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JATO TO OFFER VIDEO TEST DRIVES IN PARTNERSHIP WITH AUTOMOTION

JATO the world's leading provider of automotive data and intelligence is to offer automotive video test drives following a strategic partnership agreement with AutoMotion, a leader in video technology solutions.

From today JATO's global network of technology partners will be able to offer car dealerships AutoMotion's Video Test Drive product, alongside JATO's existing range of comprehensive, up-to-the minute market news and data on vehicle specifications, pricing and sales figures.

AutoMotion's Video Test Drive product features individual 60-90 second full-motion videos reviewing each model the dealership offers. The technology integrates seamlessly with the dealership website, providing a powerful 'virtual showroom' that allows dealers to profile their entire model line through online video content.

In addition, the AutoMotion product includes a tailored dealership website branding service, providing a powerful online marketing tool for dealerships to showcase their sales, service and selection expertise to prospective customers.

Ben Anderson, President of AutoMotion, said: "Research suggests the addition of video content exerts an impact on buying decisions in as much as 81% of cases. As the sophistication of new media continues to transform consumer buying behavior, the combined JATO / AutoMotion service is a formidable differentiator for any dealership."

Evaristo Garcia, President for JATO, Inc, said: "Feedback from our customers to date indicates significant demand for online video content. Full motion video from AutoMotion will allow us to deliver more content and greater value to our technology partners. Video Test Drive has proven itself as an extremely effective sales and marketing tool and makes a fantastic addition to our existing product portfolio."

For more information please visit:

<http://www.automotionweb.com/partners/JATO/partners.html>

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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

About AutoMotion:

Established in 2001, AutoMotion began developing innovative Web, DVD, and portable video solutions for the automotive, real-estate, and online retail markets. With the success of AutoMotion, their automotive marketing division, the company has been an innovating force in the way car dealerships are able to promote their products, turning web traffic into foot-traffic.