



## **Industry Leaders in Automotive Forecasting and Business Intelligence Form Alliance**

*LMC Automotive and Wards Intelligence  
Join Forces to Better Serve Automotive Market*

**DETROIT: November 7, 2018** – [LMC Automotive](#) and [Wards Intelligence](#) today announced an alliance to join their business intelligence and global automotive forecasting capabilities to better serve the automotive market.

The alliance leverages the strengths of both brands by uniting Wards Intelligence’s comprehensive automotive business insights, analysis and consulting with LMC’s independent, unbiased global automotive forecasts of vehicle sales, production, powertrain and electrification.

LMC Automotive and Wards Intelligence will share data and insights for enhanced industry analysis, products and services, integrated sales efforts, to bolster their consulting services and collaborate on key industry events.

“We’re very pleased to be joining forces with LMC, a company with truly global perspective and a shared customer-first culture,” said John Sousanis, managing director of Wards Intelligence. “Working together, Wards Intelligence and LMC will provide unrivaled analysis and forecasts of the rapidly evolving automotive market to help industry players and observers make informed decisions.”

“Working with Wards Intelligence makes perfect strategic sense,” said Jeff Schuster, president, Americas Operations and Global Vehicle Forecasts at LMC Automotive. “It will enable two of the industry’s top analytics companies to leverage each other’s core expertise in the automotive sector to strengthen real-time analysis of current and future trends in a very dynamic automotive industry. Our shared goals will focus on flexible client solutions with an unmatched level of customer service and responsiveness.”

Headquartered in Oxford, England, LMC has experts in Asia, Europe and North America focused on vehicles sales and production forecasts, and industry trends for automakers, suppliers, the financial industry, government institutions and trade and industry associations.

Wards Intelligence, based in Southfield, Mich., is an Informa business, a global business-to-business information services group headquartered in London and operating in more than 30 countries.

## **ABOUT LMC AUTOMOTIVE**

LMC Automotive is the leading independent and exclusively automotive focused provider of global forecasting and market intelligence in the areas of vehicle sales, production, powertrains and electrification. Highly respected for its responsive customer support, the company's client base from around the globe includes car and truck makers, component manufacturers and suppliers, financial, logistics and government institutions. LMC Automotive is part of the LMC group. LMC is the world's leading economic and business consultancy for the agribusiness sector. For more information about LMC Automotive, visit [www.lmc-auto.com](http://www.lmc-auto.com) or email us at [forecasting@lmc-auto.com](mailto:forecasting@lmc-auto.com).

## **ABOUT WARDS INTELLIGENCE**

Wards Intelligence is a world-leading provider of automotive insights and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based Informa business, Wards Intelligence provides a forward-looking perspective on all aspects of the automotive business. Its services including the premium Subscribers.WardsIntelligence.com resource and suite of customizable data reporting tools and the Wards Intelligence Outlook and Focus Conferences. Learn more about Wards Intelligence by visiting <https://wardsintelligence.com>.

## **ABOUT INFORMA**

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