

Maximize your investment and customer value for advanced driver assistance systems integrations

Provide auto insurers with valuable vehicle information while increasing revenue opportunities

Advanced driver assistance systems (ADAS) integrations are on the rise and have been linked to reduced accidents and driver risk. However, variations in ADAS naming systems make it difficult for auto insurers to accurately assess risk reduction for ADAS-equipped vehicle owners.

Get ADAS feature clarity with LexisNexis Vehicle Build

LexisNexis® Vehicle Build normalizes and standardizes ADAS features across automakers in our ADAS classification system. Vehicle Build will also indicate whether certain features are available as a standard feature or as an option. Our ADAS classification system conveniently provides auto insurance carriers with additional insights about a vehicle's safety features and helps insurance carriers reward consumers for owning vehicles with enhanced safety features. That creates benefits for your business.

Vehicle Build supports the automaker's efforts to:

- Help your customers reduce the total cost of vehicle ownership
- Sell more ADAS-equipped vehicles
- Improve upon your ADAS design and configuration
- Increase incremental data monetization opportunities

With our normalized ADAS classification system and Vehicle Build, you can realize greater value from your ADAS investments while creating benefits for drivers and insurers.



LexisNexis® Vehicle Build for Automakers

Help your customers reduce the total cost of vehicle ownership

The ability to use ADAS data as a rating factor in insurance pricing can reduce the whole life vehicle cost for the consumer. This is valuable point-of-sale information for you, as you guide your customers toward the vehicle purchases that make the most sense for them financially, overall. For insurers, this is an opportunity to reaffirm how driving a safer car is ultimately saving consumers money.

Upsell consumers on the benefits of ADAS-equipped vehicles

With simplified and standardized vehicle build information in your hands, you can more effectively showcase ADAS capabilities and help your customers make the best decisions about their vehicle purchase.

Improve ADAS design and configuration

LexisNexis Vehicle Build gives you access to industry-wide system efficacy and performance data that can help you enhance ADAS design and configuration. It also offers industry insights on the effectiveness of ADAS technology and its impact on insurance claims. These are valuable tools for enabling improved safety features and promoting the benefits of ADAS to your customers.

How Vehicle Build works:

- Automakers provide LexisNexis with VIN-level vehicle build data, including ADAS data.
- LexisNexis ingests and normalizes this build data.
- Insurers use the build data for pricing, underwriting and claims purposes.

Automakers have an opportunity to monetize their build data by selling it to insurers, who have an opportunity to better price and segment their business and serve the shared customer more seamlessly. Maximize your investment in ADAS, help reduce your customers' total cost of ownership, and create new revenue opportunities with insurers—through Vehicle Build.



For more information on LexisNexis® Vehicle Build please contact us at USConnectedCar@lexisnexisrisk.com

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.