

Vehicle List Price Forecast Module

How do you establish list prices for future vehicle launches?

As automakers plan future vehicle launches, it is important to understand what competitive vehicles will be available and at what list price they will be marketed. The Vehicle List Price Forecast enables customers to anticipate future competitive environments, position list prices for new model launches into competitive clusters, understand which technologies are tied to list price and identify pricing windows for which few or no competitive models exist.

The forecast, an add-on module to the Light Vehicle Sales Forecast (with body type module) or the Light Vehicle Powertrain Sales Forecast, adds key price dimensions into the demand volume forecast. The module includes:

- Seven-year forecast, updated quarterly
- Prices predicted bottom-up by model and body type level
- Price forecast trends by country, segment, OEM, underlying technology assumption and vehicle
- Coverage of China, the United States and the top-five European countries (France, Germany, Italy, Spain and the United Kingdom)



The only commercially available model-level vehicle price forecast



Covers 60% of global vehicle demand



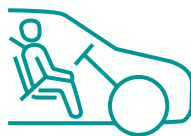
Seven-year forecasts for vehicle models by body type level

With the Vehicle List Price Forecast module, you will be able to:



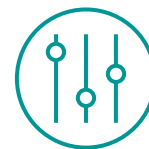
Price forecast trend analysis

- Benefit from a bottom-up price evaluation
- Review price forecast trends
- Understand how new technologies are impacting vehicle pricing



Vehicle positioning assessment

- Prepare new-model launches into a competitive cluster
- Understand competitive price positioning
- Test product or market entry feasibility
- Understand how your competitors are setting pricing for future vehicle launches
- Capitalize on any pricing differentiation

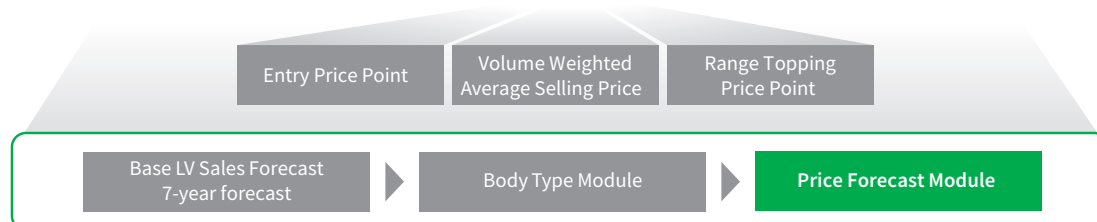


Product portfolio revenue evaluation

- Support portfolio revenue assessments and forward-looking decision making
- Analyze product portfolios from a revenue perspective
- Assess the value share of individual vehicles within a brand's model line up

The Vehicle List Price Forecast module enhances the Light Vehicle Sales Forecast by adding key price dimensions into the demand volume forecast.

Process and Forecast Result														
Brand	Nameplate	Bodytype	Vehicle Platform	Vehicle Program	Global Sales Segment	Propulsion System Design	Plug-in	Fuel Type	Engine ccm	Engine kW	Battery kWh	Transmission	Driveline	Price €
BMW	X3	SUV	LK	G01	D	Electric Plug-In	yes	Electricity	n.a.	n.a.	50	Reduction	4WD	58,000
BMW	X3	SUV	LK	G01	D	Electric Plug-In	yes	Electricity	n.a.	n.a.	60	Reduction	4WD	65,000
BMW	X3	SUV	LK	G01	D	Electric Plug-In	yes	Electricity	n.a.	n.a.	90	Reduction	4WD	75,000
BMW	X3	SUV	LK	G01	D	Hybrid-Full Plug-In	yes	GAS	1998	141	9.2	Automatic	4WD	54,600
BMW	X3	SUV	LK	G01	D	ICE: Stop/Start	no	GAS	1998	141	n.a.	Automatic	4WD	45,000
BMW	X3	SUV	LK	G01	D	Hybrid-Full Plug-In	yes	GAS	1998	145	15	Automatic	4WD	55,200
BMW	X3	SUV	LK	G01	D	Hybrid-Mild	no	GAS	1998	145	0.6	Automatic	4WD	46,500
BMW	X3	SUV	LK	G01	D	Hybrid-Mild	no	GAS	1998	200	0.6	Automatic	4WD	54,500
BMW	X3	SUV	LK	G01	D	ICE: Stop/Start	no	GAS	1998	195	n.a.	Automatic	4WD	53,200
BMW	X3	SUV	LK	G01	D	Hybrid-Mild	no	GAS	2998	280	0.9	Automatic	4WD	72,500
BMW	X3	SUV	LK	G01	D	ICE: Stop/Start	no	GAS	2998	265	n.a.	Automatic	4WD	69,300
BMW	X3	SUV	LK	G01	D	ICE: Stop/Start	no	GAS	2998	340	n.a.	Automatic	4WD	84,900
BMW	X3	SUV	LK	G01(2)	D	Electric Plug-In	yes	Electricity	n.a.	n.a.	60	Reduction	4WD	59,000
BMW	X3	SUV	LK	G01(2)	D	Electric Plug-In	yes	Electricity	n.a.	n.a.	90	Reduction	4WD	70,000
BMW	X3	SUV	LK	G01(2)	D	Hybrid-Full Plug-In	yes	GAS	1998	145	20	Automatic	4WD	54,000
BMW	X3	SUV	LK	G01(2)	D	Hybrid-Mild	no	GAS	1998	145	1	Automatic	4WD	49,200
BMW	X3	SUV	LK	G01(2)	D	Hybrid-Mild	no	GAS	1998	205	1	Automatic	4WD	57,500
BMW	X3	SUV	LK	G01(2)	D	Hybrid-Mild	no	GAS	2998	290	1	Automatic	4WD	75,400
BMW	X3	SUV	LK	G01(2)	D	Hybrid-Mild	no	GAS	2998	360	1	Automatic	4WD	90,300



CUSTOMER CARE

NORTH AND SOUTH AMERICA

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

EUROPE, MIDDLE EAST AND AFRICA

T +44 1344 328 300

ASIA PACIFIC

T +604 291 3600

E CustomerCare@ihsmarkit.com

Automotive solutions from IHS Markit

IHS Markit (Nasdaq: INFO) is the automotive industry's leading source for market-wide 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.

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 12,000 colleagues in 150 countries, covering energy, chemical, aerospace and defense, maritime, financial, technology, media and telecommunications. For additional information, please visit www.ihsmarkit.com or email automotive@ihsmarkit.com