

# Anderson Named Loyalty Director at Polk

Jeffrey Anderson has joined Polk, the global automotive market intelligence firm recently acquired by IHS, as director of Market Reporting Solutions.



Jeff Anderson

In his new role, Anderson will lead Polk's Loyalty Solutions and Loyalty Management Practice, ensuring clients understand and leverage the organization's resources for owner loyalty measurement and improvement, together with conquering and retention strategies, as part of their business planning efforts.

Owners who repeatedly buy vehicles from the same automaker or brand provide an important source of ongoing sales and service revenue, said Polk spokesperson Michelle Culver.

Polk's Loyalty Management Practice will continue, enabling manufacturers, dealers and others responsible for developing automotive loyalty programs to effectively set benchmarks and manage owner loyalty through in-depth analysis of automotive shopping behaviors and related market influencers.

This promotion came on top of IHS's acquisition of R.L. Polk, which was completed earlier this year. R.L. Polk & Co. consists of two divisions - Polk and CARFAX - that provide actionable market intelligence, powerful tools and analytics and extensive vehicle history information, said IHS spokesman Ed Mattix.

He added that the combination of R.L. Polk & Co. with IHS Automotive creates a comprehensive capability that will significantly enhance customers' insights and decision processes across the full vehicle lifecycle with analytics from product planning through manufacturing, sales and into automotive aftermarket.

"Now that R.L. Polk & Co. is part of IHS Automotive, their

comprehensive information on vehicle registrations, ownership and repair allow us to offer automakers, automotive parts and technology suppliers and dealers an unparalleled suite of products and services that span from portfolio planning to the end of a vehicle's life," said Scott Key, IHS president and CEO.

"No one has connected automotive information so comprehensively in markets around the world, or created the analytics solutions and tools that we are currently developing to support the strategic decisions of our customers.

"With this acquisition, IHS truly becomes the scaled, global player in the capital-intensive automotive information industry, which also relies heavily on electronics, chemicals, plastics and energy," Key continued.

"The addition of Polk and CARFAX furthers our vision to become the source of information, insight, expertise and knowledge across all of our target industry sectors and to provide converged solutions that create exceptional value for customers."

"As OEMs continue to increase their focus on owner loyalty,"

said Edouard Tavernier, senior vice president at IHS Automotive, "we needed an individual to lead our fast-growing Loyalty Practice who offered strong leadership capabilities, a rich automotive analysis and marketing background, and a track record of developing advanced analytics solutions.

"Jeff's unique blend of skills and experience make him an excellent fit for this role and for our combined organization. I look forward to working with him as he further develops our Loyalty Practice."

Prior to joining Polk, Anderson served as director, Consulting and Analytics, at Experian Automotive where he conceived the company's patented loyalty methodology and suite of products and was responsible for overseeing significant improvement in business unit revenue during his tenure, Culver said.

He also served as director, Database Research and Analysis at Hamill, Thursam and Everett Performance Marketing where he managed all aspects of database and metrics design, strategic research and program assessment.

Anderson also served as vice president, Modeling and Research manager at BBDO/InterOne Marketing Group where he led the creation of Chrysler Group's first statistical segmentation models to be implemented within their owner database as well as managed research and analytic groups supporting all DaimlerChrysler Corporation customer relationship management activities, Culver said.

Earlier in his career, Anderson worked as a consultant and senior research analyst at Polk for eight years where he managed all aspect of the Analytic Consulting Team, including project flow and analyses.

## FANTASTIC LEASE & PURCHASE DEALS...

40 years of great service, Lowest lease payment or purchase price. Before you take delivery of vehicle "Please" remember To check with me to see how much money I can save you. Thinking about a purchase, "Please" don't forget about the PEP's

### '14 CHEVROLET CRUZE 1LT



MSRP \$20,795  
GM Employee price \$19,375

**\$168\*** Lease for 36 months with \$379 Due at signing

**DON'T UNDERSTAND THE NEW GM EMPLOYEE PRICING, GIVE BRUCE A CALL FOR CLARIFICATION...**



CALL **BRUCE LITVIN** CELL # **1-586-405-5175**  
- 24/7 & 365 - blitvin@lunghamer.com  
40 YEARS OF QUALITY SERVICE

**1-888-665-5438**  
**Joe Lunghamer**

**CHEVY** Drive Beautiful **BUICK** WE ARE PROFESSIONAL GRADE  
#44296 #42333 #21552  
475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

Be treated with the respect you deserve. TOP DOLLAR FOR YOUR TRADE and the Best Deal PERIOD!!

**Wally Edgar** FIND NEW ROADS  
Chevrolet Employee HQ

**1-248-724-1073**

JAY CHAISER x117  
Fax: 248-391-0189  
Cell: 248-821-8026  
Email: jchaiser@wallyedgar.com

Sales Hours:  
Mon. - Thur. 8:00 am - 8:00 pm  
Fri. 8:00 am - 6:00 pm  
Sat. 9:30 am - 3:00 pm • Sun. Closed  
CHEVY DEALER CODE 44085

**2014 IMPALA LS**  
Starting At **\$225\***  
36 MONTH • 10K LEASE \$999 DOWN

**2014 EQUINOX LS FWD**  
Starting At **\$189\***  
36 MONTH • 10K LEASE \$999 DOWN

**2014 CRUZE LS**  
Starting At **\$125\***  
36 MONTH • 10K LEASE \$999 DOWN

\*Lease payment examples based on GM Employee Discount price plus tax, title, plate, first month payment (except Cruze) and doc. fees due at signing with all rebates including USAA private offer assigned to dealer. Lessee responsible for excess wear and tear as well as exceeding contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, price subject to change.

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills

**1-866-906-0279**  
**Wally Edgar**  
Chevrolet  
Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

HAPPY NEW YEAR FROM **MORAN** **The Best Price... PERIOD!** **RED TAG SALES EVENT** SEE SOME RED... SAVE SOME GREEN!

Where You Always Get...

**2014 CRUZE**  
• 2 Yr/24,000 Scheduled Maintenance INCLUDED!  
• ECOTEC 1.4L "Turbo" Engine!  
• Automatic Transmission!  
• AM/FM/XM Radio w/CD!  
• Power Locks/Windows!  
• Remote Keyless Entry!  
• Aluminum Wheels!  
• 35 MPG on the Highway!  
Stk. #E16131  
MSRP \$20,795  
NO 1ST PAYMENT OR SECURITY DEPOSIT!

Starting At **\$16,754**  
36 Month Lease **\$108** 36 Month Lease **\$159**  
With \$2000 Trade-In or Cash Down! Just \$159 Down

**2014 MALIBU**  
• 2 Yr/24,000 Scheduled Maintenance INCLUDED!  
• LS Equipment Package!  
• 2.5L DOHC VVT Engine!  
• Automatic Transmission!  
• Power Locks/Windows!  
• Cruise Control/Tilt Wheel!  
• AM/FM Radio w/CD!  
• Remote Keyless Entry!  
• Aluminum Wheels!  
• Rear Window Defogger!  
• 36 MPG on the Highway!  
Stk. #E14834  
MSRP \$22,965  
NO SECURITY DEPOSIT!

Starting At **\$17,365**  
24 Month Lease **\$118** 36 Month Lease **\$178**  
With \$2000 Trade-In or Cash Down! Just \$178 Down

**2014 EQUINOX**  
• 2 Yr/24,000 Scheduled Maintenance INCLUDED!  
• LS Equipment Package!  
• 2.4L DOHC Engine!  
• Automatic Transmission!  
• Power Locks/Windows!  
• AM/FM/XM Radio w/CD!  
• Remote Keyless Entry!  
• Aluminum Wheels!  
• 32 MPG on the Highway!  
Stk. #E16090  
MSRP \$25,315  
NO SECURITY DEPOSIT!

Starting At **\$21,689**  
24 Month Lease **\$164** 36 Month Lease **\$209**  
With \$2000 Trade-In or Cash Down! Just \$209 Down

**2014 TRAVERSE**  
• 2 Yr/24,000 Scheduled Maintenance INCLUDED!  
• LS Equipment Package!  
• 3.6L SIDI V6 Engine!  
• Automatic Transmission!  
• Power Locks/Windows!  
• AM/FM/XM Radio w/CD!  
• Remote Keyless Entry!  
• Bluetooth for Phone!  
• 24 MPG on the Highway!  
Stk. #E16202  
MSRP \$31,670  
NO SECURITY DEPOSIT!

Starting At **\$26,785**  
24 Month Lease **\$205** 36 Month Lease **\$245**  
With \$2000 Trade-In or Cash Down! Just \$245 Down

Picture may not represent actual sale vehicle. All applicable rebates including lease loyalty or lease conquest in the same household have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice. All leases 10,000 miles per year. All Sale Prices/Payments are plus title, tax and plate fees. GM Employee discount is required except where noted. \$2000 Trade-In guarantee is for 2000 or newer vehicles in drivable condition. No branded titles. Certain restrictions may apply, see dealer for details. Sale ends 1/2/2014.

We'll Give You \$2000 Minimum for Your Trade-In... GUARANTEED!

**MORAN** **The Best Price... PERIOD!**

35500 S. Gratiot Ave. Clinton Township, MI. 48035 (586)-791-1010  
SHEILA ROTHENHAUSER srothenhauser@moranauto.com  
RICH MILNE rmilne@moranauto.com  
**MORANCHEVY.COM**

4511 24th Ave. Fort Gratiot, MI. 48059 (810)-385-8500