

Velocity Demographics

Enabling you to better understand the people in your market

Understanding how demographics such as age, income, gender and ethnicity affect consumer purchase decisions and how their brands and models are perceived and purchased is critical for any OEM. Using industry-leading visual answers, Velocity Demographics allows manufacturers to discover the important role these attributes play in vehicle sales and how change over time can influence sales.

Integrated into the VelocitySM platform

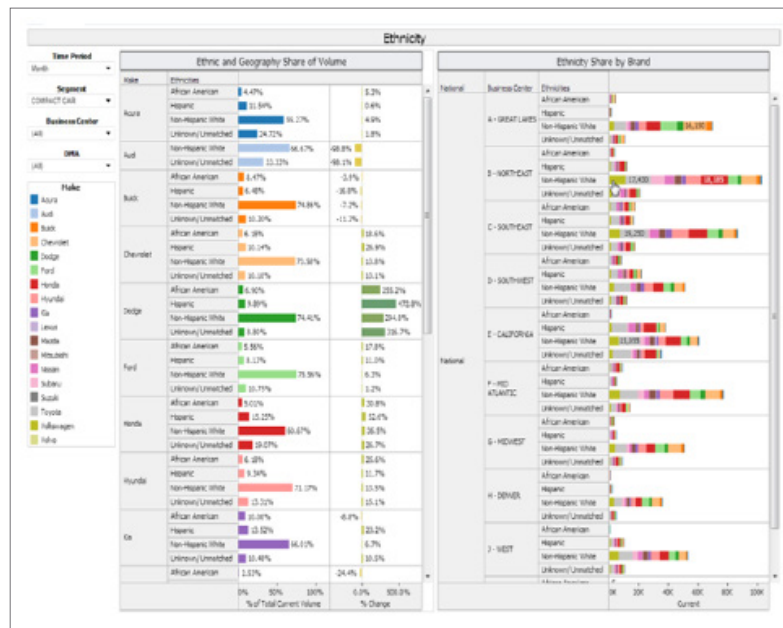
As part of the VelocitySM platform, Velocity Demographics helps you leverage a highly intuitive dashboard that provides you with a snapshot of results through key performance indicators specific to your business. By linking powerful, advanced insights that use embedded analytics, Velocity Demographics can help you discover why variances occurred. It then gives you the freedom to perform your own analysis and take the appropriate action.

A clearer view

Velocity Demographics reports on key attributes of choice and breaks them down by make, model and geography to provide an insightful view of how different buyers attach themselves to specific makes and models and how that behavior changes over time.

Manufacturers can use this information to take action and:

- Improve current marketing efforts
- Discover new markets
- Retain more customers
- Adapt to changing consumer dynamics



Velocity Demographics

Superior reporting, deeper insights

Experian Automotive understands that demographics are key to learning how different consumers purchase a car. We tailor our reporting to meet your needs and give you access to key consumer dynamics with visuals that enable rapid decision making, all from an easy-to-use platform. Little or no training is required.

Combined with other measures from Experian, you can get answers to vital questions:

- Improve current marketing efforts
- Discover new markets
- Retain more customers
- Adapt to changing consumer dynamics

Going forward

To find out more about Experian Automotive's AutoCheck Elite program, contact your local Experian sales representative or call 1 888 689 9961.

Experian Automotive enables clients to better understand the market, the vehicles and the people who buy them.
