



JATO Price Tracker: From headlines to hidden insights

Sample analysis report



JATO News and Price Tracker

In today's competitive automotive market, pricing strategy can make the difference between market leadership and missed opportunities.

While pricing is your most powerful lever for profitability, making informed decisions requires deep understanding of both market events and their underlying drivers.

JATO's integrated solutions - **News** and **Price Tracker** - work together to deliver this crucial 360-degree view.

JATO News keeps you ahead of the curve with detailed articles on market changes, delivering time-sensitive insights on vehicle specifications, options, pricing, and incentive trends straight to your inbox. Price Tracker then allows you to dive deep into the data, revealing the strategic thinking behind these market moves.

Let's examine how this powerful combination works in practice. When Volvo announced their updated XC90 SUV for 2025 in the German market, the headline price changes told only part of the story.

Through Price Tracker's comprehensive version-level analysis, we uncovered how specification enhancements and proposition changes shaped the true value equation.

In the following analysis, we'll break down:

- How Price Tracker revealed the complete picture behind the XC90's pricing evolution
- The interplay between price adjustments and equipment changes
- Key insights that would have been missed without version-level analysis



01 JATO News alert: your call to action

When significant changes happen in the automotive market, JATO News Alert is your first point of contact.

Take our September 2024 alert about the Volvo XC90—a model now in its tenth year. The alert highlighted key model changes, providing the key information to catch your attention.

Think of it as your early warning system, flagging important market movements that might affect your business.

Rather than overwhelming you with details, it lets you decide which changes warrant deeper investigation.

When you need that deeper dive, Price Tracker is your next step.

JATO News Alert:

- **Instant market intelligence** - Real-time updates on crucial market changes affecting your business
- **Strategic filtering** - Focus only on the changes that matter to your market position
- **Action-oriented alerts** - Clear, concise information that helps you decide when to investigate further



▣ Pricing & specifications

Model year 2025.5 for Volvo XC90

🇩🇪 Country: Germany 👤 Author: Daniel Lorenz 📅 Date: 12/09/2024

Volvo announces model year 2025.5 for the XC90 SUV

Released 12 September and effective September 4, 2024, Volvo has announced the model year 2025.5 for the XC90 SUV.

Details are as follows:

Model year changes include:

- Price changes
- Diesel versions are no longer offered
- B5 gasoline engine now fulfils the Euro6e emissions standard with modified fuel consumption and emission values
- Ultimate Bright trim renamed to Ultra Bright
- New standard equipment, e.g. new 20" wheels are standard for Core and new 21" wheels are standard for Plus and Ultra
- Changed optional equipment and colors, e.g. Platinum Grey metallic no longer offered; new exterior color Mulberry Red Metallic

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02 Price Tracker: the model level overview

Price Tracker gives you the big picture at model level, making it the natural starting point for detailed analysis.

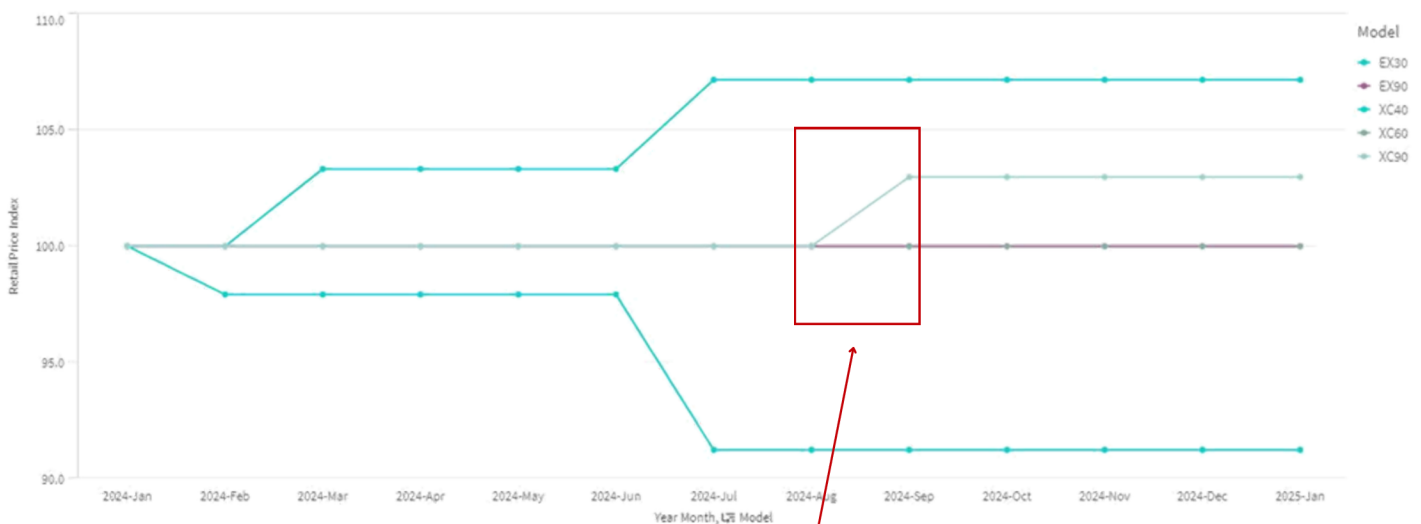
Looking at the Volvo XC90 in September 2024, we can see notable shifts in market positioning—exactly what our News alert flagged.

The overview reveals several key changes: an increase in retail pricing, adjustments in standard equipment affecting overall value, and modifications to the version lineup.

What you'll discover:

- Pricing Evolution - Track changes in retail pricing and market positioning
- Value Assessment - Understand how equipment changes affect overall value
- Range Analysis - Monitor version lineup modifications, including new additions and removals

This comprehensive overview helps you quickly identify trends and changes that could impact your market strategy, setting the stage for more detailed investigation.



uplift in price positioning for XC90



03 Price Tracker: version analysis

When we look closer at individual versions, linked through our unique identifier (UID) to JATO Specifications, the full story emerges.

The September 2024 data confirms our alert's findings: two diesel engine versions of the XC90, previously available in August, have been discontinued. We can track retail price movements across all versions, with most showing an upward trend.

The value change indicators help you understand if these price adjustments are balanced by changes in standard equipment. This detailed view is crucial for assessing how these changes might impact your competitive position.

Key insights revealed:

- Version Tracking - Identify discontinued models, like the two diesel engine versions removed in September
- Price Movement Analysis - Monitor retail price changes across all versions
- Value Impact Assessment - Evaluate how equipment changes affect overall value proposition
- Competitive Position - Understand how changes impact your market standing

This detailed view provides the evidence you need to make informed decisions about your product strategy and competitive response.

Average Retail Price Change common UIDs 2,365	Average Value Change common UIDs 936	Average Pure Price Change common UIDs 1,429	Version change 195
Average Retail Price N-1 All 86.01k	Average Value N-1 All 28.01k	Average Retail Price N All 88.56k	Average Value N All 28.86k
Average Retail Price N-1 Common 86.2k	Average Value N-1 Common 27.93k	Average Retail Price N Common 88.56k	Average Value N Common 28.86k

Year Month	Model	Currency	Retail Price Change	Value Chan...	Period N-1	Retail ...	Value ...	Model...	Version N-1
2024-Sep	VOLVO XC90	EUR	-260	1,276	2024-Aug	88,750	29,343	2024	2.0 BS ULTIMATE BRIGHT AUTO AWD
2024-Sep	VOLVO XC90	EUR	7,500	1,156	2024-Aug	79,990	25,928	2025	2.0 T8 PHEV CORE AUTO AWD
2024-Sep	VOLVO XC90	EUR	2,490	1,156	2024-Aug	77,400	25,298	2024	2.0 BS CORE AUTO AWD
2024-Sep	VOLVO XC90	EUR	2,200	846	2024-Aug	87,790	27,648	2025	2.0 T8 PHEV PLUS BRIGHT AUT AWD
2024-Sep	VOLVO XC90	EUR	2,200	846	2024-Aug	87,790	27,613	2025	2.0 T8 PHEV PLUS DARK AUTO AWD
2024-Sep	VOLVO XC90	EUR	2,400	786	2024-Aug	92,490	30,143	2025	2.0 T8 PHEV ULTRA BRIGHT AUT AWD
2024-Sep	VOLVO XC90	EUR	2,400	786	2024-Aug	92,490	30,108	2025	2.0 T8 PHEV ULTRA DARK AUTO AWD
2024-Sep	VOLVO XC90	EUR	-10	636	2024-Aug	82,900	27,338	2024	2.0 BS PLUS BRIGHT AUTO AWD
2024-Sep	VOLVO XC90	EUR	0	0	2024-Aug	88,150	29,343	2024	2.0 BS D ULTIMATE BRIGHT AUTO AWD
2024-Sep	VOLVO XC90	EUR	0	0	2024-Aug	82,300	27,338	2024	2.0 BS D PLUS BRIGHT AUTO AWD

price change for all remaining versions

changes in equipment for all remaining versions

UID	Period N	Version N	Retail Price N	Value N	ModelYear N	BodyType N	Fuel...	Power...	DataS...	UID N
8299396	2024-Sep	2.0 BS ULTRA BRIGHT AUTO AWD	88,490	30,619	2025	sport utility vehicle	unleaded	MHEV	Full Specs	8299396
8306640	2024-Sep	2.0 T8 PHEV CORE AUTO AWD	87,490	27,084	2025	sport utility vehicle	electric	PHEV	Full Specs	8306640
8299389	2024-Sep	2.0 BS CORE AUTO AWD	79,890	26,454	2025	sport utility vehicle	unleaded	MHEV	Full Specs	8299389
8338119	2024-Sep	2.0 T8 PHEV PLUS BRIGHT AUT AWD	89,990	28,494	2025	sport utility vehicle	electric	PHEV	Full Specs	8338119
8338118	2024-Sep	2.0 T8 PHEV PLUS DARK AUTO AWD	89,990	28,459	2025	sport utility vehicle	electric	PHEV	Full Specs	8338118
8338121	2024-Sep	2.0 T8 PHEV ULTRA BRIGHT AUT AWD	94,890	30,929	2025	sport utility vehicle	electric	PHEV	Full Specs	8338121
8338120	2024-Sep	2.0 T8 PHEV ULTRA DARK AUTO AWD	94,890	30,894	2025	sport utility vehicle	electric	PHEV	Full Specs	8338120
8299393	2024-Sep	2.0 BS PLUS BRIGHT AUTO AWD	82,890	27,924	2025	sport utility vehicle	unleaded	MHEV	Full Specs	8299393
8299397	2024-Sep	-	-	-	-	-	-	-	-	-
8299392	2024-Sep	-	-	-	-	-	-	-	-	-

deletion of diesel engine versions

04 Specification analysis: the complete picture

When competitor changes demand a response, JATO Specifications provides the granular detail you need. Using JATO UID number, you can seamlessly examine every equipment change across versions.

In this example, we can see new standard anti-theft protection has been added, while other features have been upgraded, such as directional headlights and front seats with electric memory recline.

Some specifications have changed—like different wheel rim diameters—while others, such as heated rear seats, have been removed entirely. Whether using JATO's value tables or your own, these changes can be accurately assessed for their impact on overall value.

Detailed tracking of:

- New Features - Such as the addition of standard anti-theft protection
- Equipment Upgrades - Including improvements to directional headlights and front seat functionality
- Specification Changes - From wheel rim diameter adjustments to removed features like heated rear seats
- Value Impact - Calculate precise value changes using either JATO's or your own value tables

This comprehensive analysis ensures you understand not just what has changed, but how these changes affect your competitive position and what response might be needed.

types of actions taken

Year Mo...	Q	M...	Q	Mo...	Q	UID	Q	Version N-1	Q	Version N	Q	Type	Item - Attribute	Q	Description N-1	Q	Description N	Q	Value N-1	Value N	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Anti-theft protection - interior monitoring	-			yes	-		€ 60	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Door sill protector - illuminated	-			yes	-		€ 10	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Headlight control - active high beam	-			yes	-		€ 50	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Headlight control - directional headlights	-			yes	-		€ 340	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Headlight control - matrix	-			yes	-		€ 700	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Memorized adjustment - door mirror position	-			yes	-		€ 10	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Anti-theft protection - Anti-theft protection	-			standard	-		€ 280	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Front seat reach type	-			memory : electric	-		€ 205	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Front seat reclining type	-			memory : electric	-		€ 230	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Luxury trim - on shift knob	-			leather	-		€ 25	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Luxury trim - on center floor console	-			alloy	-		€ 75	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		New	Luxury trim - on doors	-			alloy	-		€ 30	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Navigational systems screen size (in)		9.00		11.20	-	€ 270	€ 336	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Seat upholstery - main seat material		leather		synthetic leather	-	€ 1,100	€ 290	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Door sill protector - type		alloy		stainless steel	-	€ 40	€ 40	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Front seat height type		electric : electric		memory : electric	-	€ 240	€ 255	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Front seat tilt type		manual : manual		memory : electric	-	€ 40	€ 90	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Changed	Wheels rim diameter (in)		19 : 19		21 : 21	-	€ 1,100	€ 1,500	
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Deleted	Front seat lumbar type		electric : electric		-	-		€ 130	-
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Deleted	Headlight control - auto highbeam		yes		-	-		€ 90	-
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Deleted	Rear seats - heated		yes		-	-		€ 225	-
2024-Sep		VOLVO		XC90		8306640		2.0 T8 PHEV CORE AUTO AWD		2.0 T8 PHEV CORE AUTO AWD		Deleted	Steering wheel - heated		yes		-	-		€ 135	-

05 All-new Price Tracker

Transform your competitive intelligence with the **new and improved JATO Price Tracker**, a sophisticated yet intuitive market monitoring solution that puts comprehensive pricing insights at your fingertips in just minutes.

Whether you're analysing market trends, tracking competitor movements, or optimising your pricing strategy, Price Tracker delivers the intelligence you need to make confident decisions.

Make confident decisions with complete market visibility

Price Tracker transforms complex market data into clear, actionable insights.

From broad market trends to granular specification changes, you'll have the complete picture needed to optimise your market position.

Price Tracker

Accessible online via any smart device

Unlimited bookmarks and baskets

Weekly data delivery

No data point limits

Filtering down to version level

Contact us to arrange a live demo

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www.jato.com

Tel: +44 (0)20 8423 7100

Email: enquiries@jato.com

X: @JATO_Dynamics

Linkedin: [linkedin.com/company/JATO-dynamics](https://www.linkedin.com/company/JATO-dynamics)



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Registered in England NO: 2262299.
Registered Office: Building 1, ARC
Uxbridge, Sanderson Road, Uxbridge,
UB8 1DH, United Kingdom