

Media mentions

583 Media appearances in T1 outlets globally

~28% of the total mentions featured S&P Global Mobility in either the headline or lead paragraph

-36% Apr 26 vs Apr 25 (913)

Relevant Stories



NEWS

General Motors [Add Topic +](#)

Your car's VIN tells its life story and could predict its future

"It's crucial information to know what features are selling or track problems" with a component or technology," S&P Global Mobility automotive analyst [Tom Libby](#) told me.

For example, automakers or regulators can crunch the data from a huge number of VINs to see whether a specific part, supplier, or feature is related to a particular issue.



Ford revises its full-year EBIT forecast upward in 26 even if aluminum prices soar

In a note to clients, JPMorgan analyst Ryan Brinkman cited [S&P Global Mobility](#) data as of mid-April and pointed out that the estimated production of the F-series pickup truck in the first quarter was down 12% year-on-year, a higher-than-expected decline. On top of that, he said, "Ford may be struggling to recover from the effects of the Novelis factory fire more than originally expected."



Luxury carmaker BMW imported fewer cars to U.S. than the Detroit 3

On April 20, S&P Global Mobility released its data on the number of imported finished vehicles for 2025. [Stephanie Brinley](#), a principal automotive analyst at the auto data and forecasting firm, declined to provide the import data for 2024 for comparison to see which automakers tweaked their domestic production due to tariffs. But she said tariffs did cause some companies to import fewer vehicles.

Strategic Impact

Media Presence: April coverage reinforced our position as the authoritative voice on automotive manufacturing and trade, driven by high-impact data citations regarding North American supply chain shifts and production forecasts. Our insights were critical in contextualizing the evolving trade policy landscape and its direct impact on OEM manufacturing strategies.

Experts in the Spotlight: Our spokespeople—specifically Henner Lehne, Stephanie Brinley, and Anuar Mendez—were positioned as essential industry navigators, providing the granular data needed to interpret complex market shifts.

Key Media themes:

- **Trade & Manufacturing Strategy:** Highlighted our role in analyzing the impact of tariff shifts and cross-border production integration, particularly within the US-Mexico-Canada automotive corridor.
- **EV Market Normalization:** Positioned us as the lead analysts on the industry-wide recalibration of EV production and the ongoing challenges regarding consumer adoption and infrastructure.
- **Vehicle Affordability & Aging:** Leveraged our proprietary data to frame the debate on the record-high average age of vehicles and the economic pressures influencing current consumer purchasing behavior.

