



IHS AUTOMOTIVE

Light Vehicle Sales Operations Forecast

Understand the impact of the latest actuals on your full year sales performance

Vehicle launches occurred at their highest levels ever during 2013–15.

Growth in mature markets is flattening, making competition even more fierce.

Only IHS Automotive provides a three-year Sales Operations Forecast that is released within days of actuals becoming available, enabling you to quickly adjust your strategy.

As market growth flattens, competition intensifies. In this environment, quick forecast updates are essential to making swift tactical adjustments and driving successful operational growth. Regional OEM headquarters and national sales companies (NSCs) need immediate answers on how the latest vehicle actuals will impact their full year sales planning.

The IHS Automotive Sales Operations Forecast provides three-year forecasts available within days following the release of monthly actuals. Updated 12 times per year, the Sales Operations Forecast greatly enhances an automaker's ability to adapt its short-to-midterm plans, better achieve future sales targets, and benchmark against its competitors. The forecast enables users to:

- Determine future market volumes/sales targets
- Check current performance against planned targets and identify future segment white space
- Assess market potential for future vehicle introductions at model and body-type levels
- Analyze and forecast segment and body-type trends
- Anticipate the impact of a competitor's new vehicle launch on your brand's volumes

Forecast deliverables

- Current plus three-year forecasts at the national level down to segment, nameplate, and (optional) body type
- Updated 12 times per year, within days of sales actuals being released
- Available by country

From an unrivaled provider

With the acquisition of Polk in 2013, IHS Automotive is the largest independent provider of automotive sales and registrations data and a reporting standard within many OEMs. The Sales Operations Forecast is built upon those datasets and allows a seamless analysis from the past into the future. Our forecasts are supported by the following:

- An unmatched network of local analysts on the ground in key markets available to discuss your questions about forecast assumptions
- An unrivaled level of focus and expertise
- Forecasts drawn upon our award-winning in-house macroeconomic forecasting data

Optional add-on capabilities

- Body-type forecast
- Forecast extensions
- Short-term forecast simulation tool
- Client-specific segmentation
- National new vehicle registrations
- Regional new vehicle registrations
- Custom market reporting

The Light Vehicle Sales Operations Forecast is part of a suite of solutions that helps OEMs' national sales companies optimize sales and increase market share. Our offerings include the following:



IHS AUTOMOTIVE
driven by **POLK**



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. For more information, please visit www.ihs.com/automotive or email automotive@ihs.com.