



IHS Markit®

## Features & Technology Benchmarking (FTB)

Unprecedented ability to compare automotive technologies and specifications product planning and strategy service



# Model by model technology benchmarking tool for today's vehicles. . .and tomorrow's

With hundreds of features across numerous components, it can be difficult to accurately benchmark how one vehicle stacks up against another. And that's just today. It becomes near impossible when considering future vehicles and new technologies that haven't even deployed yet. In the last six years, 75 new brands with cutting edge technology bundles have entered the light vehicle segment. How many will launch in the next six years and what features will they contain? More importantly, how will you keep track of it all and see how your vehicles compare?

**Feature and Technology Benchmarking, from IHS Markit, provides the most comprehensive coverage of vehicle by vehicle technologies available anywhere.**

300

technologies

1,000+

technology types

40+

specification fields

4000+

vehicles

25

analytics and a vehicle spec comparison tool

6

year forecasts

## The service helps answer questions such as

### Vehicle Benchmarking

- Which specifications are required to succeed in a market?
- Where does a specific vehicle compare against its segment peers on technology deployment?
- Which vehicle incorporates technology before the competition, giving it an advantage in the market?

### Brand Benchmarking

- Which brands achieve the highest penetration with lowest number of permutations in offerings or technical solutions?
- In which technology areas are OEMs/brands focusing?
- Do certain brands have a bias to certain technology areas?
- Which OEM is expected to have the offerings with the right technology choices to meet shifts in market demands?

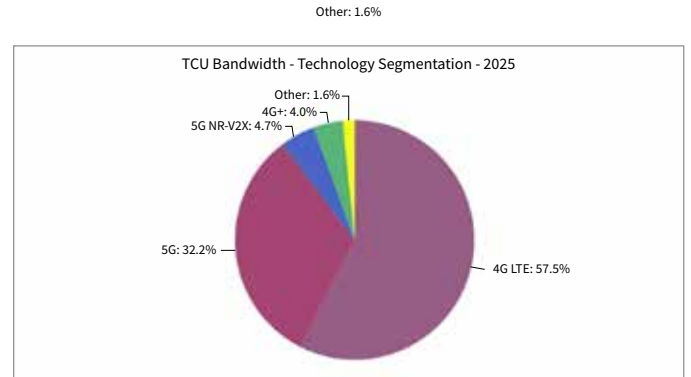
### Technology Benchmarking

- In which regions and segments will demand of specific technologies materialize?
- Which OEMs are more likely to adopt a specific technology?
- Which technologies are emerging in new vehicles?



## Comprehensive insights at your finger tips

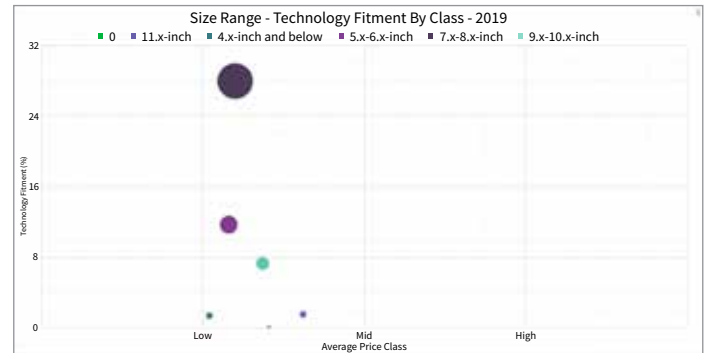
IHS Markit helps OEMs and suppliers understand current and future OEM technology bias and competitive positioning, along with emerging technology trends. Our Features and Technology Benchmarking (FTB) solution, housed on the AutoTechInsight portal, helps you identify which vehicle segments will adopt which technologies and provides insight into gaps in specific markets.



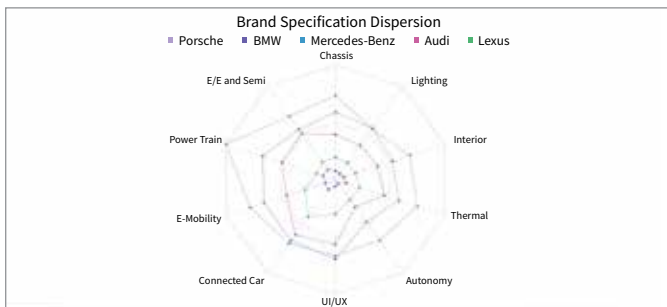
Evaluate market share by technology



Compare multiple features, technologies, and specifications across brands and vehicles (current and future)



Analyse the fitment of specific technologies across different vehicle price classes

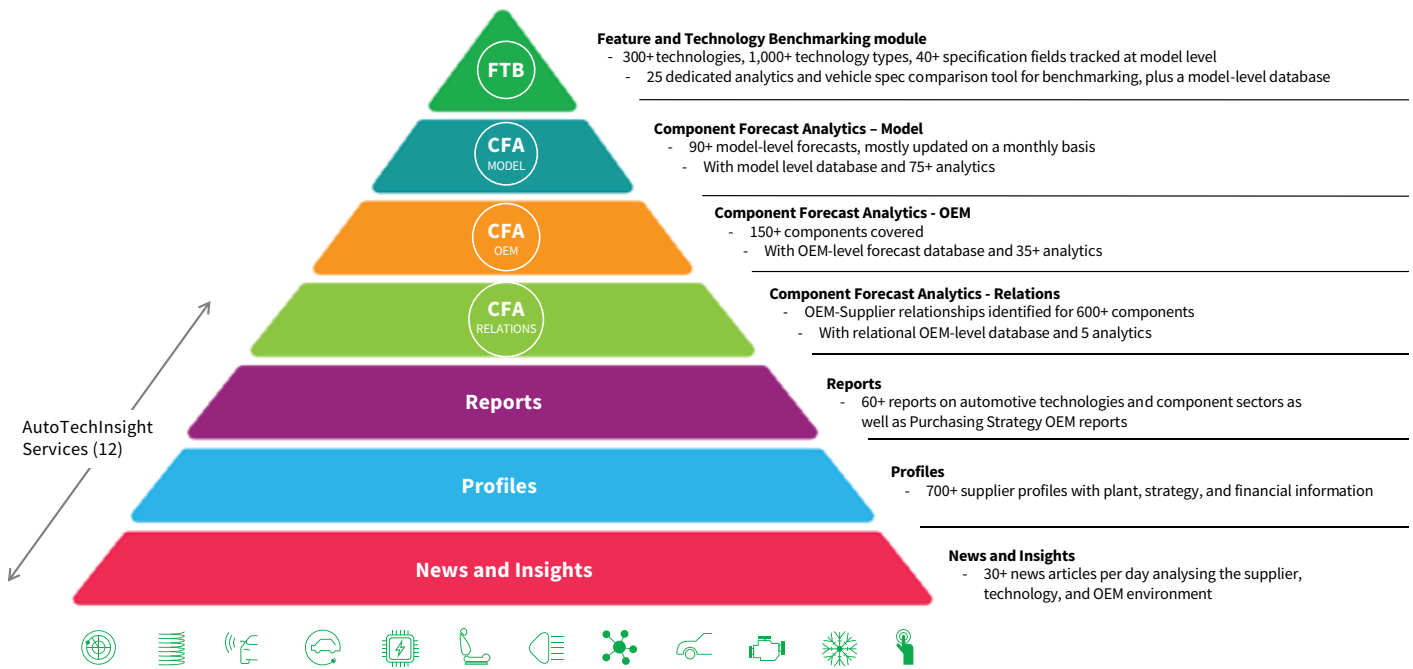


Understand the dispersion of specifications among competing brands and technology domains



Query and export 300+ technologies at model level

# Automotive Supply Chain and Technology portfolio



Learn more at [autotechinsight.ihsmarket.com](http://autotechinsight.ihsmarket.com)  
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IHS Markit (NYSE: INFO) is a world leader in critical information, analytics and expertise to forge solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 business and government customers, including 80 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.