

# S&P Global Mobility Launches Mobility Pulse 360 to Help Automakers Optimize Incentives, Boost Sales, Adapt to Market Change and ensure they have the right programs in market for their customers with Confidence.

*New platform is the first to offer an intuitive user interface with analytics built off real-time connected data that includes in market-incentive programs, transaction price, unsold dealer inventory and sales enabling faster, more confident strategic decisions in a rapidly changing market.*

SOUTHFIELD, Mich., Jan. 15, 2026 /PRNewswire/ -- In response to persistent market volatility and increasing complexity within the automotive industry, S&P Global Mobility today announced the launch of Mobility Pulse 360. This new, industry-first platform directly addresses a critical challenge for automakers by integrating sales, dealer inventory, in market incentive programs, and transactional pricing data into a single, cohesive view. Mobility Pulse 360 is designed to equip Original Equipment Manufacturers (OEMs) with the clarity needed to make swift, data-driven decisions for their sales operations in a fast-moving environment.

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## S&P Global Mobility

By connecting these critical information streams, Mobility Pulse 360 unlocks a new layer of strategic intelligence, allowing OEMs to move from observing market trends to understanding the drivers behind them. For example, a user can now instantly visualize how a competitor's regional incentive change directly impacts their own inventory levels and sales share, all in one place. This capability is powered exclusively by S&P Global Mobility's comprehensive, internally sourced datasets, creating an unrivaled solution that combines a sophisticated platform with data recognized as the industry benchmark for accuracy and depth.

Automakers today face a convergence of pressures: intense competition, fluctuating consumer demand, and the intricate transition to electric vehicles. While rich data exists, it is often fragmented across different systems, creating delays and strategic blind spots. This makes it difficult to accurately plan inventory, optimize pricing, or structure effective incentive campaigns. Mobility Pulse 360 solves this by providing a holistic view of the market, turning disconnected data points into a powerful strategic asset.

"We've listened to our customers to better understand how to help their sales operations gain confidence in the decisions they make and visualize how their vehicles perform in a competitive market place.," said Matthew Weiss, VP, Analytics & Pricing Solutions at S&P Global Mobility. "Mobility Pulse 360 is designed to solve their problems with intuitive UI, advanced Analytics all built on the industries best in month connected data that include in market incentive programs, transaction price, unsold dealer inventory and sales data. . The '360' in the name represents the complete, holistic perspective it provides—connecting an OEM's Sales Operations teams with external market dynamics through intuitive user interface. This integrated view allows for

smarter strategies and surgical tactical decisions. For instance, by optimizing inventory and incentive spending based on real-time competitive pressures, an OEM can uncover significant efficiencies. This not only strengthens their market position but also gives them the strategic levers to help address pressing industry issues, such as vehicle affordability for buyers. We're moving our clients from looking at a fragmented dashboard to having a full cockpit view of their business. Our goal is to help our customers optimize and find efficiencies to the hundreds of millions to billions they are spending in vehicle incentives"

#### **Key capabilities of Mobility Pulse 360 include:**

- **Intuitive UI** : Easy to access complex datasets built with our customers in mind. Seamlessly integrates connected datasets, allowing teams to focus on strategy rather than data compilation.
- **Advanced Analytics**: Ability to accelerate strategic response and built off our real-time connected datasets offering intuitive insights in a rapidly changing and diverse market place. These include new views of measuring offered monthly payments, transaction level insights, dealer inventory measurement and how these all impact your share performance. These allow users to anticipate competitive actions by monitoring regional risks and fine-tune pricing strategies in response to market shifts.
- **Real time Connected Data**: Industry leading granular datasets built off of our In market incentive programs, transaction price, dealer inventory and sales performance
- **Granular, Actionable Detail**: The platform provides insights by make, model, model year, fuel type, and geography (down to the DMA level), with weekly and month-end updates ensuring a current view of performance.
- **Comprehensive Market Coverage**: Mobility Pulse 360 offers exceptional insights into over 90% of the US light vehicle market, covering both premium and mainstream segments.

The launch of Mobility Pulse 360 marks a significant advancement in automotive analytics and reinforces S&P Global Mobility's commitment to providing essential intelligence.

For more information about Mobility Pulse 360, please visit: [S&P Global Mobility](#)

**About S&P Global Mobility:** At S&P Global Mobility, we provide invaluable insights derived from unmatched automotive data, enabling our customers to anticipate change and make decisions with conviction. Our expertise helps them to optimize their businesses, reach the right consumers, and shape the future of mobility. We open the door to automotive innovation, revealing the buying patterns of today and helping customers plan for the emerging technologies of tomorrow.

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