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JATO DYNAMICS LAUNCHES TOTAL COST OF OWNERSHIP TOOL INTO SPANISH MARKET

- JATO expands partnership with AuDaCon AG and Bähr&Fess to develop market leading TCO product in Spain

JATO Dynamics, the world's leading provider of automotive data and intelligence, has today announced that it is launching its innovative and highly regarded Total Cost of Ownership product into Spain, one of Europe's most important automotive markets. The product is the result of a joint co-operation with two specialist companies, AuDaCon AG and Bähr&Fess, the world's two leading providers of technical and maintenance data and residual value respectively.

The introduction is a significant enhancement to the company's product and service portfolio, and the new resource will offer manufacturers, importers, leasing companies and the financial services industry, important strategic advice and intelligence on all aspects of managing fleet investment.

The solution, which is has already launched in the UK, Germany, France, The Netherlands and Belgium will make use of up to the minute data on a vehicle purchase costs, residual values, tax and insurance charges, services, maintenance and repair costs. The product will be invaluable to the Spanish fleet and finance industries, where management of total cost of ownership is of fundamental importance.

Francisco López Ramírez, General Manager of JATO Iberia, says: "There is a great deal of financial risk associated with fleet management and we're pleased to launch our Total Cost of Ownership tool into a market that has been crying out for a sophisticated product such as this. The industry can accurately assess its potential fleet investment prior to purchase, and many operators will reap huge financial benefits."

One of the unique features of the project is the pooling of specialist knowledge from three leading data suppliers. JATO is working in conjunction with AuDaCon AG (Automotive Data and Consulting), one of the world's largest distributors of data for the automotive industry; and European leasing and finance forecaster Bähr&Fess. This partnership offers a powerful solution by linking together each company's datasets in one online package, a feature that not only makes it unique but which serves to significantly strengthen its credentials.

"The huge benefit of this product is that it incorporates the dedicated, specialist knowledge of three companies who are the market leaders in the chosen fields. That's a real USP," says Ramirez.

2007 has seen JATO introduce its Total Cost of Ownership software into a number of core markets to meet the needs of new customers, and it will continue the roll-out extensively in the coming months.

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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

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