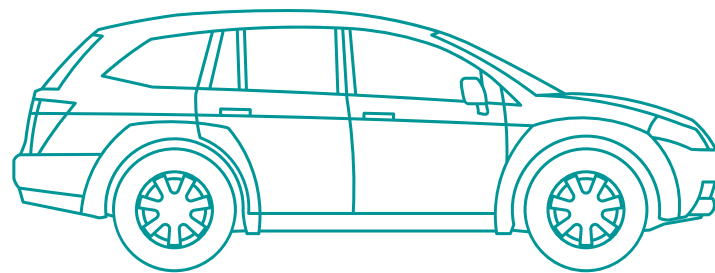


What list price hits the sweet spot for your new vehicle launch?



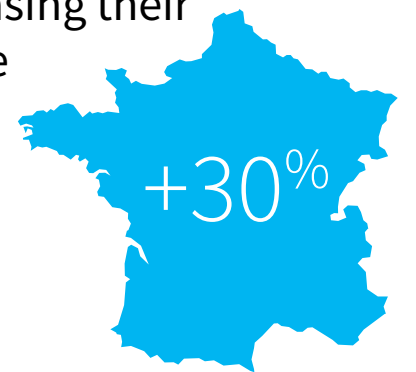
Vehicle list prices for Europe's top-5 volume countries are forecasted to grow by 16% on average over the next five year, driven by emission regulation, safety regulation and new connectivity feature requirements.



SUV models in the D-segment are on average up to 15% more expensive than traditional sedans.

Premium manufacturers still command a price premium. In France, this averages up to 30%.

Premium OEMs gained major volumes in recent years by increasing their portfolio footprint in the compact segment. This has put them in a competitive position against volume OEMs.



The IHS Markit Vehicle List Price Forecast enables customers to anticipate future competitive environments, position list prices for new model launches into competitive clusters, understand how new technologies are impacting list price and identify pricing windows for which few or no competitive models exist.

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