

September 3, 2008

JATO DYNAMICS SPEAKS AT THE MOSCOW INTERNATIONAL TRADE SHOW

JATO Dynamics, the world's leading provider of automotive data and intelligence, spoke at the Vedomosti Conference in Moscow, predicting a continued boom in the Russian car industry.

The conference, which was held last week, took place within the framework of the Moscow International Motor Show. It included speeches from the world's largest car manufacturers and car dealers, representatives of the Russian government and leading experts of the automotive market, who came together to discuss changing consumer demand and sales structure.

During the conference, JATO reported that Russia has the world's fastest growing car market, having sold almost 1.4 million vehicles during the first half of 2008. This puts its growth at a whopping 49.8%.

This comes at a time when other key European markets have been experiencing slow and in some cases negative growth in this area. The UK saw sales diminish by 1.6% and Spain was struck by a decrease of 16.7%.

"The exponential growth of the Russian car market is made the more impressive by the current economic uncertainty," said Evangelos Hadjistavrou, Regional General Manager at JATO. "Russia is making its mark as a big player in the automotive industry and we predict that it will continue to reach new uncharted heights."

JATO also reported that the increase in Russia's sales outstripped even that of two of the largest developing Asian markets, India and China, which grew by 16.9% and 9.3% respectively.

JATO warned delegates at the conference that the booming market in Russia would inevitably lead to fierce competition among major car manufacturers looking to grab a foothold in the lucrative Russian market.

Evangelos continued: "Russia is the most exciting market on the planet right now, and manufacturers stand to make a lot of money if they get their marketing strategy right. Get it wrong however, and the market can be brutal. Detailed market analysis and effective sales tools can be the difference between success, particularly in such a fast-paced environment."

-End-

Editorial note: JATO Dynamics background

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date intelligence 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.

For further press information, please contact:

Harry Ronaldson at harry.ronaldson@bisslancaster.com or telephone 020 7467 9218