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**R. L. POLK & CO. DEBUTS POLKINSIGHT™ FOR EUROPE**  
*Powerful, online system now available for analyzing the European automotive industry*

**SOUTHFIELD, Mich.** (May 19, 2008) – R. L. Polk & Co. today announced the launch of PolkInsight™ for the European marketplace, which provides automotive analysts and marketers with instant access to a wide range of European automotive information to help identify sales trends, understand competitors' performance and develop marketing strategies.

Built on the highly successful PolkInsight™, which was introduced to the North American market in 2003 and expanded to the Chinese market in 2006, this new Web-based offering provides automakers with new registrations, PARC, sales and demographics in one dynamic source to see a total view of any market on a local, regional, national and even a multi-national basis across Europe.

“Five years ago, we introduced PolkInsight in the North American marketplace and it is being utilized by every major OEM,” said Stephen Polk, chairman and CEO of R. L. Polk & Co. “Now we’ve introduced a European version which will significantly increase the speed and efficiency with which our customers can develop their European business strategy and marketing efforts.”

PolkInsight has been designed to enhance the user experience by providing fast and flexible analyses through a feature rich interface. Some of the highlights associated with PolkInsight for Europe include:

- **Dashboards** that provide snapshots of the latest data, including industry metrics by vehicle segments in each market.
- **Report Viewer** that provides a central area where all reports, charts and maps are stored.
- **Map Viewer** that enables a dynamic mapping capability allowing users to access a number of datasets within the application.
- **Analysis Package** that contains pre-defined analyses including maps, charts and reports providing end-users with a complete view of a market.

**- more -**

PolkInsight enables analysts and marketers to fully understand the automotive marketplace and make quicker, more intelligent business decisions. Using this powerful system, users can analyze and interpret automotive data quickly and effectively to learn automotive sales trends and performance and to provide a clear path for business decisions.

“PolkInsight for Europe is an outgrowth of the entire organization listening to our customers’ feedback,” Polk said. “In doing so, we’ve focused our teams and brought to market a solution that provides the most value to our European clients.”

### **About R. L. Polk & Co.**

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Mich. with operations in Australia, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. For more information please visit: [eu.polk.com](http://eu.polk.com).

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