



## FOR IMMEDIATE RELEASE

### **Clarify Group Celebrates Five Years of Driving Automotive Insight, Advisory Excellence, and Industry Transformation**

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**Clarify Group Inc.**, a leading automotive research, analytics and consulting firm, recently celebrated its **fifth anniversary** on Feb 24th — a milestone that reflects the company's sustained commitment to helping automakers, dealer groups, suppliers, industry associations and government bodies make smarter, data-driven decisions in a rapidly evolving global automotive market.

Since 2021, Clarify has become a trusted advisor to the automotive industry by marrying deep sector expertise with rigorous research methodologies, advanced analytics and practical hands-on advisory services that help clients navigate transformation across electrification, retail-technology adoption, and customer experience evolution.

"Everything we do is grounded in delivering practical value to our clients. When our clients succeed — whether through sharper strategy, clearer insights, or stronger results — that's the measure of our success," said **Darren Slind** Co-Founder and President of Clarify. "This milestone belongs to our entire team. It is their expertise, integrity, and passion for the automotive sector that enable us to deliver meaningful insight and trusted guidance every day."

"With five years of learning, collaboration and impact under our belt, we are more committed than ever to supporting the automotive ecosystem with insights that really matter," said **Niel Hiscox**, Co-Founder and CEO of Clarify Group. "The pace of industry change — from new mobility models to retail digitalisation and customer experience expectations — demands clarity. Our role has always been to translate complex data and trends into strategic action that drives sustainable performance improvement."

### **Supporting Data-Led Decision Making Across the Automotive Ecosystem**

Clarify Group's services span comprehensive research and analytics to bespoke consulting and coaching, including:

- **Voice-of-Customer (VOC)** research across customer, employee, product, brand health, and auto-show visitor experience segments
- **Brand health benchmarking** and **customer-journey analysis** to prioritise key drivers of loyalty and retention
- **Advisory services** that help OEMs and dealership groups refine strategy and align internal processes with market realities

- **Data analytics and tracking** solutions that ensure automotive stakeholders invest resources where they deliver maximum impact
- **Industry research reports and studies** that give automotive stakeholders a clear, data-driven perspective on key issues and trends shaping the market.

These capabilities have been applied in collaboration with leading global and regional automotive brands, dealer associations and major auto shows, yielding actionable insights that directly inform retail strategies and marketing decisions.

## **Impact and Industry Recognition**

Over the past five years, Clarify's research has produced high-profile findings that have helped recalibrate industry thinking — from confirming the ongoing influence of in-person auto shows on consumer behaviour and purchase decisions, to evaluating retail technology adoption challenges faced by dealer networks.

Client testimonials underscore Clarify's role as a thought leader and trusted advisor. OEM executives and dealer association leaders have noted the company's professionalism, flexibility and ability to turn data into actionable strategic direction that enhances customer and employee experiences.

## **A Global Footprint with Automotive-Centric Depth**

Headquartered in Markham, Ontario, with affiliate operations in the United States and the United Kingdom, Clarify combines North American market insight with a global perspective on automotive trends. The firm's leadership team brings decades of industry experience from research, consulting and strategic roles across the sector, enabling Clarify to serve luxury, volume, supplier and association clients with equal depth. ([Clarify Group](#))

## **Looking Ahead: Continual Innovation and Partnership**

As Clarify celebrates its fifth anniversary, the company reaffirms its long-term commitment to the automotive industry's successful evolution. With an expanding portfolio of research products, client engagement models, and industry thought leadership, Clarify remains focused on equipping stakeholders with the insights they need to thrive amid disruption and opportunity.

"The next chapter for Clarify will be guided by the same purpose that brought us here — to help our industry understand change, act with confidence, and unlock performance potential," added Hiscox.

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