

Haig Stoddard has followed the auto industry for over three decades, starting as a reporter for WardsAuto and transitioning to automotive market analyst. He has spent most of his career at Wards, with stints along the way at another independent organization forecasting North American vehicle production, and as a vehicle sales analyst at a major supplier and automaker. Since returning to Wards eight years ago, he has served as the company's lead in-house analyst overseeing several of the information provider's data products and tools, including production, sales and powertrain forecasts.