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# PRESS RELEASE

## JATO DYNAMICS AND LMC AUTOMOTIVE JOIN FORCES TO DELIVER COMBINED INSIGHT TO THE AUTOMOTIVE INDUSTRY

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**The exciting new partnership is delighted to announce the launch of their first joint solution - GLOBAL LIGHT VEHICLE SALES FORECAST**

**12:00 BST, 29<sup>th</sup> April 2015**

**London, UK**

JATO Dynamics and LMC Automotive have today announced a new partnership to deliver a range of innovative solutions that will power planning and decision making for clients across the global automotive sector.

JATO and LMC Automotive share a similar footprint across global markets and as a result can provide a unique level of breadth and depth in their combined intelligence. JATO is renowned for its ability to supply and enhance the value of historical sales and registrations data while LMC Automotive is renowned for the quality of its automotive forecasting services in the areas of vehicle sales, production and powertrain. Both JATO and LMC Automotive pride themselves on their ability to offer an unrivalled level of personal service and accessibility to clients adding a defining level of value to their products. Both companies offer multi-client and customised services.

The first of these new solutions is the Global Light Vehicle Sales Forecast. Updated monthly and offering monthly forecasts over a seven year time horizon, the new product will cover global passenger and light commercial vehicles (up to 6 tonnes) broken down by manufacturer, make, vehicle type, segment and model representing 94% of global sales.

Chief Executive at JATO, Andy Rothery, commented "We are delighted to partner with such a highly regarded business as LMC Automotive to deliver the first forecast solution in JATO's portfolio. At JATO, we are committed to continuously adding value to our clients around the world and the Global Light Vehicle Sales Forecast is the latest example of our continued investment in working with like-minded businesses that share our fundamental business ethics of customer focus and delivering the best quality in all that we do."

Pete Kelly, Managing Director of LMC Automotive added “We are delighted to now be working closely with JATO. JATO has an unrivalled base of historical sales and registration data with a unique level of detail. The new partnership gives us the opportunity to build on the strengths of both companies bringing together highly complementary activities. This is a major step in the growth of our organisations but, more importantly, it will lead to new services and offerings to clients. The Global Light Vehicle Sales Forecast represents the first of these new solutions.”



*Pete Kelly, Managing Director of LMC Automotive and Andy Rothery, CEO of JATO Dynamics, celebrate their partnership to deliver their joint JATO and LMC Automotive **Global Light Vehicle Sales Forecast** solution for automotive clients.*

For more information email [jatoteam@firstlightpr.com](mailto:jatoteam@firstlightpr.com), visit [www.jato.com](http://www.jato.com) and follow JATO on [LinkedIn](#) & [Twitter](#).

**-Ends-**

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## About JATO

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 50 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.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process.

Visit JATO at [www.jato.com](http://www.jato.com) for more information.

## About LMC Automotive

LMC Automotive, formerly J.D. Power Automotive Forecasting, is the premier supplier of automotive forecasts and intelligence to an extensive client base of car and truck makers, component manufacturers and suppliers, financial and logistics companies, as well as government institutions around the world.

Its forecasting services cover automotive sales, production and powertrain both regionally and globally. It also publishes special studies on subjects of topical interest to the automotive industry.

LMC Automotive has offices in the UK, the USA, Germany, China and Thailand as well as representative offices in Japan and Brazil. It is part of the UK-based, LMC group, the global leader in economic and business consultancy for the agribusiness sector.

Visit LMC Automotive at [www.lmc-auto.com](http://www.lmc-auto.com) for more information.