



IHS Markit™

Trucking Industry Profile (TIPNet)

A Clearer View of the Commercial Vehicle Industry

To truly understand how you're doing against your competition in the industry, you need to have a clear view of the market. IHS Markit's TIP®Net 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 in North America. TIPNet will assist in identifying your best areas of opportunity and provide actionable information to help drive your business.

A High Horsepower Software Tool to Help Improve 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/carrier type/local and national fleet size

TIPNet helps you with:

- Performance measurement
- Market segmentation
- Market research
- Product development
- Fleet profiles (purchasing patterns, brand loyalty, defection)
- Data book position
- Parts and Service analysis and sales
- Prospecting
- Warranty analysis
- Dealer site locations
- Used truck analysis and sales
- Recall campaigns



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New vehicle registration



Vehicles in operation

For additional information, please visit www.ihsmarket.com or email automotive@ihsmarket.com

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Automotive solutions from IHS Markit

Automotive offerings and expertise at IHS Markit 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 15,000 colleagues in 150 countries, covering automotive, energy, chemical, aerospace and defense, maritime, financial, technology, media and telecommunications.