We deliver for the auto world

Actionable insights that lead to better decision making

We leverage technology and data science to provide **best-in-class analytics, forecasts, and consulting services** across the entire automotive supply chain.

Polk Automotive Solutions by S&P Global Mobility is where automotive marketers turn for **data-driven solutions, clarity and insights**.
Polk Automotive Solutions delivers complete consumer profiles

- 2020 Kia purchased in Savannah, Georgia
- Dealer: Kia Country of Savannah
- 2019 Honda CR-V
  - In year three of lease
  - Loyal to Honda
- HH exclusively purchases new vehicles
- Premium credit score
- Monthly payment is $700+
- Prime Life Stage
- HHI $500K+
- 2 Kids 5-12
- Garage always has mid-size SUVs, but not loyal to a brand
- 2018 Ford F150
  - In Savannah, Georgia
  - Services vehicle at JC Lewis Ford
Polk Data Enrichment
Strengthen first-party data with complete vehicle ownership and financial profiles

Leased a 2021 Ram 1500 from West Herr Chrysler Dodge RAM of Orchard Park, NY.

- What other vehicles do they own?
- What type of vehicle will they likely purchase next?
- What is their financial profile and current monthly payment?
- Is their lease coming to term soon?
- Are they loyal to a segment, make?