

# Bloomberg Intelligence: Data-Driven Research

Helping clients make better  
investment decisions, faster.



**Bloomberg  
Intelligence**

## Contents

- 03** Overview
- 04** Bloomberg Intelligence by the numbers.
- 05** Essential data you need.
- 06** Sector and company research.
- 07** Market strategy research.
- 08** Bloomberg Intelligence
- 09** Company research.
- 10** Consult our analyst teams.
- 11** Sector and industry coverage.

# **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 is here to help clients make more informed decisions in the rapidly moving investment landscape.

BI's coverage spans all major global markets, more than 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.

**400+**

research professionals

**135+**

industries

**500+**

data contributors

**15 yrs**

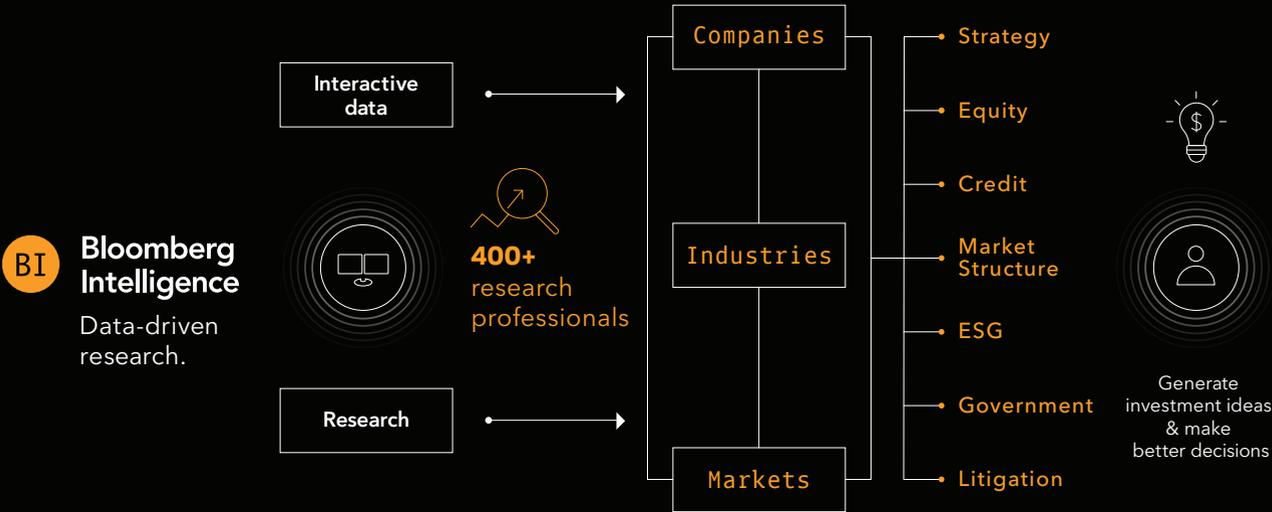
avg. experience

**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 datasets organizing proprietary and third-party datasets into time-saving interactive analytical 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	
Botic	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	035.0	618,260.0	656,001.0	683,254.0	
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	3,734M	
Renault - Nissan - Mitsubishi Alliance	699M	10,608M	10,757M	3,754M	
Ford Motor Co	651M	6,607M	5,982M	5,386M	
SAIC Motor Corp Ltd	499M	6,920M	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 make 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 datasets 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.

Actions		Directory	Export	Settings	Bloomberg Intelligence	
*Search BI Research and Data*						
Automobiles Dashboard (BI AUTMG) <span style="float: right;">Global</span>						
Research	Industry Outlook (Click to see more) »	Key Indicators	Latest			
Dashbd Home	Covid-19 Outlook: Global Automakers	Industry Indicators				
Industry	THEESIS: 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	Featured Research	36) EPS Growth Yoy (...)	-19.15			
Industry	1) Coronavirus to Disrupt Global Auto Supply Chain	37) WACC	7.58			
Company	2) Tariff Tiff Punishes Rigid Auto Production Capacity	Equity Valuation (Median)				
Analyzer	3) LG Chem's Battery Unit to Draw on Tie-Ups in China	38) Est P/E Current Yr	8.49			
Valuation	4) China to Weed Out Weak Rivals With NEV Subsidy Cut	39) Price/Book	.59			
Credit	Most Recent   More »	Research & Data				
Cost Analysis	5) Funding Costs Explode, Stalling Ford Credit's Profit Engine	08:24	Competitors	%YTD		
Contributors	6) How We're Thinking About Ford's Bonds After Some Dropp...	08:24	51) Daimler AG	-43.19		
Monitor	7) Less Worse Is the New Good in Auto Debt, Fitting BMW Per...	04:33	52) General Motors...	-40.68		
News/Research	8) Weekly 2.2 Billion-Euro Burn, But VW Risk Solid: Credit O...	02:12	53) Bayerische Mo...	-31.96		
Events	9) Volkswagen's 195 Billion-Euro Debt Carries Risk, Some R...	02:12	54) Tesla Inc	+30.90		
Comp Sheets	10) Maruti Suzuki's Profit May Slide on Covid-19, India: 4Q P...	04/06	55) Volkswagen AG	-26.18		
Markets	11) Ford History Lesson Teaches About Its Credit Rating in Do...	04/06	56) Honda Motor C...	-23.99		
	12) Asia Automotive Valuations May Keep Struggling on Covid...	04/05	57) AUDI AG	+21.25		
	13) Not Ready to Secure the Blue Oval: Ford Has Liquidity, fo...	04/03	58) SAIC Motor Cor...	-18.57		
	14) \$1.4 Trillion of Auto Debt at Risk of Cuts in Ratings Apoca...	04/03	59) Toyota Motor C...	-14.21		

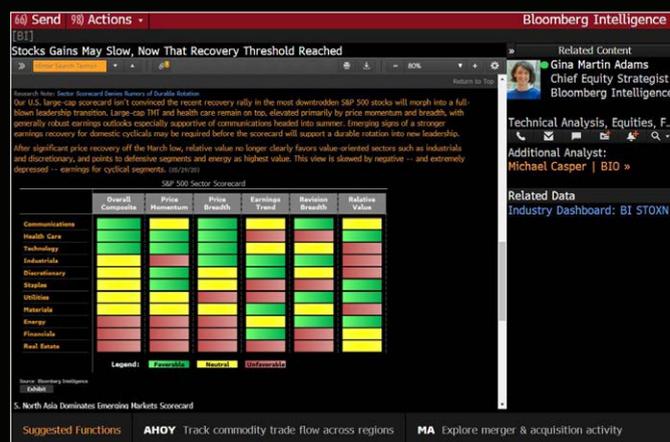
Global automobiles dashboard - BI AUTMG <GO>

# 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 provide market-relevant insights.

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

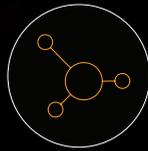
- Commodities
- Credit
- Cross-Asset
- Cryptocurrency
- Currency
- Distressed
- Emerging Markets
- Fixed Income
- Municipal Bonds
- Rates
- Sovereign Strategy

## Equities

- Emerging Markets
- Equities
- ESG
- ETFs
- 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



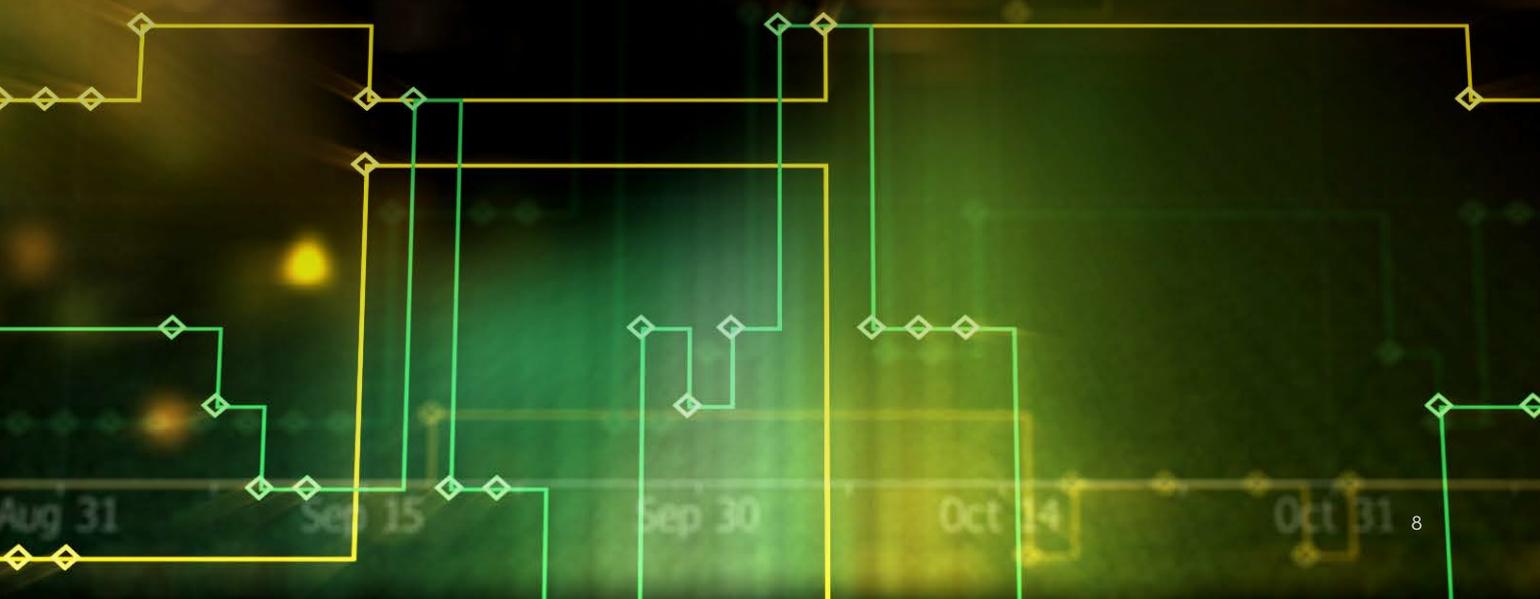
Company



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' options. The main content area features a news article titled 'Tesla May Need to Defer Delivery Goal Again: Company Outlook'. The article is attributed to Kevin P. Tynan (Senior Industry Analyst) and Andreas Krohn (BI Associate Analyst). The article text discusses Tesla's supply issues in China and its financial performance. Below the article, there are sections for 'Key Topics' and 'Related Content'. The 'Key Topics' section lists items like 'Coronavirus Impact More Like 2009 Than 9/11' and 'Price Hikes May Usher in EVs'. The 'Related Content' sidebar on the right includes 'Automotive, North America', 'Additional Analyst: Andreas Krohn | BIO', 'Related Research' (with links to 'BNEF EV Outlook', 'Stalled U.S. EV Sales', and 'BI Focus: EV Push Gets Real'), 'Related Data' (with links to 'Company Earnings Analyzer', 'Global Electric Vehicle Sales', 'China New-Energy Vehicles', and 'Industry Dashboard: BI AUTM'), 'Function' (with a link to 'Relative Valuation'), and 'Suggested Functions' (with links to 'ECO See upcoming economic releases & events' and 'HLIB Slice and dice holdings to spot trends').

Running **BI <GO>** and selecting **BI Coverage** allow 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?

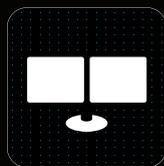
Bloomberg Intelligence offers research in a variety of formats that can be accessed on the Terminal and on the go via the Bloomberg Professional App.

## Key Resources

- **Analysts on hand** - BI analysts are available to discuss their research directly over email, phone or IB.
- **Webinars and live events** - BI hosts 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 & Design  
Auto Parts  
Automobiles  
Automotive Retailers  
Automotive Wholesalers  
Building Maintenance Services  
Casinos & Gaming  
Catalog & TV-Based Retailers  
Cruise Lines  
Department Stores  
E-Commerce Discretionary  
Educational Services  
Electronics & Appliance Stores  
Entertainment Facilities  
Food Services  
Home & Office Furnishings  
Home Improvement  
Home Products Stores  
Homebuilders  
Jewelry & Watch Stores  
Leisure Clubs & Facilities  
Lodging  
Other Commercial Services  
Other Specialty Retail

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 Wholesalers  
Beverages  
Food & Drug Stores  
Food Products Wholesalers  
Household Products  
Mass Merchants  
Packaged Food  
Tobacco & Cannabis

## 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 & Commodity Exchanges  
Wealth Management

## 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

# Sector and industry coverage.

## Industrials

Agricultural Machinery  
Aircraft & Parts  
Commercial Vehicles  
Building Equipment & Systems  
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  
Railway Vehicles & Transport  
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 Manufacturing

## 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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