



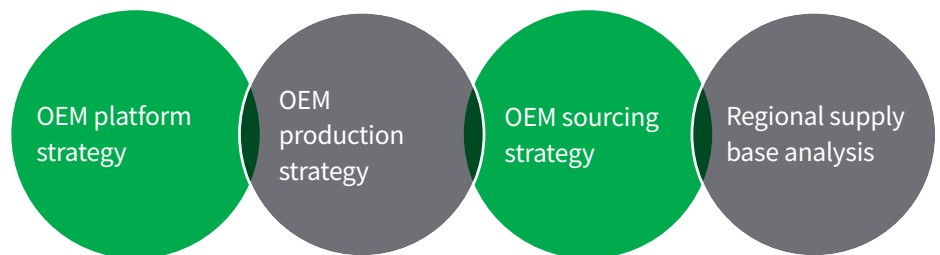
OEM Strategy Service

Access an OEM's purchasing strategy, production forecasts, global footprint, supplier relations experiences, and SWOT (strength, weakness, opportunity, and threat) analysis.

OEMs' sourcing, investment, and production strategies are molded by a complex mix of interdependent factors, ranging from the outlook of local demand, trade tariffs, and supply base availability to OEMs' technological and platform strategies. As the supply base becomes increasingly global, new opportunities are emerging for OEMs to optimize their sourcing cost structure by tapping suppliers in cost-competitive countries. In addition, the deployment of new modular vehicle platforms creates significant economies of scale for OEMs. This affects current sourcing structures, raising the risks for suppliers to win big or lose big, and even threatens the very existence of some component manufacturers.

IHS Markit's OEM Strategy Service provides insight, context, data, and analytics on OEM sourcing and production strategies and analysis of local supply base development in various regions and countries.

Broad topics covered



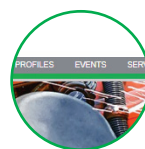
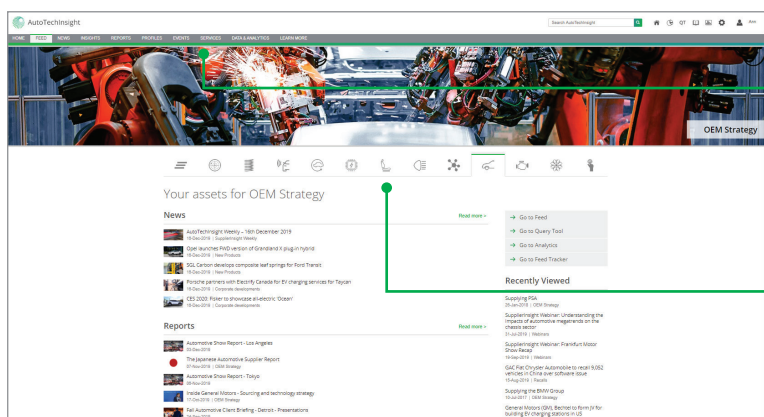
OEM strategists and planners use the service to

- Benchmark their sourcing strategies
- Understand their sourcing potential in emerging countries

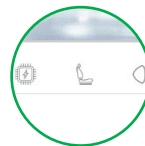
Supplier strategists and planners use the service to

- Monitor the sourcing and platform outlook of their current customers
- Decipher key sourcing patterns and strategies of new ones

Available through AutoTechInsight:



Drop-down menu to quickly and easily access News & Insights, Reports, Supplier Profiles, Services, Data & Analytics, Events and more.



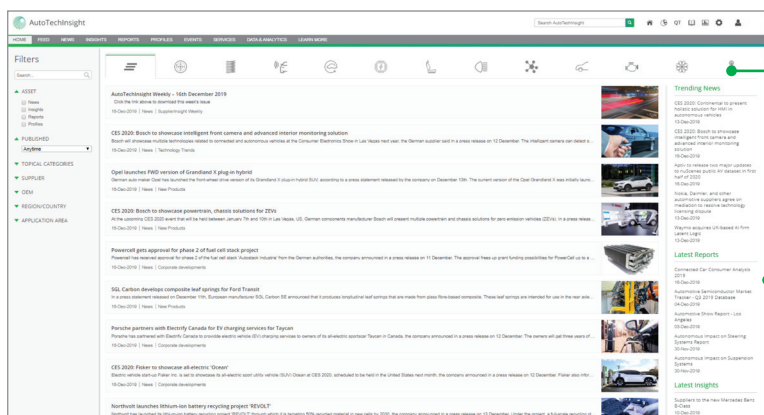
Home page dedicated to your subscription and purchased content.



Tabs for all 12 services where you can filter down and explore each service in detail.



View trending news.



The **OEM Strategy Service** is part of a suite of vehicle contenting services. Delivered through AutoTechInsight, an IHS Markit automotive strategy and planning solution, the service provides a view into current automotive trends and future demand through

- Sector news and insights
- Topical reports
- CFA-Relations (OEM-Supplier relationships, both analyst and survey-based researched databases)
- Access to analysts and webinars
- Supplier profiles (optional add-on)

Schedule a demo: ihsmarkit.com/autotechinsight

Browse all AutoTechInsight assets: autotechinsight.ihsmarkit.com

CUSTOMER CARE AMERICAS

T +1 800 447 2273
+1 303 858-6187 (Outside US/Canada)

CUSTOMER CARE EUROPE, MIDDLE EAST, AFRICA

T +44 1344 328 300

CUSTOMER CARE ASIA PACIFIC

T +604 291 3600

E CustomerCare@ihsmarkit.com

About IHS Markit (www.ihsmarkit.com)

IHS Markit (NYSE: INFO) is the automotive industry's leading source for marketwide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise 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 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.