



PRESS RELEASE, February 25th 2020:

Market intelligence specialist ANP cooperates with the Chinese market leader AUTODATAS in the field of Automotive Benchmarking

With the new partnership, the 200 tear-down and E-mobility specialists from AUTODATAS and the Benchmarking experts from ANP want to provide the German automotive industry with an innovative, intelligent database. The basis for this is the analysis platform of the Chinese market leader AUTODATAS with currently 250 vehicles. 50 vehicles are added each year.

The technology and cost analysts from AUTODATAS and ANP MANAGEMENT CONSULTING, specialized in consulting services in the field of competitive intelligence & Benchmarking for automotive manufacturer and supplier have come together. Both companies want to strengthen their business in Germany and Austria and meet the growing demand for innovation research and successfully covering E-mobility services in the automotive industry.

To do this, the new partners are pooling their respective strengths:

As the market leader in China for vehicle benchmarking, AUTODATAS offers customers modular solutions for optimizing products and platform architectures in the areas of structure, material, performance, costs and supply chain, while ANP provide their global network of experts and benchmarking expertise in the automotive market.

The Essen-based company recently celebrated its 15th anniversary. AUTODATAS has been on the market in China since 2004 and works for the local automotive industry as well as in the USA, Japan and Europe.

"Car analysts have a constant need for data, but also need transparent analysis that focus on technical innovations and platforms, among other things. This means that we are also able to cope with future challenges," says Will Wang, CEO of AUTODATAS. "Thanks to AUTODATAS, we will be able from now on to provide tear-down and cost data in an easily accessible form," says Peter Nagel, Managing Partner of ANP MANAGEMENT CONSULTING.

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