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## **SAAB SIGNS NEW CONTRACT WITH JATO IN BUILD-UP TO CRUCIAL NEW 9-5 MODEL LAUNCH**

Saab has signed a new contract with JATO Dynamics, ahead of the Swedish firm's launch of its important new model, the all-new 9-5.

Saab has a long-standing relationship with JATO but this is the first contract signed under the management of its new owner, Spyker. The launch of the new 9-5 model is fundamental to the company's future financial health and viability, and JATO's intelligence is being used to help re-position the brand within the market place.

"Other than getting the fundamental engineering of a new car right, the most important factor to a model's success is to have a thorough understanding of the market and for us to have a detailed and complete comparison with competitor products, including specifications and pricing in each of the core markets", says Svante Kinell, Manager, Global Business Management at Saab. "Only then can we establish the perfect specification and pricing strategy of our own. Without the right intelligence, our marketing objectives for the launch cannot be met."

Saab is taking JATO's industry leading specification data for leading markets along with further specification reports across minor countries. JATO's detailed data will allow Saab to conduct crucial market analyses in preparation for the 9-5's launch later this year. "What we like about JATO is that it isn't just a data supplier. JATO is an authoritative and trusted consultant in the broader sense, and its team in Sweden has provided a particularly flexible approach to how it works for us", comments Kinell.

In a highly competitive market place, Saab's pricing strategy for the 9-5 is of paramount importance. With its competitor models regarded as some of the industry's most successful cars, Saab's ability to benchmark the new car in each individual is a primary focus for the company. Under its new ownership, it is important for the brand to re-emphasize its position as a premium manufacturer.

Kinell continues: "We think that consumers will be hugely impressed with this car, and we believe that the company's DNA as a high-technology former aircraft manufacturer comes across stronger than ever in the new 9-5. JATO's contribution in getting the global specification and pricing strategy exactly right for this the new car is invaluable, and we look forward to the car's successful launch this summer."

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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](http://www.jato.com).

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