



# Features & Technology Benchmarking (FTB)

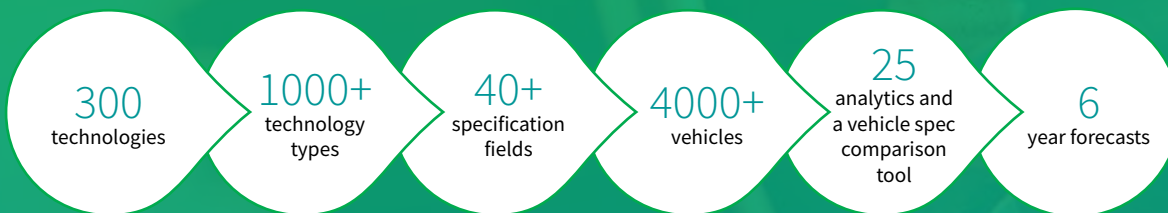
Unprecedented ability to compare automotive  
technologies and specifications



# Model by model technology benchmarking tool for today's vehicles. . .and tomorrow's

With hundreds of features across numerous components, it can be difficult to accurately benchmark how one vehicle stacks up against another. And that's just today. It becomes near impossible when considering future vehicles and new technologies that haven't even deployed yet. In the last six years, 75 new brands with cutting edge technology bundles have entered the light vehicle segment. How many will launch in the next six years and what features will they contain? More importantly, how will you keep track of it all and see how your vehicles compare?

**Feature and Technology Benchmarking, from IHS Markit, provides the most comprehensive coverage of vehicle by vehicle technologies available anywhere.**



The service helps answer questions such as

## Vehicle Benchmarking

- Which specifications are required to succeed in a market?
- Where does a specific vehicle compare against its segment peers on technology deployment?
- Which vehicle incorporates technology before the competition, giving it an advantage in the market?

## Brand Benchmarking

- Which brands achieve the highest penetration with lowest number of permutations in offerings or technical solutions?
- In which technology areas are OEMs/brands focusing?
- Do certain brands have a bias to certain technology areas?
- Which OEM is expected to have the offerings with the right technology choices to meet shifts in market demands?

## Technology Benchmarking

- In which regions and segments will demand of specific technologies materialize?
- Which OEMs are more likely to adopt a specific technology?
- Which technologies are emerging in new vehicles?

# Comprehensive insights at your finger tips

IHS Markit helps OEMs and suppliers understand current and future OEM technology bias and competitive positioning, along with emerging technology trends. Our new Features and Technology Benchmarking (FTB) solutions helps you identify which vehicle segments will adopt which technologies and provides insight into gaps in specific markets.



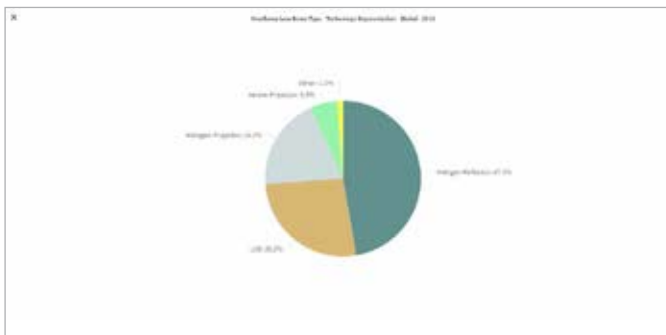
Compare multiple features, technologies, and specifications across brands and vehicles (current and future)



Understand the dispersion of specifications among competing brands and technology domains



Analyse the fitment of specific technologies across different vehicle price classes

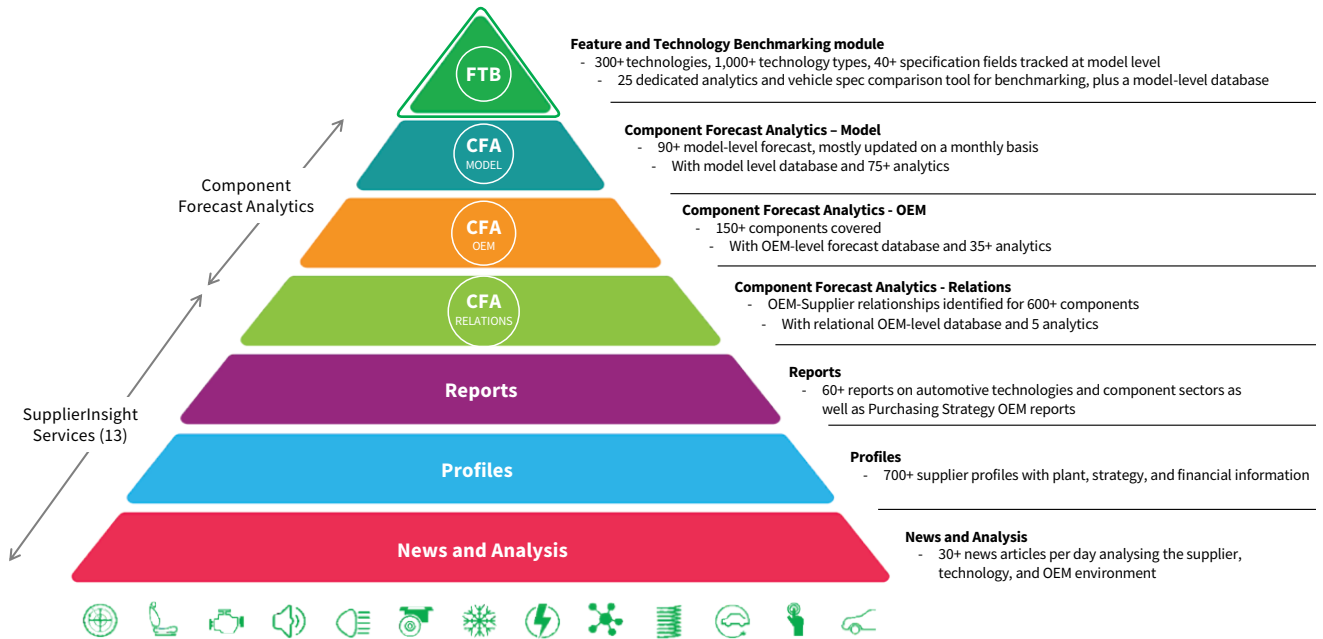


Evaluate market share by technology



Query and export 300+ technologies at model level

# Automotive Supply Chain and Technology portfolio



Learn more at [ihsmarkit.com/ftb](https://ihsmarkit.com/ftb) or email [automotive@ihsmarkit.com](mailto:automotive@ihsmarkit.com)

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## About IHS Markit

IHS Markit (NASDAQ: INFO) is the automotive industry's leading source for market-wide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise span every major market and the entire automotive value chain—from product planning to marketing, sales, and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 14,000 colleagues in 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.