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JATO DYNAMICS APPOINTS DAVID HIRST TO LEAD GLOBAL MARKETING STRATEGY

JATO Dynamics, the world's leading provider of automotive research and intelligence, today announces that it has appointed David Hirst to the new position of Global Marketing Director.

David will sit on the Board of Directors and takes on full responsibility for managing marketing communications, product development, business development, strategic solutions and customer services. He joins JATO from Capgemini UK plc, a subsidiary of the global Capgemini Group, where he held the position of Marketing Director for their UK Consulting and Technology Services businesses.

David says of his appointment: "I'm very much looking forward to working with JATO Dynamics on a global level. The chance to use my experience to ensure JATO consistently delivers market leading products and services across the world is a tremendous opportunity and is one that I am looking forward to immensely."

Neil Palfreeman, Chief Executive Officer, JATO Dynamics, says: "We are delighted to welcome David to the organisation. His contribution will be invaluable in helping us convey JATO's breadth and depth of expertise to the industry, via a comprehensive and coherent strategy."

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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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