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JATO DYNAMICS APPOINTS NEW TECHNOLOGY DIRECTOR

JATO Dynamics has recently announced the appointment of Mark Gilbert to the role of Technology Director, who will take on responsibility for the management of the entire Technology Division.

Neil Palfreeman, Chief Executive Officer, JATO Dynamics, says: "As a technology-driven organisation, it is clear that Mark's role is one of the most crucial within the business and one which is absolutely fundamental to our ongoing development strategy."

Mark brings a wealth of skills and experience gained from former roles in media and publishing technology, including that of IT Director at the global publishing and media giant, Emap.

He says: "My primary mission is to put our customers' needs first; we need to balance technical innovation with real-world requirements. If we can drive our products and services deeper into the daily working lives of our customers, then we will have achieved an enormous objective for the business. Achieving that objective will come from a greater understanding of how our customers use the tools we provide and for us to facilitate greater automation between the customer and JATO interfaces."

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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 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 while major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at www.jato.com.

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