



FACT SHEET VINCENTRIC OVERVIEW

Vincentric provides data, knowledge and insight to the automotive industry by identifying and applying the many components of automotive ownership value to create business solutions. With thousands of different vehicles on the market, and millions of buyers for whom value is defined differently, this requires skill, experience, and creativity.

At Vincentric, we have formed a team of automotive information database veterans who have the ability to compile and apply data to solve the challenges faced by OEMs, dealers, and other organizations within the automotive industry.

OUR BELIEFS

Access to high quality, relevant, and timely information is a key driver of business success. To help enable this success, Vincentric provides robust depth and breadth of data along with wide-ranging flexibility and content. Using cost-of-ownership data as the foundation of our vehicle analyses, we have developed the following products to help our clients meet their business objectives:

OUR PRODUCT LINE

1. **Comparison & Analysis Tools** – Powered by the Vincentric data warehouse, we enable analysis of competitive sets within the automotive industry to assist the product development process and the purchase decision. In addition to comparison data, our analysts provide commentary to help you interpret the insights found within the numbers.
2. **Data & Web Content** – Available at a summary or detailed level, these extracts from the Vincentric data warehouse can be integrated into your data offerings, web site, or used internally to allow a better understanding of marketplace dynamics.
3. **Marketing Support** – With thousands of value calculations within the Vincentric data warehouse, there are various data mining approaches that can create unique segments, insights, and results for your marketing efforts. Beginning with a brief brainstorming session, our team will work with you to identify the objectives of your marketing campaigns and determine how to apply the Vincentric data to your CRM programs, prospecting efforts, and other marketing initiatives.

OUR LEADERSHIP

- **David Wurster** – As a the former General Manager and Publisher of IntelliChoice, one of Primedia's automotive information organizations, Mr. Wurster has developed a keen insight into automotive cost-of-ownership information and its applicability to the automotive industry. This experience, combined with over fifteen years with R.L. Polk & Co., makes him a valued leader within the organization.
- **Dave Freed** – A former Senior Vice President with R. L. Polk & Co., Mr. Freed brings a wealth of data and database knowledge to the team. Combined with recent responsibilities for Data Acquisition and Distribution at Alliance Data Systems, where he was a member of the Senior Leadership Team, Mr. Freed is able to provide the insight and knowledge to help Vincentric clients apply data to meet their business needs.