

AutoMSA

Market Segment Analyzer

The automotive industry standard for rapid strategic analysis that integrates new vehicle sales volumes with detailed and up to date vehicle pricing, vehicle segmentation and vehicle specifications.

Regularly updated. Fast, uninterrupted, concise and clear results.



Includes the pricing and specification data of all new vehicles in South Africa.



Maintain and modify existing reports, vehicle and specification baskets.

Features



Create

Easily create attractive graphs and reports.



Administer

Easily administer, maintain and modify reports, vehicle baskets and specification baskets.



Compare

Compare vehicles of various brands and from different market segments.



Analyse

Quickly arrange findings for easy analysis.

We enhance competitive advantage for motor industry analyst's with fast, easy, sophisticated and highly flexible analysis

How it Works



Select your reports

1



Define a vehicle basket

2



Define your reporting parameters

3



Confirm report and proceed to results

4