

# Features & Technology Benchmarking (FTB)

Unprecedented ability to compare automotive  
technologies and specifications



Feature and Technology Benchmarking, from S&P Global Mobility, provides the most comprehensive coverage of vehicle by vehicle technologies available anywhere.

# Model by model technology benchmarking tool for the vehicles of today, and tomorrow

With hundreds of features across numerous components, it can be difficult to accurately benchmark how one vehicle stacks up against another. And that's just today. It becomes near impossible when considering future vehicles and new technologies that haven't even deployed yet. In the last six years, 75 new brands with cutting edge technology bundles have entered the light vehicle segment. How many will launch in the next six years and what features will they contain? More importantly, how will you keep track of it all and see how your vehicles compare?

**300**  
technologies

**1,000+**  
technology  
types

**250+**  
brands

**5,000+**  
vehicles

**1,000+**  
analytics and a vehicle  
spec comparison tool

**6**  
year forecasts

## The service helps answer questions such as

### Vehicle Benchmarking

- Which specifications are required to succeed in a market?
- Which vehicle incorporates technology before the competition, giving it an advantage in the market?
- Where does a specific vehicle compare against its segment peers on technology deployment?

### Brand Benchmarking

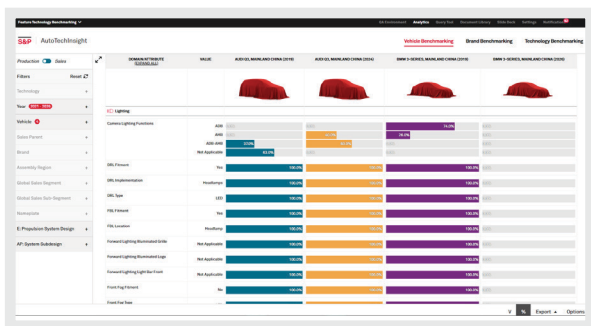
- Which brands achieve the highest penetration with lowest number of permutations in offerings or technical solutions?
- Do certain brands have a bias to certain technology areas?
- In which technology areas are OEMs/brands focusing?
- Which OEM is expected to have the offerings with the right technology choices to meet shifts in market demands?

### Technology Benchmarking

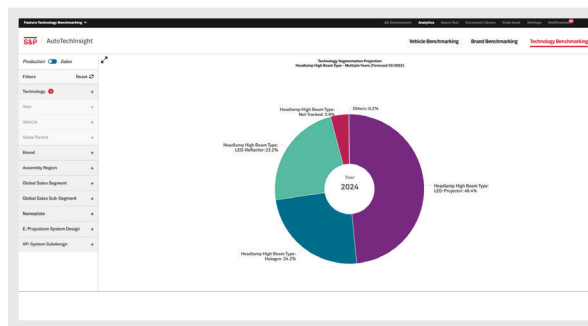
- In which regions and segments will demand of specific technologies materialize?
- Which technologies are emerging in new vehicles?
- Which OEMs are more likely to adopt a specific technology?

# Comprehensive insights at your fingertips

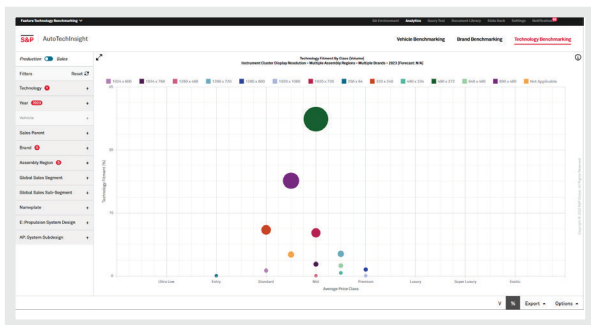
S&P Global Mobility helps OEMs and suppliers understand current and future OEM technology bias and competitive positioning, along with emerging technology trends. Our Features and Technology Benchmarking (FTB) solution, housed on the AutoTechInsight portal, helps you identify which vehicle segments will adopt which technologies and provides insight into gaps in specific markets.



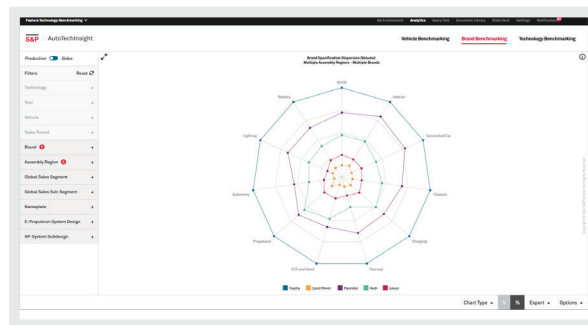
Compare multiple features, technologies, and specifications across brands and vehicles (current and future)



Evaluate market share by technology

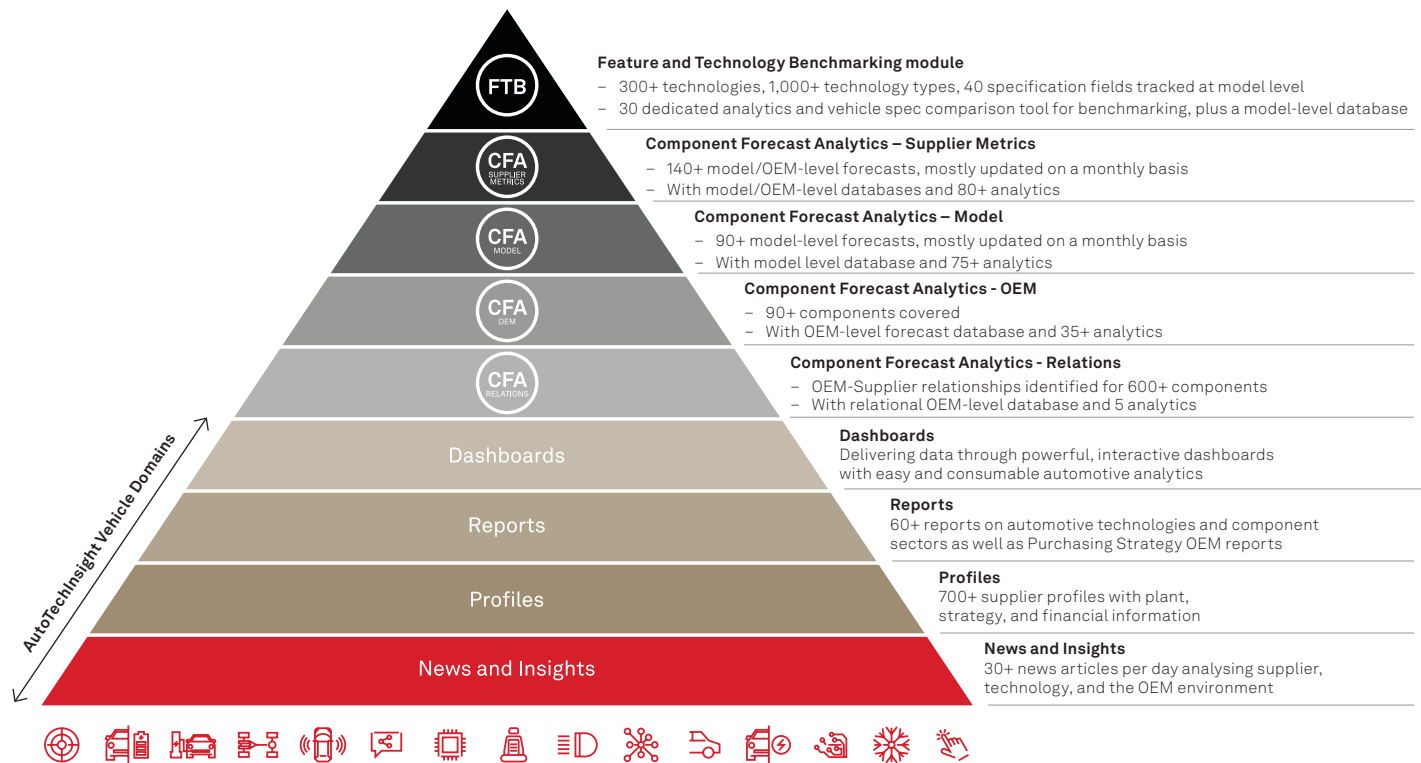


Analyse the fitment of specific technologies across different vehicle price classes



Understand the dispersion of specifications among competing brands and technology domains

# Automotive Supply Chain & Technology Portfolio Overview



AutoTechInsight Domains (15)

## CONTACT US

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