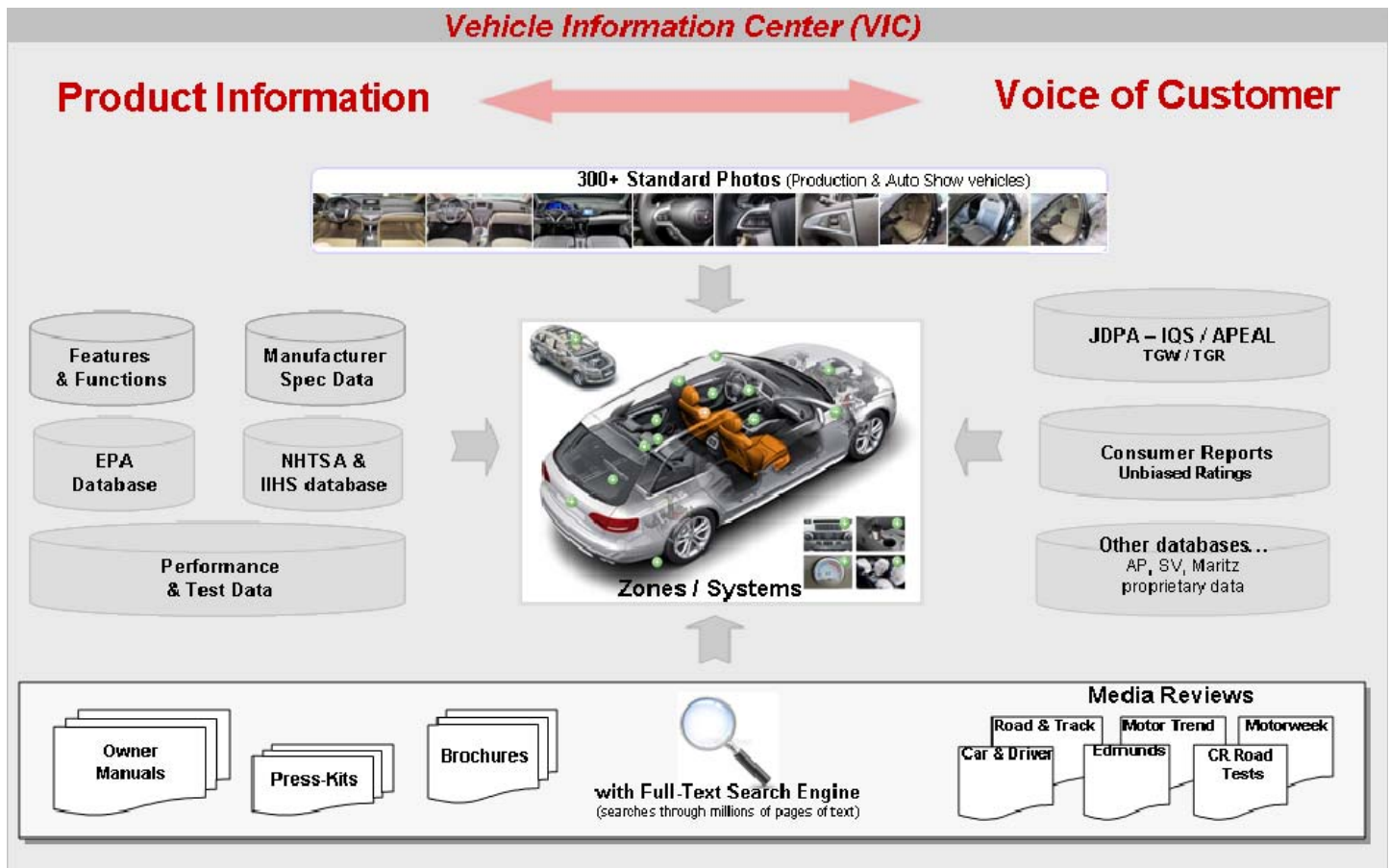


# AutoKnowledge – Vehicle Information Center (VIC)

## ➤ What is the Vehicle Information Center (VIC) ?

VIC is a web-based product that offers a “one-stop shop” for **Product and Customer Satisfaction Information** from multiple sources in a single, well-organized, searchable, comparable, global delivery platform.



## ➤ What can VIC do?

VIC is a comprehensive data repository with daily updates that are accessed by users anywhere, allowing multiple functional groups to accomplish a variety of tasks including:

- Correlate Product-Attributes to Voice-of-Customer metrics like Consumer Reports, IQS, APEAL
- Vehicle Evaluations and Target Setting
- Conduct product and competitive strategy analysis
- Analyze the impact of technology innovations on product design and customer satisfaction
- Evaluate performance and determine BIC at Vehicle Level, Electronics, HMI, Systems, Sub-systems etc

## ➤ What does VIC Provide?

- 300+ standardized images per vehicle for 95% of the NA market for side-by-side detailed comparisons
- Over 500 features and specs for every vehicle and trim level, including New & Innovative Technologies
- Performance data (0-60; Braking Distances; Interior Noise Levels; EPA, NHTSA; IIHS) all fully searchable
- Owner's Manuals for over 95% of the market (full-text searchable)
- Consumer Reports data (fully searchable by individual ratings across all vehicles)
- Product Brochures and Media Reviews (full-text searchable)
- Integration of your JD Power IQS, APEAL, and VDS databases
- Ability to search by any data point, use full-text keyword search, generate graphs & charts for analysis
- Customizable to integrate your proprietary databases (eg. research, evaluation, test data, tracking studies etc)

## ➤ Why use VIC?

- The VIC platform allows multiple internal organizations to correlate Voice-of-Customer to Product-Attributes in order to develop Best-in-Class (BIC) global products.
- Why take days or weeks to accomplish work that can be done in just hours or minutes?

Contact us for more info or product trials at: [Alex.Brar@autoknowledge.com](mailto:Alex.Brar@autoknowledge.com) +1-734-604-5246