2021 AUTOMOTIVE-HOSTED THOUGHT-LEADERSHIP EVENTS

Topical e-briefings (English)

GLOBAL FOCUSED
- 20 January – CES & 2021 Outlook
- 4 February – Material Trends in Body-in-White
- 11 March – Using Data Analytics to Prepare for EVs
- 16/17 June – Net Zero 2050
- 16 September – IEB Auto Tech Briefing

EMEA FOCUSED
- 26 January – Empowering the Spanish Automotive Industry
- 3 September – Understand the Intelligence Vehicle

SOUTH EAST ASIA & INDIA FOCUSED
- 23 March – Future of Automotive Interiors
- 20 April – Micro mobility and New Segments
- 18 May – ASEAN Powertrain and Electrified Vehicle Outlook
- 15 June – Supply Chain Dynamics of Electrified Powertrain Components
- 13 July – ADAS and Semiconductor Strategy by Indian OEMs
- 10 August – Car Connectivity in India
- 7 September – India Powertrain Outlook
- 12 October – Chassis Technology Market
- 16 November – India MHCV Forecast
- 14 December – Future of MaaS in India to 2050

AMERICAS FOCUSED
- 3 February – Automotive US Brand Performance Review
- 30 March – US Automotive Aftermarket
- 15 April – Automotive Loyalty Summit (US)
- 21 April – Mexico Automotive Aftermarket
- 17 June – Quarterly Loyalty Review
- 22 June – PDM: Data-Driven Audience Strategy for dealers
- 22 July – A Marketer’s Guide: Inventory Constraints
- TBD July – PDM: Polk Audiences
- TBD August – PDM: Cookieless measurement
- TBD September – PDM: 1st Party vs. 3rd Party Data
- TBD September – A Marketer’s Guide: EV World
- TBD October – PDM: Conquest- How to build a strategy
- TBD November – PDM: Service-Targeting for your service drive
- TBD December – A Marketer’s Guide: What to expect in 2022

*Polk Dealer Marketing (PDM)

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2021 AUTOMOTIVE-HOSTED THOUGHT-LEADERSHIP EVENTS

Asia Pacific local language webinars

CHINA
• 25 January – China Light Vehicle Production Outlook Post COVID-19 (Invitation only)
• 16 April – Connected Vehicles: The Major Trends in China
• 30 April – A Market Outlook Towards Advanced Light Weighting Materials’ Application on Passenger Vehicles
• 14 May – China Powertrain Outlook
• 24 May – China Light Vehicle Sales Outlook Post COVID-19 (Invitation only)
• 11 June – Component Market and Future Trend in Interior Domain
• 9 July – China MHCV Market Overview and Outlook
• 6 August – ‘Over the Air Updates in Automotive
• 3 September – Importance of Digital Control on Service Marketing Business
• 27 September – China Sales and Production Outlook (Invitation only)
• 15 October – How Will CASE Impact the Automotive Aftermarket?
• 12 November – 2021 China NEV Passenger Vehicle Market Outlook
• 10 December – The Future of the Light Commercial Vehicle Market

JAPAN
• 17 February – Emerging ADAS Market Growth Area
• 29 March – COVID-19 Impact Both on Domestic Sales and Production Markets in 2020-2022 (Invitation only)
• 14 April – The Future of the Light Commercial Vehicle Market
• 12 May – US Regulatory Trends and Future Possibilities
• 8 July – A Market Outlook towards Advanced Light Weighting Materials’ Application on Passenger Vehicle
• 26 July – Japan Automotive Industry in the Post COVID-19 Era Towards 2030 (Invitation only)
• 4 August – OTA Market Outlook and Technology Trend
• 1 September – The Perspective of how Chinese Policies Accelerate the Evolution of Electrification of Automotive Industry
• 6 October – Outlook on Virtual Personal Assistant (VPA) in Vehicle
• 22 November – Japan Sales and Production Market Outlook (Invitation only)

KOREA
• 18 February – Autonomy
• 22 February – South Korea Light Vehicle Sales Outlook Post COVID-19 (Invitation only)
• 15 April – Energy Storage Device
• 10 June – 2021-2030 Light Vehicle GHG & Fuel Economy Regulation - South Korea
• 21 June – South Korea Premium Brands Outlook (Invitation only)
• 8 July – A Market Outlook towards Advanced Light Weighting Materials’ Application on Passenger Vehicle
• 5 August – Over the Air [OTA] Market Outlook and Technology Trend
• 2 September – The Rise of Domain Controllers in the next 10 years
• 25 October – South Korea Light Vehicle Sales Analysis for 2021 and Beyond (Invitation only)

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2021 AUTOMOTIVE-HOSTED THOUGHT-LEADERSHIP EVENTS

Client webinars and events (English and Local Language) – Invitation only

GLOBAL WEBINARS

LIGHT VEHICLE SALES AND PRODUCTION WEBINARS
- 21 January
- 18 February
- 18 March – Special Topic: Semiconductors
- 20 April
- 18 May
- 22 June
- 20 July
- 18 August
- 20 September
- 19 October
- 16 November
- 14 December

MEDIUM AND HEAVY COMMERCIAL VEHICLE WEBINARS
- 24 February
- 27 May
- 26 August
- 18 November

AUTOTECHINSIGHT WEBINARS
- 20 January – CES & 2021 outlook
- 17 February – EV Charging Performance
- 10 March – Augmented Reality/Heads-up Display
- 24 March – Semiconductor Chip Shortages
- 7 April – Autonomy
- 5 May – R&D Study Update
- 26 May – Interior and Lighting
- 9 June – Low Voltage Batteries
- 30 June – Thermal Update
- 21 July – Over-the-Air
- 11 August – Consumer Surveys
- 1 September – Autonomous & Cockpit Domain Controllers
- 22 September – Software
- 6 October – Autonomy
- 20 October – Body-in-White
- 17 November – Virtual Personal Assistant & Acoustics
- 8 December – Chassis

CLIENT BRIEFINGS (VIRTUAL)
- 20 January – Europe (New Year's Briefing)
- 23 March – Americas
- 25 March – Asia
- September – Americas
- September – Europe
- October – Asia Pacific

REGIONAL WEBINARS

SOUTH EAST ASIA & INDIA (ENGLISH)
- 26 April – ASEAN/Oceania Auto Market & Production Outlook
- 23 August – India Sales and Production Market Outlook

CHINA (LOCAL LANGUAGE)
- 25 January – China Light Vehicle Production Outlook Post COVID-19
- 24 May – China Light Vehicle Sales Outlook Post COVID-19
- 27 September – China Sales and Production Outlook

JAPAN (LOCAL LANGUAGE)
- 29 March – COVID-19 Impact Both on Domestic Sales and Production Markets in 2020-2022
- 26 July – Japan Automotive Industry in the Post COVID-19 Era Towards 2030
- 22 November – Japan Sales and Production Market Outlook

KOREA (LOCAL LANGUAGE)
- 22 February – South Korea Light Vehicle Sales Outlook Post COVID-19
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