

PRESS RELEASE

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JATO Dynamics appoints Head of Global Sales Operations

- **Adam Embleton joins JATO in the newly created position of Head of Global Sales Operations**
- **He brings over 20 years of international automotive industry experience to the role at JATO, including 16 years with Volvo Car Corporation**

JATO Dynamics has appointed Adam Embleton to the newly created position of Head of Global Sales Operations, responsible for developing the policies, tools and processes employed by JATO's Global Sales Teams. He will play a key role in improving the overall efficiency and effectiveness of JATO's sales operations to provide greater value to customers.

Adam joins JATO from Volvo Car Corporation, where he spent 16 years in a variety of roles, based in Sweden and the UK, finally holding the position of Director, Global Fleet Operations. Adam is an internationally experienced sales leader and strategic planner, with over two decades of automotive industry experience, which affords him a thorough understanding of all levels of operations, including dealer, auto-OEM National Sales Company, European and Global HQ roles.

Director, Global Sales & Marketing, Paul Stokes said: *"Adam will be working closely with sales management to guide them through a framework that will successfully embed new policies, tools and processes into daily operations, maximising our operational effectiveness. A core element of this will include assisting me and the Global Sales Leadership Team with delivering a new and more consultative and collaborative approach to Global Account Management, including processes, behaviours, skills development and performance metrics."*

Commenting on his new role, Adam said: *"I am delighted to be joining JATO and to be working with this exceptional team. JATO Dynamics has been a leader in the global automotive intelligence area for years and I join at an incredibly exciting time, as the business continues to develop and grow around the world. I look forward to sharing my experience and contributing to the future growth of this global leader."*

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

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You can now follow JATO on [LinkedIn](#) and [Twitter](#) ([@JATO_Dynamics](#)).

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 for more information.

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