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FIAT GROUP AUTOMOBILES RENEWS EXCLUSIVE TWO YEAR CONTRACT WITH JATO

JATO Dynamics, the world's leading provider of automotive data and intelligence, has today announced that FIAT Group Automobiles has renewed a two year contract and will take a broad portfolio of integrated data solutions to aid its business and dealer network.

JATO has a long association with FIAT Group Automobiles. The new two year contract will see JATO as the exclusive provider of data to assist tactical decision making on product and pricing strategy. JATO also provides Fiat, Alfa Romeo, Lancia and Fiat Professionals with interactive solutions to aid the customer-facing sales teams within its dealer network.

Giovanni Pioli, General Manager of JATO Italy, says: "JATO is delighted to be supporting FIAT Group Automobiles at this exciting time. Globally, FIAT Group Automobiles is enjoying a period of unprecedented success having undertaken a comprehensive restructuring of its organisation. We are proud to be a part of that success and look forward to supporting Fiat, Alfa Romeo, Lancia and Fiat Professional in their future plans."

JATO has recently launched some exciting new products including a sophisticated 'Total Cost of Ownership' solution and an 'Option Take Rate' tool that will provide FIAT Group Automobiles with the ability to incorporate valuable intelligence into new product development strategy at the very early stages of the project.

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Editorial note: JATO Dynamics background

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives. The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs. JATO's data has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at www.jato.com

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