

October 10, 2007

JATO OFFERS NEW INCENTIVE SOLUTION

- **Solution offers customers greater understanding of the incentive environment**
- **JATO says controlling variable marketing expenditure is critical for the automotive industry**
- **JATO solution analyses all incentive types including free specification upgrades, discounts, finance and servicing offers etc**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has further enhanced its solution portfolio with the introduction of its new JATO Incentives data into the Spanish market.

"There is a lack of quantified assessment for incentive spend levels and their sales effectiveness", says Francisco López Ramírez General Manager, JATO Iberia. The JATO Incentives solution meets this essential need by providing customers with a comprehensive view of the tactical support activities in the market, to enable programmes and counter measures to be developed and implemented.

"Variable marketing expenditure is the critical element in controlling sales & marketing costs and amongst other things, our sophisticated product will enable customers to compare the incentive customer value for its vehicles against the competition."

JATO believes that detailed analysis of incentives is critical to manufacturers to support the main business processes such as product management, pricing and campaign planning.

The JATO incentives product is available through multiple delivery mechanisms, including integration with JATO's Value Analysis functionality to support pricing, which empowers the industry to make truly informed business critical decisions. The JATO incentive product allows our customers to maximise their incentive spend effectiveness and stay at the competitive edge of the rapidly changing automotive market..

The JATO Incentives solution includes both customer incentives and dealer incentives to give our customers a complete overview of the incentive environment. All major brands are researched and the product will be offered across Europe's 'Big 5' markets with additional markets to be launched at the end of 2008.

There is no other solution on the market that so comprehensively reviews the incentive environment.

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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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