

AUTOVIEW - NVR

RELEASE NOTES

DATA VINTAGE

2021

VALUES AS OF

December 31, 2020

BASE LEVEL GEOGRAPHY

Dissemination Area

VARIABLES

492

To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

WHAT IT IS

Experian Automotive is a global leader in data intelligence and is transforming the way the automotive industry uses auto data to drive insights. Detailed data provide more options for analysis and offer a better understanding of the very competitive automotive landscape. Through our partnership with Experian, we have created the AutoView - NVR database to track new vehicle registrations. The NVR database includes 492 variables which include category classifications that make it easy to navigate the new vehicle registrations:

Vehicle Category – base categorizations for the make-and-models, e.g., passenger car – domestic, or light truck - import

Segment Group – totals for NVR segments, e.g., “Total SUV – domestic”

Segment – NVR defined vehicle groupings. E.g., “Alt power – electric truck – domestic”, or “Sport car – premium – import”

Fuel type – Seven different fuel types ranging from diesel to electric

Make-and-Model – over 340 vehicle models captured

AutoView provides detailed vehicle information down to the dissemination area (DA) level. With the addition of PRIZM, profiles can be created by combining DA-level AutoView data with PRIZM segments. By examining the complete universe of vehicles operating in an area, users can gain valuable insights to determine everything about the size and composition of the market opportunity.

WHAT'S NEW

AutoView - NVR is a brand-new product for Environics Analytics that offers more detail on segments, make-and-model and fuel types. The NVR category classifications help simplify the make-and-model information by presenting the data through executive dashboards in ENVISION. With these benefits, AutoView - NVR replaces the retired Opticks Automotive Powered by IHS product.

HOW IT'S USED



Original Automotive Manufacturers (OEMs) can use AutoView - NVR to understand their own or competitors' marketshare by NVR segment groups, or with more granularity, by NVR segments. This can help them respond by managing the product mix by dealership territory, or potentially steer their future product lines.



Municipalities can leverage the NVR Fuel Type data to develop “green” incentive programs to offer tax breaks or rebates to customers and manufacturers. It can also help plan infrastructure like green HOV lanes or charging stations to promote the usage of electric and hybrid vehicles.



Media agencies or shopping malls can use the detailed AutoView - NVR make-and-model data on it's own or enhanced with PRIZM to help personify their target audience or customers. This can help with developing messaging or creatives to appeal to those that have a positive association with a particular automotive brand.

SAMPLE QUESTIONS IT CAN ANSWER

- What PRIZM segments are most likely to own a Compact SUV?
- How do my sales compare to the market in the past year?
- What PRIZM segments have been recently registering vehicles? Who is registering my competitors' vehicles?
- How many electric vehicles were registered in the past year?
- Which Dealers areas have the highest ownership rates for electric cars?
- What is the distribution of new small, mid-range, upscale and sport vehicle registrations in my trade area?
- Which municipalities have the highest number of new registrations of full size, domestic pickup trucks?