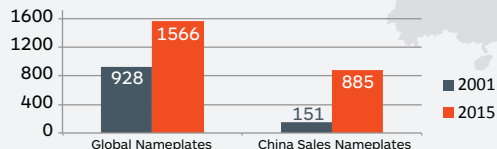


Around the globe nameplates have grown, but China leads with a 486% increase

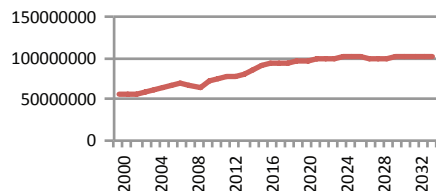
486%
increase



The market growth challenge

In an environment of flattened growth, companies will be significantly challenged to grow share as more competitors enter the market

Global new vehicle sales in a IHS city-constrained scenario



34%
of Millennials
would prefer



in-car radio or infotainment systems designed by Apple or Google. The race to content your product to win over the next generation is critical.

How will you deal with increased competition?

IHS AUTOMOTIVE
driven by POLK



With more models to choose from and fewer buyers than cars, the battle for market share will only get fiercer. IHS can help. From deep market analysis and network and field enablement solutions to loyalty analytics and purchase predictors, we can provide the edge you need to maintain and grow market share.

Learn more:
www.ihs.com/automotive

15% in-segment or **33%** outside competitive segments

Increasingly, conquests have become a major sales strategy for OEMs. But the automakers' may focus too much on a model's direct competitive segment. More conquest sales come from outside the traditional competitive segment (33% of total model sales) compared with in-segment (15% of total model sales).

Influencing top of funnel is key!

83% of visitors have one specific make in mind by the time they visit a dealer's website

Makes viewed by % of visitors

- 1: 83.1%
- 2: 10.8%
- 3: 3.3%
- 4: 1.4%
- 5: 0.7%

Sample size: 245,000 unique visitors who viewed at least one new vehicle on a Dataium-coded automotive website.

42% 

of 2014 new vehicle sales to US consumers were to loyal households. Strong loyalty performance equals less reliance on more expensive conquering efforts.