

AutoTechInsight

Introducing Features & Technology Benchmarking (FTB):

Unlock an unparalleled ability to compare automotive features and technologies with FTB. This powerful tool provides automotive stakeholders with valuable insights into current and future OEM technology and feature strategies. Backed by granular data derived from S&P Global Mobility's comprehensive vehicle and powertrain forecasts, FTB empowers users with in-depth information on over 300 technologies.

Comprehensive Data and Analytics:

With FTB, you gain access to a wealth of data and analytics at your fingertips. Explore over 300 technologies, encompassing more than 1,000 technology types and 40+ specification fields. Dive into a vast database of 5,000+ vehicles spanning 250+ brands. Leverage the intuitive analytics and the vehicle spec comparison tool, comprising over 1,000 analytics, to benchmark individual models and brands. Gain valuable insights into their strengths, weaknesses, and identify gaps in carmakers' feature offerings and future must-have technologies.

Future-Proofed Forecasts:

FTB provides six-year forecasts to help you make informed decisions and plan ahead. Additionally, some forecasts extend beyond six years, giving you a glimpse into the long-term trajectory of automotive technologies.

Experience the power of FTB and revolutionize your approach to automotive features and technology benchmarking. Unlock valuable insights and stay ahead in an ever-evolving industry.

Frequently Asked Questions

AutoTechInsight Features & Technology Benchmarking (FTB)

Q: What is Features & Technology Benchmarking (FTB)?

A: FTB is a tool that allows automotive stakeholders to compare automotive features and technologies, providing insights into current and future OEM technology and feature strategies.

Q: What kind of data is available in FTB?

A: FTB offers granular data on over 300 technologies, encompassing more than 1,000 technology types and 40+ specification fields. It also includes a vast database of 5,000+ vehicles spanning 250+ brands.

Q: How can FTB help benchmark individual models and brands?

A: FTB provides intuitive analytics and a vehicle spec comparison tool with over 1,000 analytics. Users can leverage these features to benchmark individual models and brands, understand their strengths and weaknesses, and identify gaps in carmakers' feature offerings and future technologies.

Q: What is the forecast duration provided by FTB?

A: FTB provides six-year forecasts to assist users in making informed decisions and planning ahead. Some forecasts even extend beyond six years, offering insights into the long-term trajectory of automotive technologies.

Q: How can FTB benefit automotive stakeholders?

A: FTB empowers automotive stakeholders with unprecedented visibility into OEM technology and feature strategies. It enables them to compare features and technologies, identify market trends, benchmark models and brands, and make informed business decisions based on granular data and forecasts.