

THE TARIFF SITUATION. ARE YOU READY?



The Urgent Challenge - US/Canada/Mexico Tariff Uncertainty

- The current tariff situation between the US, Canada, and Mexico is creating volatility for businesses operating in North America.
- Shifting policies, retaliatory tariffs, and unpredictable political rhetoric make it extremely challenging to plan for the future.
- This uncertainty directly impacts your bottom line, influencing sourcing costs, supply chain stability, and consumer demand.

Clarity in Uncertain Times - Data-Driven Insights for Your Business

- **Ipsos AutoPulse** provides you with a clear, real-time understanding of how American consumers are reacting to the tariff situation. With consumer education on tariffs on the rise, staying ahead of their understanding and perspective is paramount for your business to make informed decisions.
- Consumer sentiment, purchasing intentions, and price sensitivity are tracked from a critical perspective – the customer's point of view – and deliver it to you on a timely basis.
- This analysis enables you to factor the Voice of the Customer (VoC) into your key decision-making, ensuring your strategies align with evolving consumer needs.

Actionable Intelligence - Stay Ahead of the Curve

- **Ipsos AutoPulse** delivers concise, visually compelling & concise PowerPoint reports with expert analysis of the latest consumer trends.
- The online survey gets timely feedback from 300 Americans with potential intention to purchase a car in the next 12 months, offering critical feedback from the consumers whose decisions most directly impact your 2025 sales.

Your Competitive Edge - Navigate the Tariff Landscape with Confidence

- Key areas addressed in the study include:
 - Awareness of tariff situation
 - Price sensitivity and delay of vehicle purchase
 - Movement to used car dynamic
 - Tariff impact on potential higher cost of living
 - Importance of vehicle manufacturing location
 - Future vehicle brand of consideration
- Don't let uncertainty paralyze your business. Ipsos AutoPulse equips you with the knowledge to adapt and thrive in this challenging environment.
- Choose the subscription that suits your needs: Receive bi-weekly reports for \$9,500 per month, monthly for \$5,500.

For more information
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