



Commercial Vehicle Loyalty[®] and Competitive Threat Alert

Improve Customer Loyalty and Drive Conquest success

Growing your commercial and fleet business requires that you keep your existing customers loyal while focusing on the right conquest opportunities. This necessitates a keen awareness of the actions and habits of your customers and prospects.

IHS Markit's Commercial Vehicle Loyalty Analysis will help you easily identify :

- Who is remaining loyal to a brand
- Where defectors are going
- Which are the best conquest targets
- Fleet buying habits
- Performance trends
- Direct mail/prospecting opportunities

Call us today at
+1 800 447 2273
and discover how IHS Markit's Commercial Vehicle Loyalty Analysis can have an impact on your business.

For more information
www.ihsmarkit.com/trucks

IHS Markit offers the industry's only fact-based measurement of loyalty in the commercial vehicle marketplace designed specifically for medium- and heavy-duty vehicle and engine original equipment manufacturers. Across the industry, down to the manufacturer, make, model and engine, these insights provide detailed loyalty, conquest and defection information about all customers, not just the largest fleets, with 5-year trending, enabling:

- Understand and compare owner loyalty by brand and customer
- Analyze and optimize efforts for conquest growth opportunities
- Plan preemptive actions against potential defectors
- Win back former loyal customers who recently purchased from a competitor
- Develop retention programs for loyal customers
- Isolate loyalty trends over time for tracking purposes
- Analyze loyalty drivers

Powerful information? You bet. Identifying the strengths and weaknesses in your customer base will allow you to plan and prepare with confidence, targeting specific buyer groups to retain and grow vehicle volumes and market share.

This information is available on a national, regional or dealer level. Customize the information enabling loyalty activity from the most valuable perspective—yours!

Geography:

- US/State/County/ZIP Code
- Designated Market Area (DMA^{®*})

Vehicle Detail:

- Year Model
- Company/Make/Series/Model
- Cab Configuration
- Engine Manufacturer/Engine Model
- GVW
- Fuel Type

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