

## Vehicle Information Center (VIC)

Your One-Stop Shop for Product and VOC Information.



AutoKnowledge has been a trusted source of 360° benchmarking for the automotive industry for over fifteen years. Their flagship database, the Vehicle Information Center (VIC) provides over 50 different information sources for current and future vehicles from around the globe. The dynamic web-based delivery platform allows for easy search and comparison for virtually every production vehicle and every trim level.

In addition, you'll gain access to knowledgeable analysts for on-demand research.

## Access Critical Data Via One Global Database

- ✓ 300+ standardized images of all trim levels for side-by-side comparisons
- ✓ 500+ features and specs per vehicle and trim
- ✓ Full-text searchable owner's manuals, product brochures, and media reviews
- ✓ New technologies availability
- ✓ Performance data (e.g., 0-60, braking distances, EPA, NHTSA, IIHS)
- ✓ Consumer Reports and media reviews
- ✓ Global auto show coverage including images, videos and press-kits
- ✓ Integrates your proprietary market research, unique segmentation, product evaluations, internal tracking studies, J.D. Power IQS and APEAL data and verbatims

# Integrate Product & Customer Information

## Vehicle Information Center

### Product Information Databases

- ✓ Features & Specs
- ✓ NHTSA, IIHS, EPA
- ✓ Performance and Test Data (0-60; braking; etc.)



Intelligent searching allows you to scan millions of images, data points and documents.



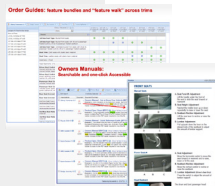
### VOC Metrics

- ✓ JDPA IQS & APEAL TGW/TGR
- ✓ Consumer Reports Ratings
- ✓ Other: AP SV, Martiz, proprietary, etc.



### Text Docs

- ✓ Owner's Manuals
- ✓ Brochures
- ✓ Order Guides
- ✓ Press Kits



### Media Reviews

- ✓ Consumer Reports
- ✓ Motor Trend
- ✓ Car & Driver
- ✓ Autoblog
- ✓ CNET
- ✓ 20+ other sources



### Standardized Photos and Image Angles



## Intelligent Search and Comparison

- ✓ Search data across multiple databases via smart search of full-text keywords or images, or any numeric data
- ✓ Generate graphs, charts and customized ad-hoc reports
- ✓ Data dashboards and verbatims analysis tools
- ✓ Side-by-side comparison of images and data

## Develop Class-Leading Vehicles in Record Time

- ✓ Accomplish work in hours/minutes versus days/weeks
- ✓ Gain actionable insights quickly
- ✓ Analyze impact of technology on design and customer satisfaction
- ✓ Correlate VOC metrics to product attributes
- ✓ Conduct product and competitive strategy analysis to develop best-in-class global designs for HMI, electronics, vehicle systems, etc.
- ✓ Support vehicle evaluations and target setting
- ✓ Allow multiple functional groups to accomplish and share tasks

For more information and free product trials, contact us or visit [autoknowledge.com](http://autoknowledge.com).

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