, extensive data analysis, on-demand graphing and mapping, as well as the ability to act quickly on trends so you can maximize your opportunities in the marketplace.
Plan for the future based on the most accurate VIO forecast
For more than 30 years, the automotive industry has counted on Polk, now IHS Automotive, for reliable vehicle forecasts. Aftermarket professionals now have another tool to guide their production planning, inventory management and investment decisions. Building from the most credible, VIN-based historical registration data available, IHS Automotive has developed a five-year forecast of light Vehicles-in-Operation (VIO) across the United States. This VIO Forecast provides the industry with the most detailed look at which vehicles will be on the road for a five-year time period (current year plus subsequent four years).

You will no longer struggle to develop a VIO Forecast internally. You can rely on our forecasting experience and expertise to guide your product lifecycle planning and provide accurate insights into strategic market shifts. The VIO Forecast includes both vehicles currently on the road and those set to launch within the five-year forecast timeframe.

The IHS Automotive Vehicles-in-Operation Forecast can help you:

- **Plan for the future population of Vehicles-in-Operation:** Understand which vehicles will be on the road at the segment, model year, make and model level to guide parts production decisions. The VIO Forecast includes a registration forecast for all new model introductions.
- **Build a detailed parts-level forecast:** Utilize the industry’s only Aftermarket Catalog Enhanced Standard (ACES)/VIO forecast to help you see the trends affecting your catalog.
- **Predict vehicle replacement parts “sweet spots”:** Plan market entrance and exit strategies based on knowledge of vehicle “sweet spots” (when demand for replacement parts for specific vehicles is highest because the vehicle is out-of-warranty but still young enough for the owner to make significant investments in repairs).
- **Identify key lifecycle events:** Benefit from having visibility to future new vehicle registrations and vehicle product lifecycle events and volumes.

Credible insights for the entire aftermarket industry
IHS Automotive’s VIO Forecast is beneficial to professionals across the aftermarket industry, including:

- **Replacement Part Manufacturers:** Understand the projected demand for replacement parts so you can make fact-based decisions about production volumes and timing. You’ll know when to ramp up and terminate production of specific components based on accurate and detailed VIO forecasts. Identify new vehicle introductions so you may begin production of replacement parts sooner and expedite product market entry.
- **Retailers:** Make business decisions based on a solid understanding of aftermarket industry trends. Optimize inventory levels based on a national-level VIO forecast.
- **Wholesale Distributors:** Gain insights to guide inventory management and business decisions.
- **OEMs:** Help your dealer network understand the service opportunities for particular vehicles over a five-year timeframe. Understand future scrappage rates and timing for specific makes and models.

Benefits

- **Understand future market potential for replacement parts**
- **Make informed decisions about parts production and inventory management based on a credible five-year forecast**
- **Gain insights into parts potential for vehicles not yet launched**
Commercial Vehicles

Original research and in-depth analysis of on-road commercial vehicles. Covering over 95% of the world’s truck markets, IHS Automotive’s regional and sectoral reports and regularly updated sales and production forecasts provide you the information you need to make more informed business decisions for your organization.

Medium & Heavy Commercial Vehicle Industry Forecast

Covers truck sales and production in 75+ countries. Information is presented in uniform and consistent weight segmentation on a global basis across a 12-year forecast horizon. Forecast coverage includes new registrations by:

- Total
- Country
- Manufacturer
- Medium and heavy gross vehicle weight segments for rigid and articulated trucks greater than six tons

Medium & Heavy Commercial Vehicle Model Production Forecast

Provides model-level production forecasts, analysis, and cycle plans of medium- and heavy-duty trucks and buses globally, covering more than 95% of the world’s production. Developed in partnership with Power Systems Research (PSR), the forecasts are presented in uniform and consistent weight segmentation for vehicles over six tons. The product includes:

- 7-year forecast horizon (current plus 6)
- 10 years of historical data
- Assembly plant volumes and capacity analysis
- Product platform and model analysis/outlooks

Medium & Heavy Commercial Vehicle Engine Production Forecast

Offers the most comprehensive technical and geographic coverage of current and future medium/heavy engines. Updated quarterly, the product facilitates analysis of engine production by platform, model, and plant, and engine installation. The product, developed in partnership with PSR, includes:

- 7-year forecast horizon (current plus 6) for vehicles greater than six tons
- 10 years of historical data
- Engine model cycle plan start/end of production timing
- 20+ technical engine attributes

North American Weight Segment Forecast

Provides monthly truck retail sales and production forecasts by individual gross-vehicle-weight class and manufacturer, supporting a multitude of short- and mid-term planning workflows. Includes forecasts of individual gross vehicle weight classes 4-8, which also include some light truck data.

Vehicles-in-Operation and Registration Data (TIPNet)

To truly understand how you’re doing against your competition in the industry, you need to have a clear view of the market. TIPNet is a web-based interactive system designed to give you insight into the entire commercial vehicle industry. The system provides VIO (Vehicles-In-Operation) and New Truck Registration information on light/medium/heavy commercial trucks and new commercial trailers. TIPNet will assist in identifying your best areas of opportunity and provide actionable information to help drive your business.

TIPNet allows you to segment your prospects by geography or market. Whether at a macro (U.S. or Canada) or micro (ZIP Code/Postal Code) level, you’ll have the ability to gain valuable insight into what vehicles make up your market:

- Geographic area
- Vehicle – make/series/model/type
- Engine – make/model/type/liter size/cylinders/CID
- Model year
- Cab configuration
- Wheels
- GVW
- Front/rear axle
- Fuel type
- Registration – name/address/vocation/carryer type/local and national fleet size
IHS Automotive’s vehicle technology analysis provides the information you need to refine your business strategy and stay ahead of the competition. With the acquisition of iSuppli and IMS Research, IHS Automotive delivers the most comprehensive range of business and product intelligence on ground-breaking vehicle technologies. Insight is available through unique portals that provide ongoing updates of technology themes or individual reports for companies that need a one-time assessment.

**Portals**

**Infotainment Systems**

Gain analysis and insight into current and future trends for infotainment platforms and related systems. IHS Automotive provides comprehensive coverage of in-vehicle telematics, services, navigation, and digital entertainment solutions.

Infotainment Systems is available as three regional portals:

- Infotainment Systems Portal - Americas
- Infotainment Systems Portal - Asia-Pacific
- Infotainment Systems Portal - Europe

**Software, Apps, & Services**

Access concise evaluations and forecasts of infotainment OS platforms and the latest developments of relevant players.

**Hybrid-EV**

In-depth, real-time information on all facets of the e-mobility market including: global and regional forecasts; a specification database; a legislation/incentive database; and daily news service.

**ADAS/Autonomous Driving**

Assess potential market demand and attach rates for key advanced driver assistance systems (ADAS) and safety systems used in the production of light vehicles. Access profiles of production vehicles, industry news, technology reports, supplier profiles, OEM-supplier relationships, regulation and mandate details, and industry forecasts segmented by application and geographic region.

**Human-Machine Interface (HMI) / Usability**

Examine all late-model vehicles to better understand their usability nuances. IHS Automotive provides independent and unbiased usability and benchmarking analysis of all infotainment features on existing and upcoming vehicle models. Direct comparison on every vehicle reviewed, expert opinions, and ratings span five functional domains: digital entertainment, device compatibility, telematics and location-based services, navigation and routing, and human machine interface.

**Related Products**

**Consumer Preferences**

IHS Automotive produces unique and independent analysis of consumer perceptions and preferences pertaining to the automotive infotainment market. Via in-depth user surveys and with more than 10 years experience of building and analyzing these surveys, we couple user experience with in-depth market insight to provide clients with specific insights so they can fine-tune the product strategies and avoid the pitfalls of their competitors.

**Market Share Database**

Get the insight you need to monitor OEM vehicle sales for navigation and premium audio. The service examines suppliers’ share in the consumer light vehicle segments.
Long-Term Planning and Scenarios Service

Provides a long-term planning outlook and two alternative scenarios. Together, these three views of the future help clients understand the uncertainties the industry faces. The planning-case outlook, titled Rivalry, extends to 2035, providing a general macroeconomic context with automotive detail. The alternative scenarios, Autonomy and Vertigo, alter the planning case by considering different global economic and geopolitical outlooks.

New Urban Mobility Special Study

Many analysts feel we are in the early stages of a massive shift in how people are mobile. Half of the world’s population lives in urban areas and cities are becoming more and more congested. So congested in fact, that city planners are making it more difficult to own a car within city limits. This study assesses current behavior in eight types of model cities, develops foresight into future consumer behavior and links to metrics that project the impact of changing behavior motorization and total vehicle demand in global market through 2035.

This study helps long-term planners

- Understand how motorization may move away from personally owned motor vehicles to other alternatives in major markets
- Size the future market for passenger cars sold to individuals and to car-sharing fleets
- Assess the impact of change on the future business model of the automotive industry
- Identify the signposts that are indicative of a given city or region moving away from private car ownership
IHS Automotive provides the world’s most sophisticated automotive intelligence service to help you understand how current industry events and topical issues may impact your company’s business. World Markets Automotive provides:

- **Same-Day Analysis**
  Going beyond the headlines, we analyze the world’s automotive-related news, events, and trends and provide clients with a concise summary of the significance, implications, and outlook.

- **Country Intelligence**
  Monitors 50+ countries, covering 96% of global vehicles sales and 99% of production.

- **Competitor Intelligence**
  In-depth reports on all the major players within the global automotive industry.

The IHS Automotive dedicated website www.SupplierBusiness.com provides weekly and monthly newsletters devoted to providing suppliers with the most up-to-date intelligence on the automotive industry.

- **SupplierBusiness Insight**
  Your weekly guide to the most important developments in the global automotive supplier industry. We analyze the news and provide you with a unique perspective on the latest developments.

- **SupplierBusiness Analysis**
  This monthly newsletter includes in-depth supplier strategy analysis, location reports, supplier-perspective OEM profiles, and much more.

With daily alerts for automotive events and trends – including mergers and acquisitions, and new legislation – and weekly and monthly newsletters containing supplier strategies and OEM profiles, IHS Automotive will keep you abreast of the latest developments affecting the industry and tell you what it means for you.
From optimizing your manufacturing process to identifying new sources of supply, from commodity forecasts that help you negotiate better contracts to production forecasts that help you prepare for future inventory, we’ve got you covered. Our unique insight and advanced analytical tools help OEMs and suppliers operate more efficiently.
Component Forecast Analytics

Our Component Forecast Analytics provides automotive suppliers and OEMs with timely, reliable, and comprehensive component market data and forecasts. We update sourcing for 50+ components across 7 categories of systems, semi-annually.

- Interior
- Exterior
- Powertrain
- HVAC
- Cooling
- Chassis
- Electrical/Electronics

For a complete list, see page 9. Additional components are available through our consulting services.

SupplierBusiness.com

IHS Automotive dedicated website provides a host of sourcing solutions for manufacturers and suppliers to help them identify new opportunities while avoiding risk.

- SupplierBusiness WhoSuppliesWhom
  Identifies the key suppliers of many varied components, modules, and systems across various current European and North American produced light-vehicle models and platforms.

- SupplierBusiness Global Supplier Profile Database
  Provides regularly updated profiles for over 1,000 suppliers.

- SupplierBusiness Emerging Markets Directory
  An invaluable resource for companies endeavoring to outsource component production to low-labor-cost regions and build supply bases in high-growth countries.

- SupplierBusiness Supplying OEM Profiles
  Covers purchasing strategy, production strategy, global footprint, and SWOT (strength, weakness, opportunity, and threat) analysis for the 12 largest OEMs.

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Base 7-Year Forecast

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Capacity Utilization Add-on Module

Reliable capacity and utilization forecasts to make smarter planning and investment decisions, maximize opportunity and minimize risk, and create winning competitive strategies.

- Analysis for each light vehicle assembly facility, including production structure setup

- Global analysis for total capacity/utilization by OEM and region by plant. Fields include:
  - Normalized capacity and utilization (%)
  - Straight-time capacity and utilization (%)
  - Maximum capacity and utilization (%)
  - Shift set-up
  - Labor representation
  - Initial output (plant footprint)

Other optional add-on modules include:

- Bodystyle
- Export Destination
- 12-Year Extension
- Contingency Forecasts

For more details about these modules, see page 7.
Plant and Capital Investment

Companies exposed to automaker investment cycles want to know how OEMs are going to invest in their plants—when, where, why and how much. The increasing complexity of OEM manufacturing networks makes it challenging for suppliers of machinery, automation, metrology, plant infrastructure and auxiliary services to capitalize on regional opportunities. IHS Automotive’s Plant Investment Analysis is a modular and scalable advisory service that helps companies in the automotive machinery and services sectors enrich internal business intelligence and enhance business planning, so they can:

- Identify and size investment-related opportunities
- Prioritize RFQs and investments
- Optimize resource deployment
- Time entry into specific regions/markets
- Identify shifts in OEM investment and capacity allocation

Engineering Standards

Engineering at today’s accelerated pace demands faster and smarter decision-making among skilled technical professionals. They need industry standards and applied engineering knowledge to effectively drive innovation, generate demand, ensure quality, enhance safety and achieve better project outcomes. IHS helps R&D and engineering departments gain competitive advantage by delivering critical information that includes standards and other applied engineering knowledge in a single platform.

Pricing and Purchasing

The Pricing & Purchasing service, a part of the Supply Management solution, delivers timely, accurate price forecasts and supplier cost analyses, helping you ensure consistency, increase visibility and maximize ROI from procurement spend. IHS can help you see where prices have been and where they are going with a database of thousands of price, wage and input cost forecasts and more than 500,000 historic data concepts.

Economics and Country Risk

IHS Economics & Country Risk enables clients—large and small—to identify growth, plan accurately and navigate uncertainty. IHS partners with corporate companies to help them identify new trends, size growth opportunities, monitor risk and opportunity ratio, conduct market assessments, plan for alternate scenarios and secure their business continuity. Our solutions enable clients to better allocate resources, capitalize on change and build an integrated, enterprise-wide approach to risk.

Environment, Health & Safety

IHS equips you with the expertise, software and content to effectively manage environmental, health and safety (EHS) and sustainability performance. The largest companies in the world publicly report business sustainability, from water consumption and supply-chain stability to greenhouse gas emissions and safety performance. Though this data doesn’t apply directly to finances, it can give shareholders leading indicators of mid- to long-term financial performance. With our EHS solutions, you gain a disciplined approach to managing this information and can learn proven best-in-class processes to drive greater operational efficiencies.
From National Sales Companies needing to find the optimal locations for showrooms, to dealers who need to enhance their marketing and loyalty programs, IHS Automotive has the information you need to optimize sales and increase your market share.

Marketing Solutions

- Audience Targeting
  - Direct Mail
  - Email
  - Digital / Mobile
- Campaign Evaluation and Insights
- CRM Append, Data Enhancement
- Lead Scoring
- Incentive Verification (Vehicle Owner Verification)
- Vehicle Experience Impact

Field & Dealer Enablement

- Field Management Applications
  - Field Pro
  - Territory Pro

Sales Analysis

- Vehicles in Operation
- Vehicle Registration
- Loyalty/Conquest Analytics
- Dealer Network Solutions
- Sales Operation forecast

Aftersales / Parts & Services

- Target Marketing for Dealer Parts & Services (PolkConnect)
- Recall Services
Maximize the ROI on your marketing spend.
In today’s competitive automotive market, every marketing dollar counts. You can’t afford marketing initiatives that don’t resonate with today’s savvy consumers, who expect relevant, tailored messages. Through our recent acquisition of R. L. Polk, IHS Automotive can help you maximize the return-on-investment (ROI) on your marketing activities through a focus on the “four rights” – the right audience at the right time with the right message via the right channel.

Whether your goal is to acquire new customers, retain existing ones, build brand awareness or increase revenue, we offer the automotive intelligence and solutions that support your success. We know your audience – which vehicles they drive, which they might consider and when they are ready to buy. And, we can help you reach specific consumer segments with highly targeted campaigns delivered across email, direct mail and web channels.

Benefit from our in-depth, industry-leading consumer and vehicle-related data. Target your campaigns to reach the right audience with the right message at the right time. Take advantage of 90 years of experience and expertise building targeted, multichannel solutions that help automotive organizations maximize the ROI and success of their marketing efforts.

We can help you:
- Reach consumers who are ready to buy
- Identify in-market consumers who are mostly likely to buy your brand
- Tailor messages and mediums to ensure that your communication reaches targeted markets
- Increase customer touch points by using a combination of email, direct mail and web channels
- Maximize the return on marketing investment
- Measure the performance of your marketing campaigns through actual vehicle sales results

Did your last campaign measure up? Is there room for improvement?
Evaluation serves as your true gauge of performance. A timely, unbiased measurement of your campaign’s success enables you to quantitatively prove its worth and allows you to refine your future strategy for continuous marketing improvement. Through our acquisition of Polk, IHS Automotive’s Campaign Evaluation Report enables you to view your campaign sales results so that you can optimize your future marketing dollars. Easy-to-read tables and charts help you discover:
- Overall purchase activity from your campaign
- Number of leads bought from you and bought from your competitors by purchase type (new/used)
- Weekly sales activity
- Top new and used registrations by make
- Top new and used registrations by model

Benefits
- Assess list performance
- Identify which offer worked best
- Determine return-on-investment
- Recognize lost sales opportunities to competitors
Your customer database is undeniably one of your company’s greatest assets. It is the foundation for every customer communication, but even the strongest foundation requires periodic maintenance. In addition, the more you know about your customers, the better you can communicate with them and the more likely they are to respond to your message. IHS Automotive, renowned for its data quality, accuracy, and depth, can assist you in making sure your data and lists are the most up-to-date and enhanced with information that can strengthen your target marketing efforts and increase your return on investment.

IHS Automotive offers marketing database services that enable automotive, motorcycle and power-sports manufacturers to effectively manage communication, analytical and marketing strategies through accurate vehicle ownership verification. Building your lists with better data allows you to:

- Improve deliverability and contact rate
- Target prospects with more relevant messages
- Design promotions tailored to your customers
- Improve response rates
- Discover hidden markets within your database

IHS Automotive Lead Scoring solution is the industry’s most comprehensive, accurate, and flexible method for determining which leads are most likely to purchase a vehicle, purchase soon, and provide ongoing profits to the OEM, dealer group and dealership.

The IHS Automotive Lead Score is the industry standard because it is calculated using the most expansive, sophisticated, and proven automotive intelligence and predictive analytics available. OEM’s dealer groups, and dealerships employing IHS Automotive Lead Scoring solution will sell significantly more cars and trucks than their competitors without increasing marketing spend or changing dealership processes. Implementing IHS Automotive Lead Scoring will ensure OEM’s dealer groups and dealerships understand, leverage, and ultimately optimize, their sizeable and growing online marketing spend.

IHS Automotive provides marketers an automated service and solution to score, prioritize, segment and measure leads, so marketers can optimize, address and communicate to their most responsive leads and drive greater show room traffic and increase close rates.

IHS Automotive lead Scoring allows marketers to:

- Get to the best prospects faster than the competition
- Apply appropriate resources to all leads
- Differentiate marketing treatments
- Assess lead sources, lead generation marketing, and strategic competitive market activity
- Integrate into current and evolving CRM and Lead Management processes with maximum flexibility and transparency
Incentive Verification

The Incentive Verification Service gives customers a tool to stop dealer fraud by providing incentive and owner eligibility verification. Based on inputs provided by the customer (VIN, Owner Name, Owner Address), IHS provides a match code and Pass/Fail for every input record processed (based on business rules determined at the time of service build). This verifies the name on the input record is the current registered owner of the vehicle at the time the transaction was submitted. It is available in the form of a Batch Process, as well as a Web Service, providing flexibility for customers.

Customer Experience Impact Dataset

The Impact Dataset is the only connected Customer Experience Impact Dataset available in the industry. Developed by IHS Automotive, the leading provider of loyalty information based on new vehicle registrations, and Strategic Vision, the leader in understanding the “why” in customer behavior and decision making, this dataset analyzes the customer experience with subsequent purchase behavior to identify which attributes and images have the greatest lift on loyalty.

Based on respondent data collected in the United States between 2005-2014, the dataset enables automakers to:

- Create successful communications featuring the attributes and features that matter most to consumers
- Know if their product is building brand equity and future loyalty
- Focus their efforts on vehicle attributes that impact loyalty rather than deficits
- Present the best offers and understand the key points that will motivate customers to buy
- Create a truly customer-focused strategy, rather than one focusing on your competitors
Territory Performance ( Territory Pro) 

Be the pro in your territory 

In less than five minutes, you will know what’s happening in your territory and what to do next. 

IHS Automotive’s Territory Pro™ Report is more than automotive intelligence, it’s actionable automotive intelligence. It provides OEM field organizations an efficient and effective way to quickly understand the dynamics of a dealer’s area and the actions to take to improve that dealer’s sales and fixed operations. Built by the industry’s data and marketing solutions leader, this dealer performance report enables you to gain instant credibility with even the most seasoned of dealers. 

It’s simple and smart. 

No more sifting through pages and pages of data in an attempt to determine what’s going on in a dealer’s market. A report’s thickness doesn’t equate to greater insight. Territory Pro is comprehensive yet concise, serving up only the important information you need to be truly consultative with your dealers. 

Every report comes with an executive summary that yields key findings and an action plan for both the front and back end of a dealership. The pages that follow contain easy-to-read graphical displays that are supported by “smart bullets” that not only answer questions that matter, but go beyond the obvious to provide the impact behind the data. 

Benefits 

• Know what’s happening in your market in less than 5 minutes 
• Identify key opportunities to improve performance across new, used and fixed operations 
• Find potential future customers 
• Understand detail behind what’s driving current market trends 

Field Performance ( Field Pro) 

Boost your field organization’s sales 

Need to grasp auto dealer territory dynamics? Identify gaps in performance? 

IHS Automotive offers its intuitive web portal, Field Pro, which identifies auto dealer performance deficiencies and helps national sales companies (NSC), regional managers and dealers align on corporate priorities and key performance indicators (KPIs). Measures and communicates sales effectiveness, market share and sales opportunities, helping you: 

• Identify marketing opportunities 
• Share the same metrics at all levels 
• Rank performance 
• Easily address identified market opportunities 
• Evaluate campaign success 

Field Pro is an interactive web portal that: 

• Presents a brand’s priorities and key performance indicators (KPIs) 
• Identifies gaps to desired performance at national, regional, dealer levels 
• Proposes targeted marketing programs to address opportunities
Global Vehicles-in-Operation

Plan for the future based on the most accurate VIO forecast

For more than 30 years, the automotive industry has counted on Polk, now IHS Automotive, for reliable vehicle forecasts. Aftermarket professionals now have another tool to guide their production planning, inventory management and investment decisions. Building from the most credible, VIN-based historical registration data available, IHS Automotive has developed a five-year forecast of light Vehicles-in-Operation (VIO) across the United States. This VIO Forecast provides the industry with the most detailed look at which vehicles will be on the road for a five-year time period (current year plus subsequent four years).

You will no longer struggle to develop a VIO Forecast internally. You can rely on our forecasting experience and expertise to guide your product lifecycle planning and provide accurate insights into strategic market shifts. The VIO Forecast includes both vehicles currently on the road and those set to launch within the five-year forecast timeframe.

IHS Automotive’s Vehicles-in-Operation Forecast can help you:

- Plan for the future population of Vehicles-in-Operation:
  Understand which vehicles will be on the road at the segment, model year, make and model level to guide parts production decisions. The VIO Forecast includes a registration forecast for all new model introductions.

- Build a detailed parts-level forecast: Utilize the industry’s only Aftermarket Catalog Enhanced Standard (ACES)/VIO forecast to help you see the trends affecting your catalog.

- Predict vehicle replacement parts “sweet spots”: Plan market entrance and exit strategies based on knowledge of vehicle “sweet spots” (when demand for replacement parts for specific vehicles is highest because the vehicle is out-of-warranty but still young enough for the owner to make significant investments in repairs).

- Identify key lifecycle events: Benefit from having visibility to future new vehicle registrations and vehicle product lifecycle events and volumes.

Credible insights for the entire aftermarket industry

IHS Automotive’s VIO Forecast is beneficial to professionals across the aftermarket industry, including:

- Replacement Part Manufacturers: Understand the projected demand for replacement parts so you can make fact-based decisions about production volumes and timing. You’ll know when to ramp up and terminate production of specific components based on accurate and detailed VIO forecasts. Identify new vehicle introductions so you may begin production of replacement parts sooner and expedite product market entry.

- Retailers: Make business decisions based on a solid understanding of aftermarket industry trends. Optimize inventory levels based on a national-level VIO forecast.

- Wholesale Distributors: Gain insights to guide inventory management and business decisions.

- OEMs: Help your dealer network understand the service opportunities for particular vehicles over a five-year timeframe. Understand future scrappage rates and timing for specific makes and models.

Benefits

- Understand future market potential for replacement parts

- Make informed decisions about parts production and inventory management based on a credible five-year forecast

- Gain insights into parts potential for vehicles not yet launched
Registrations & Sales Analysis

Analyze and interpret the automotive industry.

Our powerful online system blends IHS Automotive’s exclusive databases – New, Used, Vehicles-In-Operation (VIO) and owner demographics – into one dynamic source that gives you a complete picture of your local and national markets! Built from hundreds of millions of automotive transactions, IHS Automotive provides information in a clear, easy-to-use and customizable format. And it’s all available, at your fingertips, 24 hours a day.

One source for:

• Analyzing and interpreting automotive data more effectively
• Understanding selling patterns for different brands and dealers
• Determining appropriate parts inventory
• Spotting key trends over time
• Act quickly on trends to maximize marketplace opportunities
• Developing targeted marketing strategies

You’ll have access to the power of instantaneous querying, extensive data analysis, on-demand graphing and mapping, as well as the ability to act quickly on trends so you can maximize your opportunities in the marketplace.

Speed/First to know

• Alerts on what matters to you
• Instantaneous querying
• Sales reporting information available sooner, meeting more business needs
• Quick access to large scale data
• Answer the question behind the question

Most complete view

• Extensive data analysis
• Integrate your own data and objectives
• Create your view of market
• One place for registrations, sales, VIO… all the data you need
• Breadth and depth including sales, vehicle and geo details

Easily be the expert

• Easy access to what you need to know
• Do your job better
• Consume in apps you use every day
• Powerful data visualization
• Enable more people to answer more questions

Benefits

• Analyze and interpret automotive data more effectively
• Understand selling patterns for different brands and dealers
• Determine appropriate parts inventory
• Spot key trends over time
• Develop targeted marketing strategies
Loyalty/Conquest Analytics

Build, measure and improve loyalty.

There is no greater measure of a brand’s stability than owner loyalty. A loyal owner is more than a repeat buyer – he or she is a walking evangelist for your brand, and is invaluable to your future success. And, a loyal advocate is a key source of future sales and service opportunities.

IHS Automotive helps our clients build, measure and improve owner loyalty. Through our recent acquisition of R. L. Polk, we have a group of experienced consultants in our Loyalty Management Practice who are dedicated to helping the industry retain customers. Our passion for owner loyalty shines through in our seminars, published work and the yearly Polk Automotive Loyalty Awards, which recognize manufacturers for superior performance in customer retention.

But the core focus of the Loyalty Management Practice is providing actionable solutions based on expert insights and industry-leading data – from real customers, not survey samples. Whether your function is marketing, sales, service or financing, we can help you understand key drivers of loyalty and automotive shopping behaviors. More importantly, we can help you take action to retain existing customers while conquering new ones.

Gain insights into factors that influence owner loyalty. Understand marketplace opportunities and threats. Identify likely defectors at the critical juncture before they leave your brand. Solidify your customer relationships for years to come by relying on the industry’s best loyalty-related diagnostic, predictive and advisory services.

We can help you:

• Increase sales by improving conquering strategies
• Develop geography-specific marketing strategies to maximize sales opportunities
• Understand competitive sales sources
• Assess the risk and reasons for customer defection and recognize competitive threats
• Track dealer performance and compare dealer loyalty, conquests and defections at the area, regional and national levels
• Set up dealer loyalty incentive programs and coach field and retail staff on ways to create and maintain loyalty
• Establish corporate loyalty targets
• Create owner conquest and retention strategies at the corporate, regional, dealer and model levels
• Improve profitability through the development and retention of a solid customer base
Dealer Network Solutions

The IHS Automotive Dealer Network Solutions enable national sales companies and automotive service providers to determine the best location and configuration of their retail networks. From adjusting the size and shape of dealers’ territories, to determining the best location for a new dealership, we are here to help. Our comprehensive Dealer Network Development customized studies and NetworkInsight simulation tool will help you:

- Determine whether you have the correct number of retail locations to meet your objectives
- Evaluate whether these dealerships are in the optimal location
- Simulate the impact of a new, relocated, or discontinued retail location
- Identify new market opportunities
- Assess competitors’ location and market share

IHS can help you optimize the market performance of your retail network with critical insight into market volume, customer drive-time, and dealer distribution, location, and density. Our Dealer Network Solutions include:

Dealer Network Development (DND) Studies

IHS Automotive’s customized DND studies help determine network gaps and evaluate existing dealerships regarding location and potential. The analysis provides:

- Ideal network simulation
- Network/dealer gap assessments—providing insight into your network’s “distance” from the “ideal”
- The impact of “bridging the gap”—moving from status quo to the ideal

NetworkInsight

NetworkInsight is a web-based simulation tool that complements and drives DND analysis and updates. NetworkInsight offers users the ability to:

- Interact with DND analysis via a mapping tool
- Perform “What if” analysis and measure the impact of different scenarios (add, close, relocate)
- Calculate new potential for all points including cannibalization impact
- Perform site potential simulations
- Access monthly reporting data and dealer performance reports
Sales Operation Forecast

How are the latest monthly registrations impacting this year’s volume planning? What effect will this have in coming years and future vehicle generations? The IHS Automotive Sales Operations Forecast provides answers and an independent third party view to these critical inputs. Published within days following the release of latest registration data and updated monthly, the Light Vehicle Sales Operations Forecast greatly enhances your short- to mid-term planning.
Understand your customers, increase sales.

In the aftersales world, existing customers are your best source for future business, and your service departments play a major role in customer retention. In fact, there's a direct correlation between service loyalty and future vehicle sales, which lead to long-term loyalty to the dealer, the brand and the manufacturer.

The PolkConnect solution uses key customer and prospect data, as well as relevant market intelligence to provide insights to address to maintain customer retention and loyalty, to avoid customer defections, to grow parts and service revenue, and to increase overall profitability. PolkConnect helps our customers to manage key touchpoints during the vehicle ownership lifecycle, to help our customers meet their overall business goals.

Beyond building loyalty, you likely face the challenge of reducing repair costs. IHS Automotive can help in a critical area: identifying vehicles with branded titles so that you don’t pay unnecessary repair costs. Through our recent acquisition of R. L. Polk, we are now able to provide you with industry-specific solutions to help you increase sales, reduce costs and build a loyal customer base.

We can help you:

- Increase customer-paid labor revenue
- Identify active, inactive and prospective service and parts customers and reach them with targeted communication
- Enhance brand awareness and strengthen customer relationships
- Track and trend dealer aftersales performance by dealership and region
- Reduce unnecessary warranty repair costs and legal liability by identifying vehicles with branded titles (including those with "washed" titles) through accurate VIN decoding

Recall Services

The trusted leader in vehicle recalls

When a motor vehicle or item of motor vehicle equipment (including tires) does not comply with a Federal Motor Vehicle Safety Standard or when there is a safety-related defect present in the vehicle or equipment, the manufacturer must perform a recall. When a vehicle recall is necessary, you need to act quickly and with confidence to notify the maximum number of registered owners involved, in order to maintain customer loyalty and limit legal liability. IHS Automotive’s strong association with the Department of Transportation (DOT) and the National Highway Traffic Safety Administration (NHTSA) has afforded us an in-depth awareness and understanding of the necessary action steps to complete a successful recall campaign.

IHS Automotive’s recall database includes over one billion records of automotive, truck, trailer, bus, recreational vehicle and motorcycle owner information by VIN and undergoes daily updates of state data, data cleansing and lease enhancement to produce the most comprehensive vehicle data repository available. IHS Automotive’s Recall Services provide manufacturers with the most accurate and trusted owner information for each motor vehicle affected by a recall. We work with our customers to review the detailed status of the data, explain the results of each recall, and assist in answering legal questions.

Benefits

- React quickly to a vehicle recall
- Navigate through the recall process with confidence
- Minimize legal liability
From component suppliers and independent shops that need to manufacture aftermarket parts or service vehicles, to insurance companies and law enforcement agencies that need to set premiums and decode vehicle identification, IHS Automotive has the information you need.
WorldView

Today’s aftermarket industry is more global than ever before. That’s why Polk, now IHS Automotive, has created the first complete, integrated and truly global solution for the worldwide automotive aftermarket. WorldView combines four IHS Automotive products with a long history of success with powerful new features and components. The result is a “one stop solution” for aftermarket professionals looking for credible, third-party data to guide product planning, production, distribution, inventory management, cataloging and other critical business decisions.

No longer will you have to access multiple systems to get the data you need. Now, a single sign-on puts the full range of Polk’s aftermarket solutions – Global Vehicles in Operation (VIO), forecasting, parts catalog integration, original equipment research and more – at your fingertips. With WorldView, you can access a broad range of available data via custom queries that return the results you need to make smart business decisions, quickly and easily.

Integration of proven tools with innovative features

For more than 30 years, the automotive aftermarket industry has considered Polk the leading provider of automotive forecast and VIO information. WorldView builds from this proven expertise and integrates a number of reporting and analysis modules into one seamless solution containing:

- Vehicles-in-operation data: Access current and historical VIO data for 51 countries. WorldView integrates two of our time-tested aftermarket solutions: NVPP (for the U.S., Canada and Puerto Rico) and PARC (elsewhere in the world). Accurate VIO data helps you build, order and stock appropriate parts to meet customer demand.

- Global OE parts research: Access our extensive research (OE part numbers, specifications and vehicle fitment details) for 22 European markets mapped to TecDoc codes and PARC vehicle population counts so you can identify meaningful gaps in catalog coverage.

- VIO trends & forecast: Understand projected U.S. and global vehicle counts for a five-year time period to make solid production planning, inventory management and investment decisions based on knowledge of future demand for your parts. The VIO Forecast includes ACES, specifically TecDoc coding for precise data on market demand for specific parts.

- Global make/model cross-reference: Gain insights into parts compatibility on vehicles in disparate global markets. This innovative feature, not available elsewhere, maps ACES to TecDoc codes as a starting point for determining the common parts needed on vehicles produced and sold in markets around the world.

Benefits

- Understand the global market potential for replacement parts and other aftermarket products
- Make informed decisions about which parts to manufacture, order and stock
- Understand the impact of increasing globalization of OEM platforms
- Gain insights into trends in global parts demand over time
- Access the entire scope of our aftermarket solutions through an integrated solution
VIN Decoding & Information

Benefit from the best VIN data available.
Auto manufacturers, insurance companies and government departments use VIN information for a variety of applications. Through our recent acquisition of R. L. Polk, IHS Automotive takes the guesswork out of interpreting VINs so that you can apply the data. Whether you’re an automotive manufacturer faced with a vehicle recall; an insurance company trying to set accurate premiums; an OEM that requires an accurate way of identifying branded titles or a government agency trying to track down consumers with unpaid fines, you can rely on IHS Automotive’s VIN data.

Benefit from the most comprehensive vehicle registration database combined with in-depth auto industry knowledge and excellent customer service. Take advantage of our years of expertise helping the automotive world turn VIN data into actionable solutions. Work smarter and faster using industry-leading data and solutions.

We can help you:
- Reduce legal liability and PR issues associated with vehicle recalls
- Decode vehicle VINs to set accurate fees and premiums
- Increase the speed and efficiency of the auto insurance sales process
- Minimize warranty repair costs and legal liability through identification of branded titles
- Track down vehicle owners with unpaid fees and fines

Solutions includes
- Recall: Quickly and accurately contact owners of recalled vehicles to mitigate the negative legal and PR impact.
- VIN Decoding: Quickly decode VINs to understand manufacturer, model, year, engine details and other vehicle characteristics so you can use this information to make smart business decisions.

Aftersales Marketing (PolkConnect)

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About IHS Automotive

IHS Automotive offers clients the most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today. With the addition of Polk, IHS Automotive now provides 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.

IHS Automotive is part of IHS (NYSE: IHS) the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world.

IHS Automotive legacy companies

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