

**8 July 2010**

## **JATO APPOINTS PAUL STOKES AS VP SALES**

The world's leading provider of automotive intelligence, JATO Dynamics, has appointed Paul Stokes as Vice President of Sales.

Paul brings over 20 years' automotive sales, marketing and strategy experience to JATO, gained through a distinguished career with carmakers across the world. His record includes roles with Ford Motor Co., Premier Automotive Group and most significantly Volvo Car Corporation, for whom he worked in the UK, Sweden, Malaysia, in a pan-Asia Pacific role, and left the manufacturer after a little over two years rejuvenating the brand as President, Volvo Car Thailand, based in Bangkok.

Paul joins JATO with responsibility for delivering growth across key global markets and industry verticals and looks to bring his considerable industry experience to bear on the role.

Paul states: *"I know from first-hand experience the vital role JATO's solutions and services have for the automotive industry. I have previously been both a user of JATO solutions and involved in the management of an OEM that has a relationship with JATO and seen how JATO's intelligence can save OEM's millions of dollars through supporting strategic, tactical and marketing decisions. I hope to be able to use that 'inside' OEM knowledge in contributing to the further development of the value JATO contributes to our clients and their future success."*

Welcoming Paul to the role, Andy Rothery, Chief Operations Officer, JATO states: *"Paul's track record is impeccable and his experience invaluable. He will be a vital member of the team in driving JATO's business forward."*

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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 intelligence 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's intelligence to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com).

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