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## GENEVA SHOW IS ALL-WHITE SAYS JATO

If black was the new silver a couple of years ago, then white is most definitely the new black, says JATO Dynamics, the world's leading provider of automotive data intelligence.

The fickle world of fashion is as much in evidence on our roads as it is in our shopping malls. The colour white, so in favour with manufacturers and car-buyers back in the 1980s is now firmly back in vogue after years in the wilderness.

"It's a minor observation but a noticeable change in fashion, nevertheless," says Laura Kirk, Head of Marketing for JATO. "Residual value experts have for some time commented on the poor performance of white cars in certain markets but it would seem that white has once again broadly found favour with car buyers."

This year's Geneva show features more white cars on the stands than any other in recent memory, from budget city cars to supercars. Like any area of fashion the change is in part driven by the designers and manufacturers themselves says JATO.

"As soon as manufacturers start to produce concept cars and press vehicles in a given colour, the industry will generally witness a corresponding shift in consumer demand," says Kirk.

JATO also points out that since manufacturers have introduced white metallic-pearlescent finishes into their ranges, the colour has now become a significantly more attractive choice on options lists for many buyers.

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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](http://www.jato.com)

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