

Media mentions

424 Media appearances in T1 outlets globally

~22% of the total mentions featured S&P Global Mobility in either the headline or lead paragraph

-45% Mar 26 vs Mar 25 (616)

Relevant Stories

FINANCIAL TIMES

Matt Weiss, vice-president of analytics and pricing solutions at S&P Global Mobility, noted increasingly price-sensitive customers were showing less loyalty to brands, forcing companies to spend more on incentives to retain or attract consumers who are increasingly likely to shop around. He estimated carmakers would be forced to spend \$50bn-\$60bn on incentives in the US this year.

NIKKEI Asia

Masanori Matsubara, senior analyst at S&P Global Mobility, said advantages to the three-way partnership included "serving as a testing ground for autonomous driving technology, having a track record of commercialization and branding."

"Discussions on autonomous driving often focus primarily on the technology itself," S&P's Matsubara said, "but fundamentally, we should be examining whether it can be viable as a private enterprise or as public infrastructure."

"It will take considerable time to achieve profitability and safety standards, making it a reliable public transportation infrastructure. Therefore, I view this as a phase where opportunities remain open to every player."

Strategic Impact

Media Presence: March coverage cemented our authority, centered on Volvo's landmark Level 5 SDV certification. This event validated our assessment framework and positioned us as the essential third-party validator for automotive technology.

Experts in the Spotlight: Our analyses and data were the primary focus, positioning S&P Global Mobility as the essential intelligence provider for navigating market trends (e.g., EV demand) and making risk-informed decisions.

Key Media themes:

- **SDV Leadership & Certification:** Solidified our SDV rating system as the industry benchmark, driven by Volvo's landmark Level 5 achievement.
- **Authoritative Intelligence:** Positioned as the go-to source for data and insights that enable risk-reduced decision-making.
- **Market Forecasting:** Provided key analysis on U.S. auto sales and evolving EV market dynamics.

mint

Volkswagen Group yet to finalise India EV strategy as rivals accelerate

Ayaan Kartik | 4 min read | 18 Mar 2026, 06:00 AM IST



CNBC Infiniti hopes new SUV can turn around fortunes in the U.S.

Infiniti has been in a "product lull" for a while, said **Stephanie Brinley**, principal automotive analyst at S&P Global Mobility.

"They've changed, of course, a couple of times over the last few years," she said. "And Nissan, the parent company, has had a lot on its plate. While the intent to support Infiniti is there, it has faltered a little bit."



Media attended

13 Tier-1 APAC/Japan journalists

86% of RSVPs including



Snapshots of the Day



Topics Discussed



Global Sales/Production Outlook

Henner Lehne

Vice President, Global Forecast & Research Group



Japanese OEMs Strategic Transformation

Masatoshi Nishimoto

Research and Analysis Associate Director,
Japan and South Korea Light Vehicle Production Forecasts



Global Powertrain Outlook

Toru Hatano

Associate Director Research Analyst, Automotive,
Japan Powertrain and Compliance

Coverage by Sankei

