

PRESS RELEASE

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JATO North America and MOTOINSIGHT Announce a US/Canadian Customer Incentives and Vehicle Specifications Partnership

May 27, 2016 – JATO Dynamics North America and Motoinsight are pleased to announce a partnership that will offer full automotive customer incentives coverage for the U.S and Canada combined with vehicle specification data available immediately. This is a new option in the market place for in country and cross-border access to vehicle pricing, specifications and customer incentives information. JATO and Motoinsight are both known as industry leaders in competitive intelligence and structured data.

This new offering will allow automotive companies, Digital Retailers, Dealerships and Consumers to instantly access relevant vehicle specification, pricing and incentive data for the U.S. and Canada. The offering is available via our newly launched JATO FLEX API or through structured datafeeds. Both companies offer wide coverage and highly detailed information that is easy to adapt to any project. The information is available in an API that was designed for Mobile first, is 100% cloud based on Microsoft Azure, seamlessly integrates customer incentives, pricing and specification data and most importantly is 100% customizable.

Matt Weiss, President JATO North America “We are truly excited about the way our teams are working together. We now offer a powerful suite of information that checks a major need for retail focused companies who require competitive automotive information in the U.S. and Canada. This is the first step of what we believe will be a major shift in how U.S. and Canadian competitive automotive information is accessed.”

About JATO NA: JATO Dynamics has representation in over 51 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 intelligence 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.

About Motoinsight: Motoinsight is a leading automotive data and technology provider based in Toronto, Canada. Motoinsight tools or data power many of the largest consumer automotive websites in Canada by traffic. The majority of OEMs, the most innovative dealer groups, leading automotive software companies, and the largest banks and insurance companies count on Motoinsight data and technology to better engage consumers, acquire customers, and stay on top of market trends. For more information, please visit www.motoinsight.com.