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Harbour Results Partners with AutoForecast Solutions for Harbour IQ

Collaboration enhances the automotive forecasting data and insight
available to Harbour IQ members

SOUTHFIELD, Mich., April 15, 2021 – Harbour Results, Inc., (HRI) a leading consulting firm for manufacturers, has partnered with automotive forecasting expert AutoForecast Solutions (AFS) to improve the Harbour IQ intelligence tool and provide membership additional automotive industry forecasts, data and insight.

Harbour IQ is the global source for performance benchmarking, trends, and financial and operational data for the manufacturing industry. Partners and clients have access to relevant data and information as well as quarterly pulse studies, manufacturing trend reports, white papers and various other intelligence. Harbour IQ unlocks the key to never-before-seen data and information critical to manufacturers in developing a successful long-term business strategy while managing the day-to-day business.

A leading provider of automotive forecasting and analytics, AFS is focused on improving its client's competitiveness, opportunity identification and revenue growth. AFS utilizes proprietary models and methodologies to generate consistent forecasting information. The unique combination of automotive forecasting databases, business planning solutions, & concierge-level support is unmatched in the automotive industry. AFS enables Driving Data Into Descisions by becoming an extension of our customers' planning department.

"As the manufacturing industry evolves and faces new challenges, we want to be sure our Harbour IQ business intelligence tool delivers the data and insights members and partners need to make better, more informed business decisions," said Laurie Harbour, president and CEO, Harbour Results, Inc. "We are excited to work with the AFS team and bring their data and insights to North American manufacturers."

There are many factors that make 2021 as challenging, if not more, than 2020 for manufacturers. To be successful companies will need to be flexible and speed up the decision-making process. Having accurate data and forecasts are the foundation on which companies mitigate risk and maintain profitability.

"We are very excited to join our new strategic partners at Harbour Results Inc. to provide global insight and analysis to the automotive community," said Joe McCabe, CEO and president of AutoForecast Solutions LLC. "Our organizations have a shared vision in our approach to work directly with our customers, focused on the issues shaping their critical decisions. The combination of the AFS suite of forecasting solutions with the expertise at Harbour Results should provide a valuable experience to our customers, and we look forward to getting started"

About Harbour Results, Inc.:
Harbour Results, Inc. a leading business and operational consulting firm for the manufacturing industry. Focused on small- to medium-sized manufacturers, HRI offers operational and strategic advisory expertise, and proprietary assessment programs to help optimize a business's performance. In addition, HRI helps companies better understand and improve their financial situation as well as assist in restructuring businesses.

Headquartered in Southfield, Michigan, Harbour Results was founded in 2005 by industry analyst Laurie Harbour. Today, the Harbour Results team is comprised of manufacturing experts, and clients also have exclusive access to Harbour Results' network of partner companies and worldwide resources. For more information, visit, harbourresults.com, Twitter or LinkedIn.

About AutoForecast Solutions
AutoForecast Solutions is the leading provider of automotive forecasting databases and business intelligence solutions for the global automotive industry. The AFS Solution Suite combines data, proprietary software, and concierge-level support to help mitigate risk and maximize opportunity. The AFS team of subject matter experts become an integral part of a company's planning operations, providing the tools to improve competitiveness. For more information, visit AutoForecast Solutions.

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