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JATO ANNOUNCES APPOINTMENT OF DAVID MITCHELL TO HEAD NORTH AND SOUTH AMERICAN OPERATION

JATO Dynamics, the world's leading supplier of automotive data and intelligence, today announces that it has appointed David Mitchell as President Americas.

Mitchell has 15 years consulting experience in the automotive sector and has represented market leaders across the industry. Most recently he held senior positions as Director of New Business Development at Pied Piper Management Company (PPMC) and as EVP Sales and Marketing with sophus3.

Mitchell's specific brief is to provide strategic and operational leadership in the Americas. He is charged with managing growth and diversification of JATO's auto and related business while overseeing implementation of the company's planned future product road map. JATO is committed to significant ongoing investment in product development to meet individual local market needs.

Neil Palfreeman, CEO of JATO Dynamics, says of the appointment: "David will provide strategic and operational leadership into the Americas' automotive markets. He is perfectly qualified to develop and maximize the huge potential that exists across North and South America."

"JATO is recognized across Europe and much of the globe as the first point of call for those within the automotive industry who require accurate information in a hurry," says Mitchell. "My aim is to leverage my experience gained as a Sales and Marketing Executive for market leaders in automotive consulting and expert systems to elevate JATO's standing in the Americas.

"My initial challenge is to task our impressive teams of account managers, researchers, analysts and planners to look to the future and apply our established global best practice. If you have not heard from JATO in a while...you will."

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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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