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TATA DRAWS ATTENTION AT GENEVA SHOW SAYS JATO

JATO Dynamics, the world's leading provider of automotive data intelligence reports on Tata's significant presence at this year's Geneva Auto Show. The Indian industrial giant made its presence felt at the show and used the opportunity to give the new ultra compact Nano model its first European airing.

Group boss, Ratan Tata, unveiled the car to a vast group of journalists in what proved to be one of the busiest media gatherings of the show. Although the Nano is scheduled to go on sale in India first at a staggeringly low price of EUR 1750, a re-worked, higher specification derivative may also find its way into European markets in due course.

"In our view, this is one of the most significant car launches in recent times," says Nasir Shah, Global Business Director at JATO. "Tata has the resources and capability to make a significant impact on the international car market. Ratan Tata is predicting significant demand for the car and hasn't ruled out the possibility of having to license Nano manufacturing rights in order to meet that demand. "

"At JATO we closely observe the new market entries, and it is rare that a new vehicle causes such a dramatic stir amongst manufacturers, the press and public opinion," says Shah.

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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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