

April 14, 2008

## **JATO DYNAMICS CREATES TOTAL COST OF OWNERSHIP TOOL**

JATO Dynamics, the world's leading provider of automotive intelligence and business solutions, is set to enjoy further market expansion throughout 2008 with enormous interest being demonstrated in its recently launched Total Cost of Ownership solution.

A powerful partnership consisting of JATO Dynamics, AuDaCon AG and Bähr&Fess Forecasts has combined to create the innovative and powerful new solution. This eagerly awaited new resource offers manufacturers, importers, leasing companies and the financial services industry, strategic advice and intelligence on all aspects of managing fleet investment and all factors contributing to the total cost of ownership.

The product, which is already available in Germany, the Netherlands, Belgium and the UK, and is soon to launch in France, will make use of up to the minute data on a vehicle's purchase price, residual value, tax and insurance costs, service expenditures, maintenance, work and parts. This will be an especially important product for the fleet and finance industries where the total cost of ownership is a fundamental requirement.

Nasir Shah, Global Business Development Director at JATO says: "There is a great deal of financial risk associated with investing in and operating fleets, and we're pleased to have launched a product that will significantly aid the management and decision making process. Our Total Cost of Ownership tool enables the industry to accurately assess its investments prior to purchase."

AuDaCon (Automotive Data and Consulting) is one of the world's largest distributors of service maintenance and repair data for the automotive industry, whilst Bähr&Fess is a leading provider of residual value forecast data. This partnership offers a powerful solution by linking together each company's datasets in one unique and powerful online package.

**For a demonstration and free trial**, call Franck Hegele on 0033 (0)16 106 2200 or email [franck.hegele@jato.com](mailto:franck.hegele@jato.com).

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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. Major leasing companies use JATO's data to drive vehicle quotation processes. 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. Visit JATO at [www.jato.com](http://www.jato.com)