



AUTOMOTIVE

Light Vehicle Sales Forecast

Drive better business decisions with insights into market demand, segment growth, and competitive dynamics.







Unrivalled detail for 97% of the world's light vehicle sales

The Light Vehicle Sales Forecast is built on a thorough examination of the automotive industry from a demand perspective. Using a disciplined forecasting methodology, our expert team of industry analysts marries macroeconomic and statistical analysis with segment trends, brand strategies, model life cycle stages, future model plans, consumer behaviors, and production capacity constraints. Clients use the forecast to analyze

OEMs

- Sales volume planning
- Market trends
- Segment trends
- Competitive product intelligence
- Competitor market entry timing
- Market share assessment

Suppliers

- OEM customer growth analysis
- Segment trends for supplied component and technology adoption
- Regional adoption paths for supplied component and technology growth

Financial institutions

- OEM financial success
- OEM market share assessment
- OEM brand strength analysis

Government agencies

- The size of domestic markets
- Taxation revenue forecasts
- Formulation of safety and emissions regulations

Logistics companies

- Sales destinations mapped to production source
- Unit volumes and frequency of shipment for revenue and capacity forecasts
- Vehicle container sizing

Seven-year forecast plus optional add-on modules

Unmatched coverage: Base Forecast

The Light Vehicle Sales Forecast from IHS Markit provides a level of detail unrivaled in the industry.

The Base Forecast features

- Seven-year forecast horizon (current year plus seven) and 10 years of historical data
- In-depth analysis for regional and country economics, sales, regional and global vehicle segmentation, OEMs, product cycles, market-entry timing, sales strategies, and more
- Comprehensive geographic coverage of 75+ sales countries across 11 regions, representing more than 97% of global light vehicle sales volume
- Total industry volume for 99 countries plus the rest of the world
- Extensive field coverage, including sales region, market, and country; strategic OEM group, sales parent, brand, and nameplate; design parent, platform, and program code; global segmentation, regional segmentation, and price class; and regional production origin

The Light Vehicle Sales Forecast is updated twice per quarter. Data are delivered in quarterly buckets.



Cycle-Plan Charting Module

Create successful, next-generation product strategies that put you ahead of your competition.

The forecast includes

- Start-of-sales/end-of-sales date fields for each vehicle/body type combination per sales country for 75+ countries
- Global product portfolio timing charts for major global OEMs
- OEMs' offered portfolio timing charts for top-30 geographic sales battlegrounds
- In-segment timing charts for all competitive offerings across each of the 30 countries
- Updates twice per quarter



Import Sourcing Module

Understand how OEMs production-source the vehicles they sell in markets around the world. Prepare for future shifts in market demand, understand the competitive landscape, assess and control business costs, and minimize inventory and sales gaps. The Import Sourcing Module provides additional forecasts and analysis by

- Manufacturer and manufacturer group
- Production region, market, country, and plant
- Design creator of vehicle
- Platform engineering group
- Production brand and nameplate

Import Sourcing is updated twice per quarter; data are delivered in quarterly buckets.



Contingency Forecasts Module

It provides high- and low-band sensitivity forecast scenarios for key drivers including oil prices, political unrest, macroeconomic factors, and more to help you assess and manage sales performance under alternative market conditions. Perform critical contingency planning with

- Two alternative model-level forecasts with the same detailed fields as our Base Sales Forecast
- A narrative describing alternative economic/demand conditions and the high-level effects on regions and their segments
- “Delta” calculations for analysis of market, segment, and vehicle sales mix changes compared with the Base Sales Forecast

Contingency Forecasts are updated once per quarter. Data are delivered in quarterly buckets.



Body Type Module

It provides forecasts for the sales of different models by body type (vehicle silhouette) across 75+ countries by vehicle body type, regional subsegment, and regional price class. The module is updated twice per quarter; data are delivered in quarterly buckets.



Advisory

Need a more customized solution? Add in one of our advisory offerings:

- Custom segmentation
- On-site workshops
- Portfolio-planning scenarios including vehicle positioning assessment
- Luxury and high-performance vehicle forecast
- Sales scenarios including alternative propulsion trends



Long-Term Forecast Simulation Tool Module

Create “what-if” simulations to anticipate and plan for alternative futures. The tool is available for 60+ countries, contains cycle-plan intelligence, and can include client’s custom segmentation.

- Modify market attributes: Total industry volume and segment sizing, cyclical and seasonal patterns, outlier events (natural disasters, supply shortages)
- Adjust product attributes: Product cycle-plan events and times (add, remove, adjust), vehicle life cycle sales curves/patterns, and competitive vehicles’ proximity impact



12-year Extension Module

Access an additional five years of economic and demographic-driven forecasting and analysis for your long-term planning needs. The forecast is updated twice per quarter and can be added on to the Base, Import Sourcing, and Body Type forecasts.



Vehicle List Price Forecast

Provides a seven-year forecast of model level pricing by volume-weighted average selling price. Pricing includes range covering entry to premium for passenger cars sold in China, United States, and the Europe top-5 (Germany, United Kingdom, France, Italy and Spain).

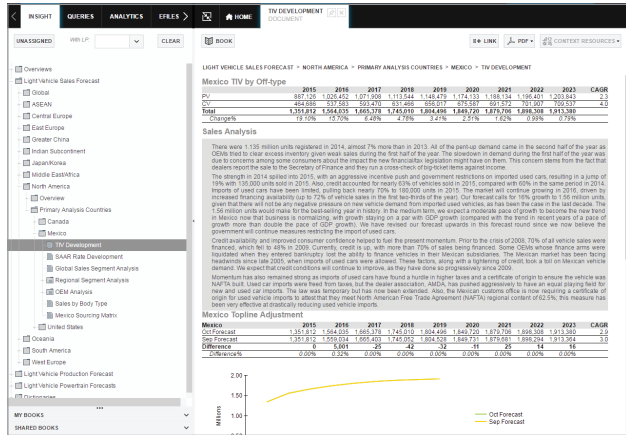


Monthly Volumes Module

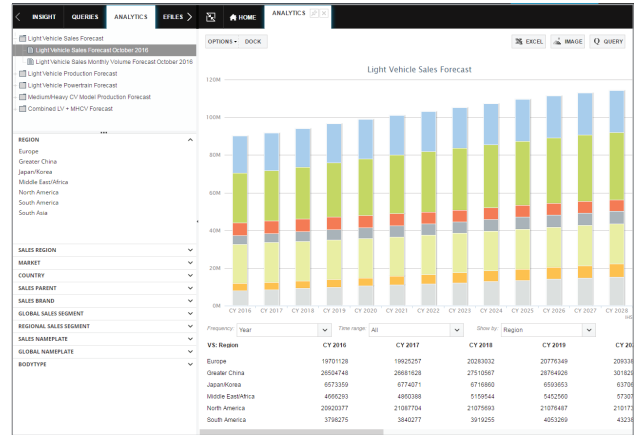
View Sales and Body Type Forecasts in monthly data buckets for the current year plus two forecast years. History can be viewed in monthly buckets from 2007.

Inform your complex product-planning decisions with deep coverage, unmatched insight, and advanced analytical tools

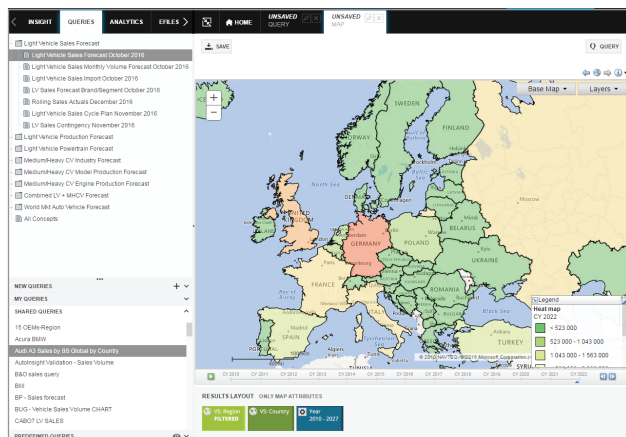
The Light Vehicle Sales Forecast and most modules* are delivered via AutoInsight, a proprietary web application.



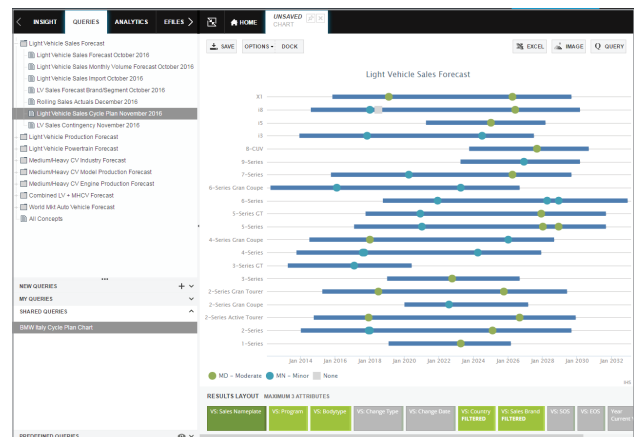
Access detailed **Insights** including OEM sales by segment, nameplates, and body type. Vehicle timing and a sourcing matrix are also available.



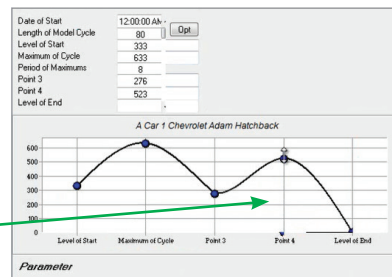
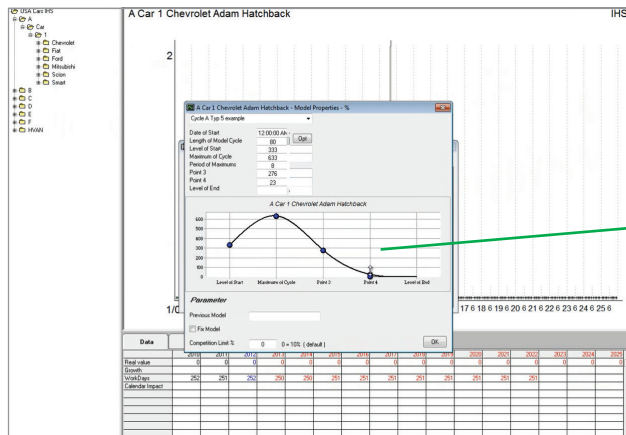
Using interactive “drawers,” the **Analytics** tab allows you to explore the forecast. Click on the interactive graph to dive deeper and adjust the chart to view by attribute.



Create heat map **Queries**. The heat map provides animation to view changes over the forecast horizon.



Query forecast cycle-plan charts.

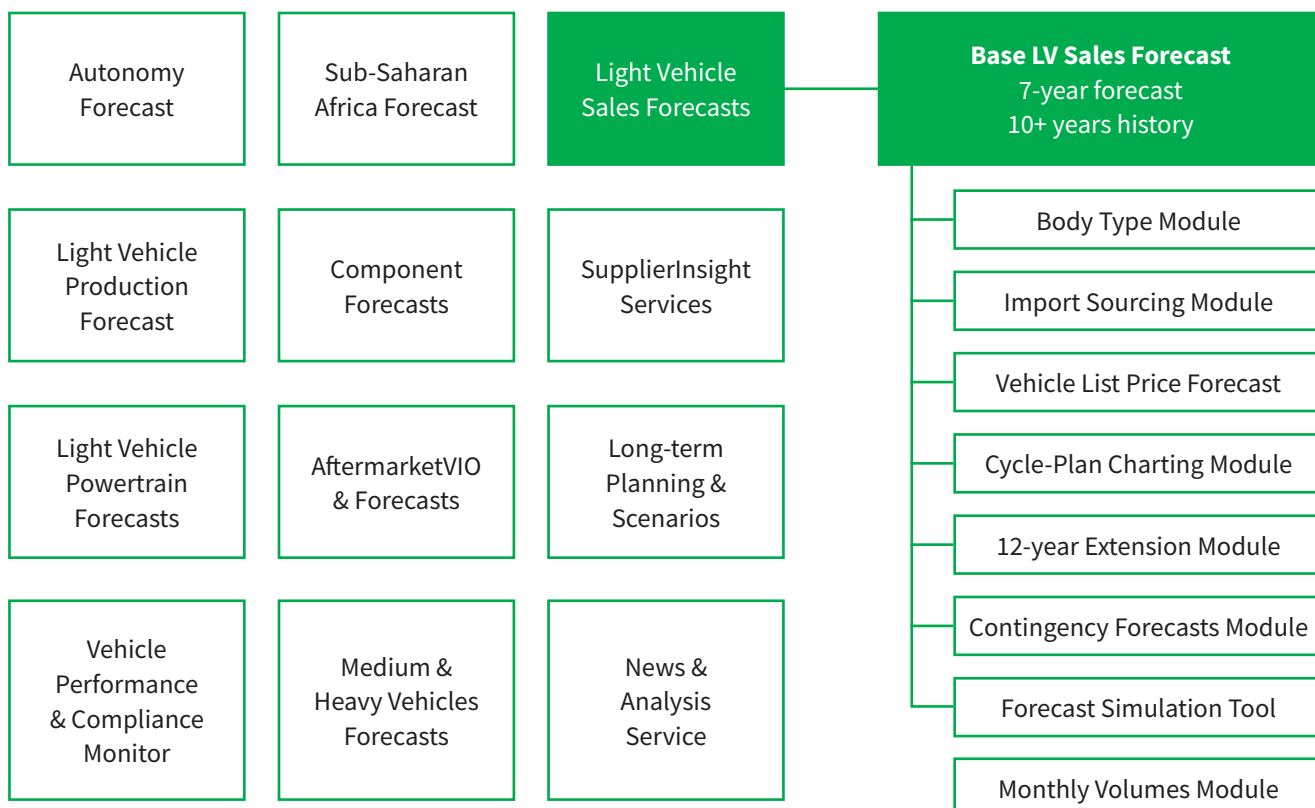


*The **Forecast Simulation Tool** is a stand-alone software that enables you to modify and adjust attributes. For example, reshape a life cycle curve by dragging the line, and then recalculate the forecast.



Need even more information?

The Light Vehicle Sales Forecast is one of several forecast planning solutions offered by IHS Markit. Our full portfolio of product-planning solutions includes



About IHS Markit

IHS Markit (NYSE: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 80 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

For additional information:

E automotive@ihsmarkit.com

[ihsmarkit.com/automotive](https://www.ihsmarkit.com/automotive)