

Bloomberg Intelligence: Data-Driven Research

Helping clients make better
investment decisions, faster.



Bloomberg
Intelligence

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Bloomberg Intelligence is your go-to resource for making better investment decisions, faster.

Bloomberg Intelligence (BI) research delivers an independent perspective providing interactive data and research across industries and global markets, plus insights into company fundamentals. The BI team of 350 research professionals are here to help clients make more informed decisions in the rapidly moving investment landscape.

BI's coverage spans all major global markets, over 135 industries and 2,000 companies while considering multiple strategic, equity and credit perspectives. In addition, BI has dedicated teams focused on analyzing the impact of government policy, litigation and ESG.

BI is also a leading Terminal resource for interactive data. Aggregated from proprietary Bloomberg sources and 500 independent data contributors, the unique combination of data and research is organized to allow clients to more quickly understand trends impacting the markets and the underlying securities.

Bloomberg Intelligence is available exclusively for Bloomberg Terminal® subscribers, available on the Terminal and the Bloomberg Professional App.

Bloomberg Intelligence by the numbers.

350+

research professionals

135+

industries

500+

data contributors

15yrs

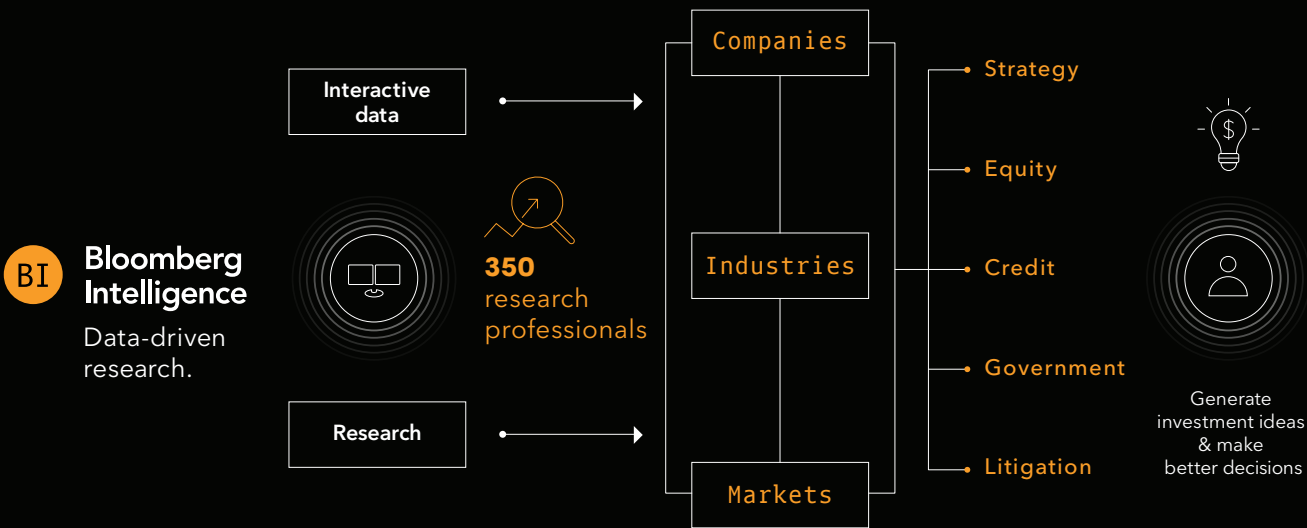
avg. experience

2,000+

companies

21

markets covered



Access the essential data you need—right at your fingertips.

Collecting third-party data on an individual basis is a time-consuming and expensive undertaking. Bloomberg Intelligence saves you time and money with its powerful library of live data from both proprietary and 500+ third-party sources, making for faster decision-making.

This data library houses deep content, including macro and industry factors as well as company-level operating, financial and valuation statistics that you can interact with on the Bloomberg Terminal®, or export to feed your own models with Excel, BQuant and other software.

Key Resources

- **Industry dashboards** – Analyst-curated data and content to help you get an overview of an industry, company or topic, while analyzing drivers and competitors.
- **Data explorer** – Aggregated data sets organizing proprietary and third-party data sets into time-saving interactive analysis tools.
- **Calculators** – BI proprietary data scenarios and scorecards, available for download along with the data.
- **Industry Forecasts** – BI proprietary models for commodities and industry supply/demand projections for upcoming quarters and years.

Name	2019	12/2019	1/2020	2/2020	3/2020
US TOTAL SAAR (units M)	16.98	16.65	16.91	16.74	11.37
US CAR SAAR	4.38	4.49	4.37	4.24	2.86
US Domestic Cars SAAR	3.29	3.45	3.33	3.22	2.24
US Import Cars SAAR	1.08	1.03	1.04	1.02	0.62
US TRUCK SAAR	12.61	12.16	12.54	12.50	8.51
US Domestic Trucks SAAR	9.92	9.52	9.89	9.83	6.83
US Import Trucks SAAR	2.69	2.64	2.65	2.67	1.68
Edmunds.com® Data (U.S. Specific)					
Lease Penetration (%)	28.3	31.4	31.2	31.5	
Cargo Van	2.1	0.9	2.3	2.6	
Compact Car	32.5	36.4	37.1	37.7	
Compact SUV	30.8	32.9	33.6	34.0	
Compact Truck	19.6	21.0	20.8	22.4	
Entry Luxury Car	60.2	65.4	60.1	59.2	
Entry Luxury SUV	50.7	54.9	51.6	52.2	
Entry Sport Car	17.0	21.4	19.1	20.9	
Exotic	57.3	61.6	59.7	54.9	
Full Size Cargo Van	1.1	0.8	1.3	1.0	

Detailed data on the entire industry.

Name	2016	2017	2018	2019	2020
Global Vehicle Sales (units)	963M	85.093M	81.268M	78.080M	12.010M
by Region/Country of Sale (units)					
Asia Pacific	035M	42.288M	38.538M	35.944M	4.282M
Europe	270M	18.055M	17.875M	17.851M	2.945M
North America	021M	20.710M	20.625M	20.191M	4.100M
Latin America	104M	3.422M	3.574M	3.411M	682.431.0
Africa & Middle East	335.0	618,260.0	656,001.0	683,254.0	
Source: ACEA, OICA, and regional motor as...					
Note: Includes only available countries					
by Auto Manufacturer (units) - Calendar A...					
Toyota Motor Corp	180M	10.386M	10.594M		
Volkswagen AG	297M	10.689M	10.809M	10.975M	
General Motors Co	008M	9.600M	8.384M	7.718M	
Hyundai - Kia Group	864M	7.198M	7.398M	7.734M	
Renault - Nissan - Mitsubishi Alliance	669M	10.608M	10.757M	3.754M	
Ford Motor Co	651M	6.607M	5.982M	5.386M	
SAIC Motor Corp Ltd	489M	6.930M	7.052M		

Market share by geography or manufacturer.

Use Bloomberg Intelligence data for sophisticated quantitative analytics.

BQL, Bloomberg's new query language, is a powerful tool that enables users to access the rich universe of Bloomberg data as well as perform computations such as screening and aggregation. BQuant utilizes BQL, enabling users to leverage Bloomberg's analytics for a broad range of quantitative research—including factor analysis—that can ultimately be shared as interactive visualizations with other Bloomberg users so that they can effect better investment decisions.

Analyze all the factors affecting sector- and company-level decision making.

Bloomberg Intelligence makes today's complex investment landscape clearer for you. By leveraging deep industry and company knowledge in conjunction with strategy, government and litigation, BI illuminates the factors affecting companies, markets and their associated equity and credit securities.

Bloomberg Intelligence data and research can be accessed through curated dashboards on the Terminal, organized by industry, topic and theme.

All analysis is presented in easily digestible points in scrolling research decks in which underlying data sets are never more than one click away.

Key Resources

- **Focus ideas** - BI analysts identify important fundamental scenarios that differ from consensus for companies, credits or industries.
- **Industry Outlooks** - BI opinion evaluates the key drivers for a given industry over the next 6-12 months.
- **Credit outlooks** - Dedicated credit analyst teams offer their views on the credit situation of almost 400 companies.

Bloomberg Intelligence			
Actions ▾	Directory	Export	Settings
Search BI Research and Data			
Automobiles Dashboard (BI AUTMG)			
Research	Industry Outlook (Click to see more) »	Key Indicators	Latest
Dashbd Home	Covid-19 Outlook: Global Automakers	Industry Indicators	
Industry	THESIS: Global automobile manufacturers will navigate a landscape of plummeting worldwide demand -- driven by coronavirus concerns in China, Europe and the U.S. -- as factory workers	31) Asia Pacific Ve...	32.44M
Equity		32) Europe Vehicle...	2.48M
Credit		33) North America ...	18.45M
Litigation		Operating Stats (Median)	
Data Library	< Page 1 of 22 >	34) Sales Growth Yoy...	1.38
Market Share		35) EBITDA Margin (%)	9.11
Macro		36) EPS Growth Yoy (...)	-19.15
Industry	Featured Research	37) WACC	7.58
Company	1) Coronavirus to Disrupt Global Auto Supply Chain	Equity Valuation (Median)	
Analyzer	2) Tariff Tiff Punishes Rigid Auto Production Capacity	38) Est P/E Current Yr	8.49
Valuation	3) LG Chem's Battery Unit to Draw on Tie-Ups in China	39) Price/Book	.59
Credit	4) China to Weed Out Weak Rivals With NEV Subsidy Cut		
Cost Analysis	Most Recent More »	Competitors	%YTD
Contributors	5) Funding Costs Explode, Stalling Ford Credit's Profit Engine	51) Daimler AG	-43.19
Monitor	6) How We're Thinking About Ford's Bonds After Some Dropp...	52) General Motors...	-40.68
News/Research	7) Less Worse Is the New Good in Auto Debt, Fitting BMW Per...	53) Bayerische Mo...	-31.96
Events	8) Weekly 2.2 Billion-Euro Burn, But VW Risk Solid: Credit O...	54) Tesla Inc	+30.90
Comp Sheets	9) Volkswagen's 195 Billion-Euro Debt Carries Risk, Some R...	55) Volkswagen AG	-26.18
Markets	10) Maruti Suzuki's Profit May Slide on Covid-19, India: 4Q P...	56) Honda Motor C...	-23.99
	11) Ford History Lesson Teaches About Its Credit Rating in Do...	57) AUDI AG	+21.25
	12) Asia Automotive Valuations May Keep Struggling on Covid...	58) SAIC Motor Cor...	-18.57
	13) Not Ready to Secure the Blue Oval: Ford Has Liquidity, fo...	59) Toyota Motor C...	-14.21
	14) \$1.4 Trillion of Auto Debt at Risk of Cuts in Ratings Apoca...		

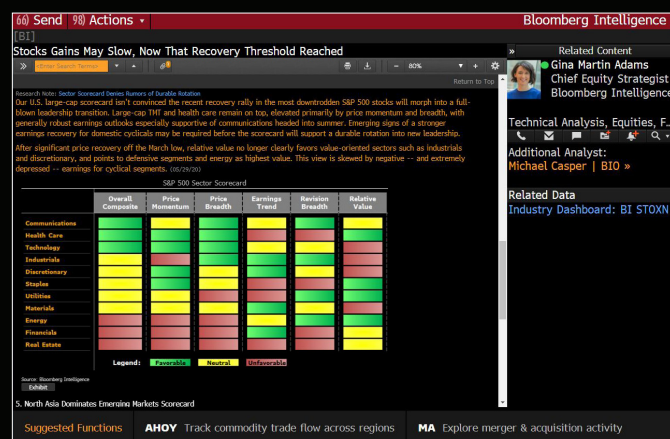
Global automobiles dashboard - BI AUTMG <GO>.

Strategize with more confidence.

With equity strategy, FICC (Fixed Income, Currency and Commodity) strategy and market structure teams, Bloomberg Intelligence covers everything from macro views across asset classes and regions, to detailed perspectives on asset classes, countries, sectors, across 21 markets.

The equity strategists utilize a multidiscipline approach that combines macroeconomic themes, fundamental trends, technical analysis and quantitative modeling. The team offers analysis of relevant factors for market, sector, industry and stock selection, with the aim of sifting through the noise to generate investment ideas that outperform.

The FICC (Fixed Income, Currency and Commodity) strategy team provides up to date, global analysis for some of the most critical asset classes. Covering rates, currencies and corporate credit across the U.S., Europe and strategic emerging markets, our strategists offer insights on potential policy, and political and economic impacts on valuation.



FICC

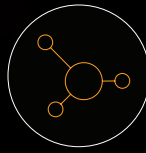
- Cross Asset
- Commodities
- Credit
- Cryptocurrency
- Currency
- Distressed
- Emerging Markets
- Fixed Income
- Municipal bonds
- Rates
- Sovereign Strategy

Equities

- Equities
- ESG
- ETFs
- Emerging Markets
- Quantitative

Key Resources

- **Interactive market & sector models** - Fair-value models for the S&P 500 and STOXX 600 and earnings models clients can use to input their own assumptions
- **Fiscal & monetary policy analysis** - Dig into the impact of fiscal and monetary policy movements on the global markets as well as sectors and industries.
- **Corporate credit** - Performance and valuation for corporate credit markets in every region including emerging markets, with a focus on relative and absolute return prospects. Regular and event-driven reports for investment grade and high yield.
- **Factor analysis** - Utilizing Bloomberg's factor library, quantitative tools and proprietary factor modeling, strategists aim to measure trends and relative valuations in the quantitative factor space in order to inform their overall relevance for portfolio strategy.



Industry



Strategy



Litigation

Bloomberg Intelligence



ESG



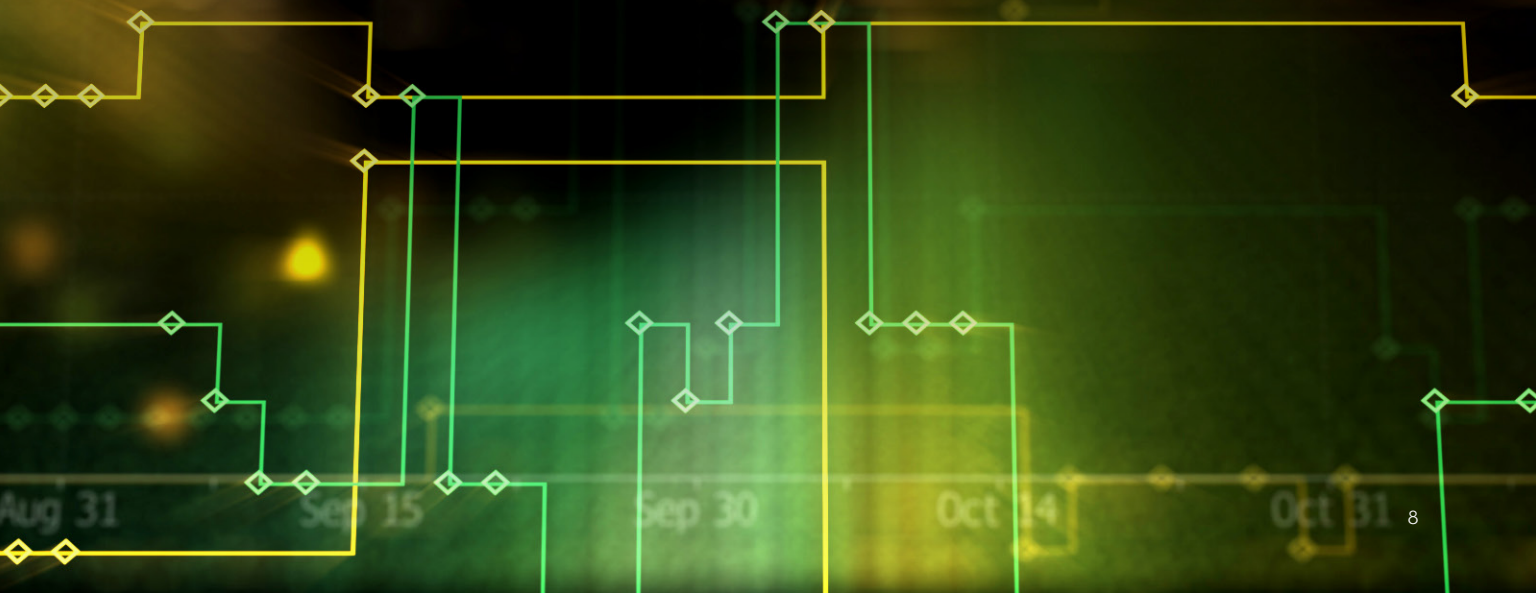
Company



Credit



Government



Dig deep into a company's performance, data and supply chains.

Cross-discipline analysis of companies, industries and commodities markets—taking into account complex environmental, sustainability and governance factors (ESG)—affords users a better understanding of the interrelationships between industries and constituent businesses, opportunities and risks. This 360° approach helps clients create and refine their own investment ideas as well as monitor the competition.

Key Resources

- **Earnings previews and outlooks** – BI analysts opinion on financial implications before and after earnings
- **BI reacts** – Explains the impact of an important news event or key corporate announcement on companies
- **Industry and company primers** – At-a-glance insights including financial fundamentals and key topics driving the industry or business.

The screenshot displays the Bloomberg Intelligence (BI) interface. At the top, there's a navigation bar with 'Send' and 'Actions' buttons. The main header reads 'Tesla May Need to Defer Delivery Goal Again: Company Outlook'. Below this, there are tabs for 'Key Topics', 'Financial Review', and 'Key Topics'. The left sidebar features analyst profiles for Kevin P. Tynan and Andreas Krohn. The main content area contains a thesis statement about Tesla's delivery goals and a list of key topics including 'Coronavirus Impact More Like 2009 Than 9/11'. The right sidebar offers 'Related Content' with a profile for Kevin Tynan, 'Automotive, North America' filters, 'Additional Analyst: Andreas Krohn', 'Related Research' links, 'Related Data' links, and a 'Function' section for 'Relative Valuation'. At the bottom, there are 'Suggested Functions' for 'ECO' and 'HLTB'.

Running BI<GO> and selecting BI Coverage allows you to search by company for a Bloomberg Intelligence primer that reveals at-a-glance insights including financial fundamentals and key topics driving the business, all underpinned by relevant company and industry data. Links to related research and datasets for more insights are available in the menu bar to the right of all primers. Or you can try **BICO <GO>** to instantly recall the primer on the currently loaded security.

Consult our analyst teams.

Access to Bloomberg Intelligence means access to an entire research department working for you. Bloomberg Intelligence analysts are available via email, phone, IB or in-person to answer questions about their published work and enable you to get ahead and stay ahead.

Want more?

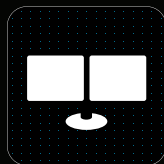
Bloomberg Intelligence offers research in a variety of formats that can be accessed on the Terminal, and on the go via the Bloomberg Professional App.

Key Resources

- **Analysts on hand** – BI analysts are available to discuss their research directly over email, phone or IB.
- **Webinars and live events** – BI host 150+ live events and webinars each year, with research presentations and exclusive guest speakers from a range of industries and sectors.
- **Industry chatrooms** – Join anonymous chatrooms over IB with analysts and peers for real-time updates and discussion.
- **Podcasts / TV** – Access on-demand BI podcasts, conference calls and media appearances
- **Weeklies & monthlies** – The most important research of the week and month, delivered right to your inbox
- **Morning & afternoon wraps** – Surfacing the research items you need to know during the day, across all sectors

Bloomberg Professional App

To access BI analysis on the Bloomberg Professional app for iOS and Android, go to the News or the Research icon from the home screen, type **BI <GO>** or select BI from Sources. Primers are also available in the app.



Sector and industry coverage.

Communications

Advertising & Marketing
Cable & Satellite
Entertainment Content
Internet Based Services
Internet Media
Publishing & Broadcasting
Telecom Carriers

Consumer Discretionary

Airlines
Apparel, Footwear & Acc Design
Auto Parts
Automobiles
Automotive Retailers
Automotive Wholesalers
Building Maintenance Services
Casinos & Gaming
Catalog & TV Based Retailers
Consumer Elec & Applc Stores
Cruise Lines
Department Stores
E-Commerce Discretionary
Educational Services
Entertainment Facilities
Food Services
Home & Office Furnishings
Home Improvement
Home Products Stores
Homebuilders
Jewelry & Watch Stores
Leisure Clubs & Facilities
Lodging

Other Commercial Services

Other Spec Retail - Discr

Other Wholesalers

Professional Services

Recreational Vehicles

Restaurants

Security Services

Specialty Apparel Stores

Sporting Goods

Textile & Textile Products

Toys & Games

Transit Services

Consumer Staples

Agricultural Producers
Agricultural Products Whslrs
Beverages
Food & Drug Stores
Food Products Wholesalers
Household Products
Mass Merchants
Packaged Food
Tobacco

Energy

Biofuels
Coal Operations
Exploration & Production
Integrated Oils
Midstream - Oil & Gas
Oil & Gas Services & Equip
Refining & Marketing
Renewable Energy Equipment

Financials

Banks
Beverages
Commercial Finance
Consumer Finance
Diversified Banks
Institutional Brokerage
Instl Trust, Fiduciary & Custody
Insurance Brokers
Investment Companies
Investment Management
Islamic Banking
Islamic Insurance Carriers
Life Insurance
Mortgage Finance
P&C Insurance
Private Equity
Real Estate Owners & Developers
Real Estate Services
Reinsurance
REIT
Security & Cmdty Exchanges
Wealth Management

Sector and industry coverage.

Health Care

Biotech
Generic Pharma
Health Care Facilities
Health Care Services
Health Care Supplies
Health Care Supply Chain
Large Pharma
Life Science Equipment
Managed Care
Medical Devices
Medical Equipment
Specialty Pharma

Industrials

Agricultural Machinery
Aircraft & Parts
Commercial Vehicles
Comml & Res Bldg Equip & Sys
Construction & Mining Machinery
Courier Services
Defense Primes
Electrical Components
Electrical Power Equipment
Engine & Transmission
Engineering Services
Fabricated Metal & Hardware
Factory Automation Equipment
Flow Control Equipment
Industrial Automation Controls
Industrial Distribution & Rental
Industrial Machinery
Infrastructure Construction
Logistics Services
Marine Shipping

Material Handling Machinery
Measurement Instruments
Metalworking Machinery
Non-Residential Bldg Const
Pollution Control Equipment
Rail Freight
Railroad Rolling Stock
Rubber & Plastic
Shipbuilding
Transport Support Services
Trucking
Waste Management

Materials

Agricultural Chemicals
Base Metals
Basic & Diversified Chemicals
Cement & Aggregates
Containers & Packaging
Metal Svc Center & Other Whslrs
Non Wood Building Materials
Other Mined Minerals
Paper
Precious Metal Mining
Specialty Chemicals
Steel Producers
Steel Raw Material Suppliers
Wood Building Materials

Technology

Application Software
Communications Equipment
Computer Hardware & Storage
Consumer Electronics
Electronics Components
EMS/ODM
Information Services
Infrastructure Software
IT Services
Office Electronics
Other Hardware
Payment & Data Processors
Semiconductor Devices
Semiconductor Mfg

Utilities

Elec & Gas Mktg & Trading
Integrated Utilities
Power Generation
Utility Networks

Take the next step.

For additional information,
press the <HELP> key twice
on the Bloomberg Terminal®.

[bloomberg.com/intelligence](https://www.bloomberg.com/intelligence)

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