

Discover your edge

Tuesday, 24 November

Roy Morgan launches a Risk Profiler® - an *early warning* system for the automotive industry

In a fast-changing world, automotive leaders need an ‘early-warning’ system to pinpoint which brands are most at risk – and when. The automotive revolution represents a clear and present threat to incumbent businesses that rely on traditional business models, so early warnings are essential to survival.

According to Roy Morgan CEO Michele Levine the automotive industry is facing its own ‘Decade of upheaval’ as the ‘Digital Disruption/ Connectivity’ revolution intersects with technological breakthroughs in the ‘Quest for Zero Emissions’, ‘Driverless Cars’ and the uptake of new mobility options like the ubiquitous Uber and new car-sharing businesses like Go-Get.

“Industry leaders consistently asked us for an alarm system for the consumer market they operate in, alerting them to emerging risks in real time.”

“Some products and brands are targeting faster-moving market segments than others and they face an ever-changing environment as new technologies transform the ways consumers interact with and experience them.”

Roy Morgan Risk Profiler® provides an ‘early-warning’ for brands that face the most risk and along with Roy Morgan’s integrated suite of products, led by Helix Personas, and the automotive industry targeted Roy Morgan Future Tracker®, Roy Morgan provides the solutions businesses are looking for to maintain and grow their market share.

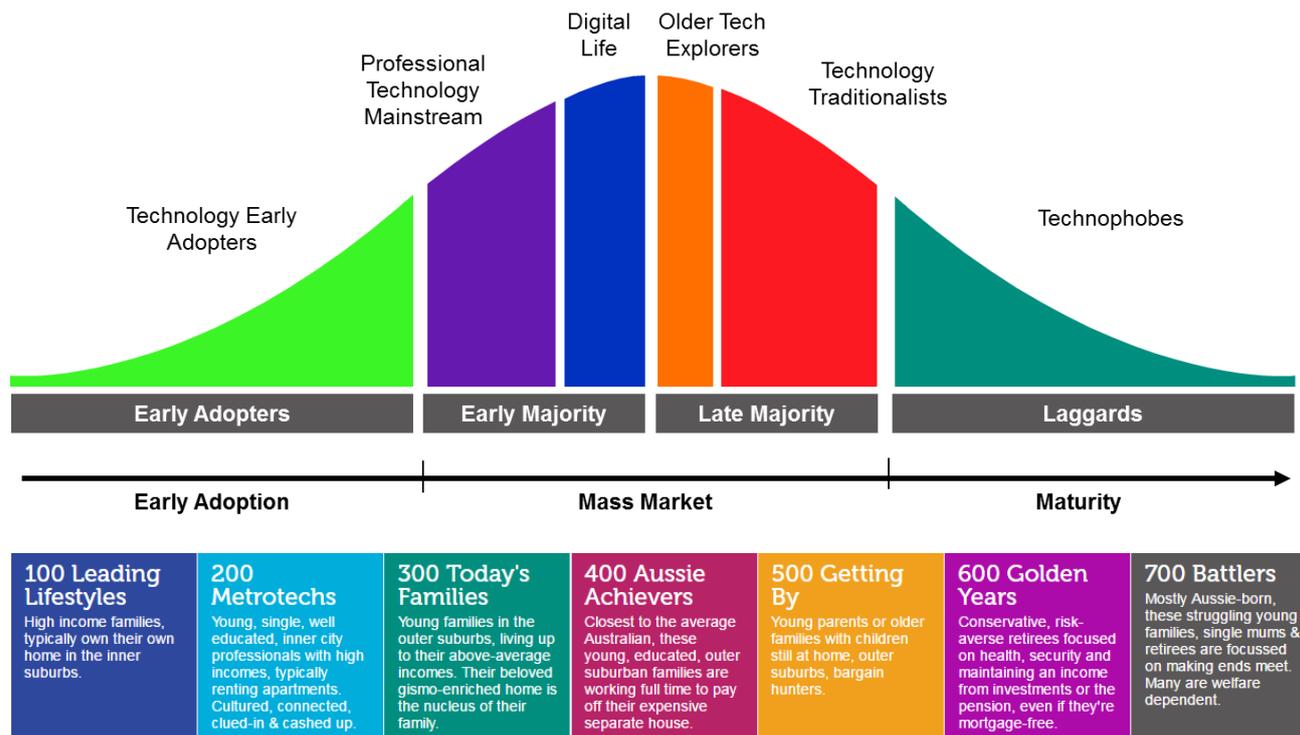
Roy Morgan Risk Profiler® - which brands are at most risk?

- › Which brands need to start preparing now?
- › Uptake of new products and services will be led by early adopters not laggards.
- › What portion of your owners are likely to embrace new technology/ services?

Example: Two market leading motor insurance brands

- › Brand x has almost 45% 100s & 200s & 25% early adopters (need to start preparing now)
- › Brand y has around 45% 600s & 700s and 29% technophobes (different strategy required)

FOR IMMEDIATE RELEASE



[Click here](#) to see the key findings of the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry.

For further information on Roy Morgan Risk Profiler®

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.