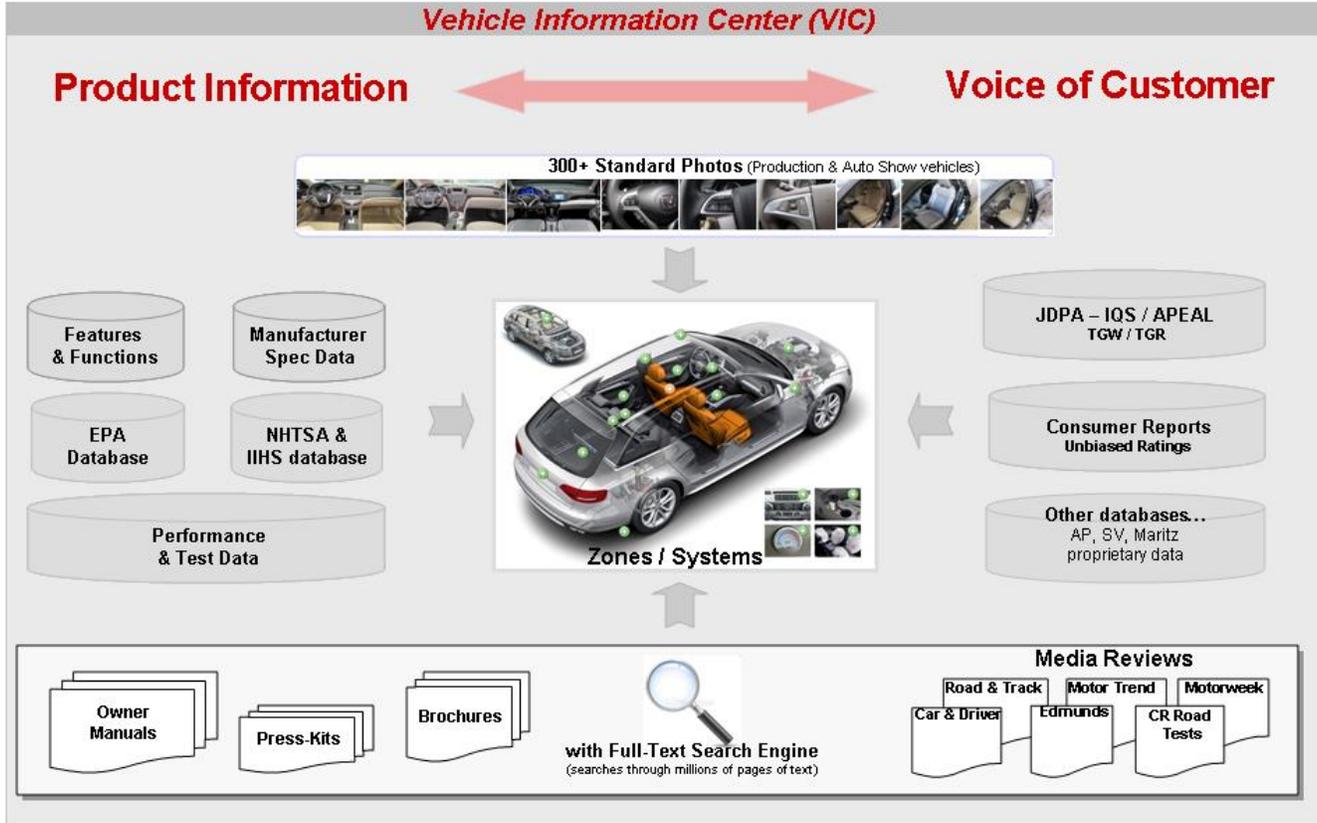


AutoKnowledge – Vehicle Information Center (VIC)

➤ 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 information can be searched in VIC?

- 300+ standardized images of *each* vehicle for 95% of the NA market for side-by-side detailed comparisons
- Owner's Manuals and Product Brochures (full-text searchable)
- Performance data (0-60; Braking Distances; EPA, NHTSA; IIHS) all fully searchable
- Consumer Reports data (fully searchable & comparable ratings across all vehicles)
- Media Reviews (full-text searchable)
- Searchable feature and specs by vehicle trim, including New & Innovative Technologies for deeper dives.
- Integration of your JD Power IQS and APEAL databases (including verbatims)
- Ability to search by multiple data points across multiple databases, and do full-text smart-keyword searches
- Generate graphs & charts and customized ad-hoc reports
- Global Auto Show coverage that includes 300+ standard images, videos & press-kits from Detroit, Chicago, LA, NY, Paris, Frankfurt, Geneva, Tokyo
- Customizable software to integrate your proprietary market research, product evaluations, internal testing etc.

➤ What can VIC do?

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

- Correlate Voice-of-Customer metrics like Consumer Reports, IQS, APEAL to Product-Attributes
- Develop Best-in-Class (BIC) global designs for HMI, Electronics, Vehicle Systems and Sub-systems etc
- Vehicle Evaluations and Target Setting
- Conduct product and competitive strategy analysis
- Analyze impact of technology innovations on product design and customer satisfaction
- Accomplish work in hours or minutes vs. taking days or weeks today
- Quickly gain new actionable insights from mining and correlating multiple sources of knowledge

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