

Tyre Insight

Vehicle Logic **Tyre Insight** is a powerful industry tool that augments our exclusive and comprehensive tyre and wheel data with new vehicle sales and registration data sets.

Tyre Insight provides a granular perspective into geographical vehicle population and national sales volumes, matched to OEM tyre specifications.

Tyre Insight powers critical business functions:

- Product forecasting
- Product planning
- Supply chain management
- Marketing strategies
- EV and hybrid market adaptation

Tyre Insight's unique data amalgamation encapsulates:

Vehicle Data: Vehicle Logic's exclusive Australian vehicle data set. It encompasses all Australian delivered vehicles manufactured since 1990, and comprises over 105 researched vehicle attributes, including OE vehicle specifications, 100% fill rate on all standard tyre and wheel specifications, and factory OE tyre options.

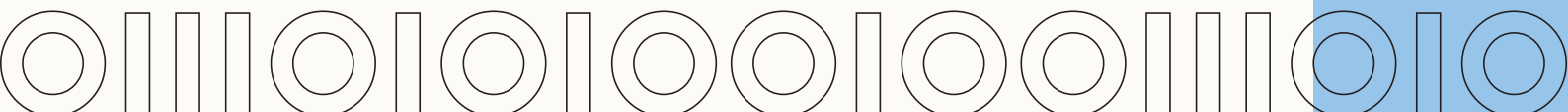
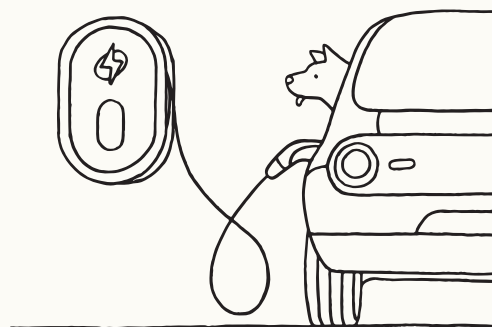
New vehicle sales data: This is sourced directly from the FCAI (Federal Chamber of Automotive Industries), which is updated monthly. It encompasses all new vehicles, down to the specific make and model, sold nationally within Australia, and provides the end user with data dating back to 2013.

Registration data: Sourced from the state registry authorities and updated yearly it encompasses all passenger, SUV, and light truck commercial vehicles in operation (VIO).

Registration data can be used to achieve a granular level in two unique ways, by:

- Tyre size and postcode
- Vehicle make and model and state

Visit us at vehiclelogic.com.au or call on **1800 VLDATA** (1800 853 282)



Who profits from Tyre Insight?

- Tyre and wheel retailers
- Tyre and wheel manufacturers
- Tyre and wheel marketing strategists

Using Tyre Insight. Providing critical information to power your tyre product forecasts and analysis.

Tyre Insight is available as a web user interface and as a CSV to export and integrate into your own data set and forecasting models and software such as Microsoft Power BI, Tableau, EXCEL, as well as custom in-house platforms.

Tyre Insight can be used for:

- **Product demand:** Analyse what tyres are forecast to be in demand to assist in the execution of effective and relevant product ordering.
- **Product management:** Strategise what tyres to stock in a targeted area or region to meet supply chain demands.
- **Marketing strategies:** Identify appropriate and targeted marketing channels for select products.
- **Identify changes** in vehicle population for your scrappage model using new vehicle sales data and state registration data.

For more information about our POS integrations and partners, visit us at vehiclelogic.com.au or call on 1800 VLDATA (1800 853 282)

