

10 June 2010

JATO LAUNCHES 'INCENTIVES FOR RUSSIA'

As Russian new car buyers finally get their own government 'scrappage scheme', the world's leading provider of automotive intelligence, JATO Dynamics, has condensed its expertise on the Russian new car market into a new analysis tool launched today.

This launch follows JATO's full year 2009 report that showed how the Russian new car market shrank by over 1.3 million sales in 2009, a situation that JATO saw continue in Q1 2010, recording a drop of 26.6% (98,128 sales), versus Q1 2009.

"Russia remains one of the most important markets in Europe, but the situation for new car sales is perhaps worse than for any other country in Europe," explained Evangelos Hadjistavrou, Regional General Manager, JATO Dynamics. "The new scrappage scheme is the latest addition to a complex pool of incentives in the Russian market aimed at stimulating new car demand, especially for domestic brands and locally-built cars."

JATO 'Incentives for Russia' will be updated daily and cover all Russian new car incentives, including government tax breaks and financial incentives, plus individual OEM sales actions.

JATO's Russian analysis will broaden its current European incentives coverage, which includes UK, Germany, France, Italy, Spain and Sweden. It will monitor all tactical support activities in Russia, enabling OEM customers to develop and implement programmes and countermeasures to support sales over the product lifecycle.

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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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